

# Steve's International Partners Guidebook



COMPANY PROFILE | PRODUCT INFORMATION | EDUCATION PROGRAMS

1. INTRO TO STEVE'S
2. SELLING SUCCESS PROGRAMS
3. EDUCATION & MARKETING
4. PRODUCT INFORMATION



## Raw Food Done Right

Steve's Real Food has a proven track record of making raw pet food for over 20 years. We pioneered our way through the pet food industry creating demand for raw diets through education-based selling.

Steve's mission, led by company culture and a unique approach to business, continues to create success. We prioritize employees, partners, and the environment, harnessing technology to achieve our goals sustainably. What we do is more than just pet food. It's helping pets live their best lives.



## THE REAL DIFFERENCE IS

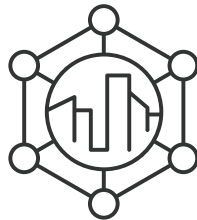
### Sustainability



**EMBRACE SUSTAINABILITY**  
CORE VALUE

We go beyond a recyclable bag. Sustainability means a commitment to minimizing our environmental footprint by continuously improving our operations and products to reduce waste, conserve resources, and mitigate our impact on the planet.

### Technology



**LEVERAGE TECHNOLOGY**  
CORE VALUE

We strive to be at the forefront of technological innovations. Our Rawsources app is one of the first of its kind to reach pet parents globally. We are thrilled to offer a brand new website. A vital feature of this website is an international-dedicated landing page filled with customer tools. There is also a distributor-only access page to the most up-to-date marketing tools.

### Attainability



**MAKE FOOD ATTAINABLE**  
CORE VALUE

We make food that pet parents globally can afford to feed every day. We offer freeze-dried options in our original Steve's line that are convenient for multiple pet households. We specially formulated Quest freeze-dried for cats to thrive on.

### Education



**EDUCATE FIRST**  
CORE VALUE

Education is empowering, and one of the most significant differences between Steve's and other US-based raw brands is our desire to give you the distributor, the knowledge and support needed every step of the way.

## STEP 1

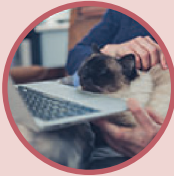


### Website

customers learn about Steve's products and where to find them

### Rawsources App

the solution-based tool to fuel the rawvolution



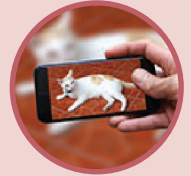
### Nutritional Webinars

free live education for pet parents to learn and ask questions



### Brand Ambassadors

use their social network to spread awareness about feeding raw



### Pet Parent Raw.U

provides a proven online learning platform that educates pet parents on the importance of a fresh food diet to help their pets thrive.



### International Raw U

a learning platform that is designed specifically for our international markets



### International Distributor Support

we are here to offer personalized support for our international partners



## STEP 2

## STEP 3

### Products

that work so you don't have to



### Customers

have the Rawsources they need in the palm of their hand



### Successful Sample Coaching

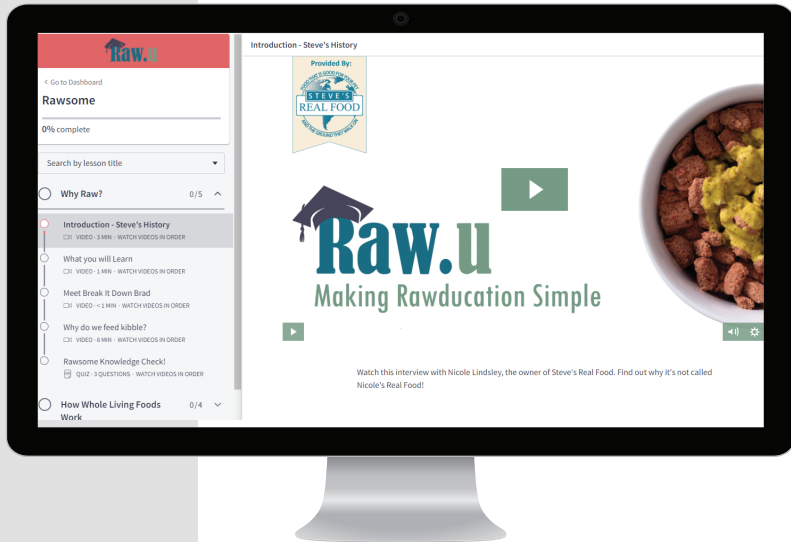
to answer your customers questions



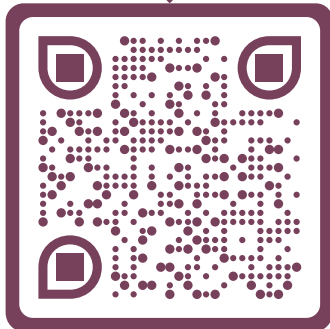
## RAW.U

Self-Paced & On Demand

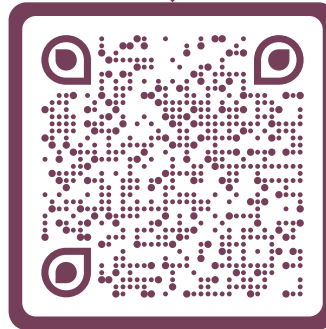
Raw.U is our proven online learning platform that builds raw confidence. Our international partners that have gone through our US-based retailer Raw.U have a better understanding of making raw food sales grow within e-commerce and retailer markets. Scan the QR code below to get started.



International Raw.U



Successful Samples



## SUCCESSFUL SAMPLES

If not done correctly, a sample program will send customers right out the door without a purchase. Not only are our samples designed to increase sales, but they come with training on how to use them to your best advantage.





## Live Nutrition Webinars



### Here's how it works

We help you choose the best webinar topic for your audience.

We provide all the marketing material you need to have a great turnout for the event.

During the webinar our team presents, and answers questions live from your customers

## AVAILABLE WEBINARS

### Power of Living Food

Every living creature on earth needs whole living food to thrive. In this webinar we cover what is missing from cooked foods and explain how raw foods improve your pet's life.

### Raw Food Safety

The benefits of a raw diet are fantastic, but we understand your customers may have concerns. We'll cover each of the common ones and even follow our food from farm to bowl!

### Puppies: Building a Strong Foundation

Ideal for puppy parents, we discuss the importance of proactive wellness while dogs are growing up, focusing on how proper nutrition can positively affect the rest of their lives.

### Seniors: Living Their Best Lives

Senior care is not talked about enough. In this webinar we cover common senior conditions such as cognitive decline, joint stiffness, and the effect of obesity on longevity.

### Allergies

Spring can be a challenging time for pets. Pollen is in the air and we are spending more time outdoors! We discuss seasonal allergies and tips for bringing relief.

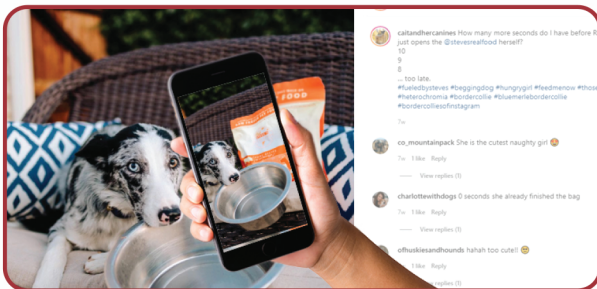
### The Microbiome

Inside your pet is a tiny universe that affects every aspect of their life and their health. We'll take a dive inside and impart practical tips for maximizing health.

### Enrichment

Pets are driven by natural instincts. Learn how to view the world through their eyes in order to provide the happiest, most fulfilling life possible.

## Brand Ambassadors



Our brand ambassador program drives more traffic to your store by incentivising your local community to post and create buzz about Steve's Real Food and its products.

## Store Locator



Our international locator has been designed to drive more traffic to your website by allowing the customer to find the product they want and purchase it from your retailers and e-commerce.

# STEVE'S FREEZE DRIED DIETS



**FRESH-READY IN  
UNDER 5 MINUTES**

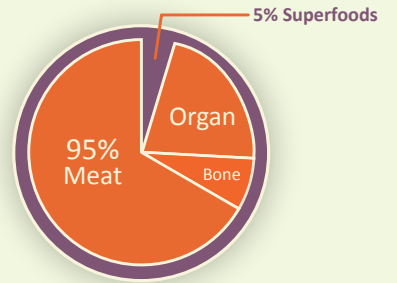
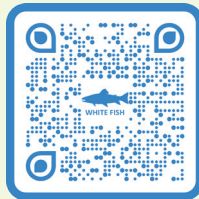


**BPA  
FREE**



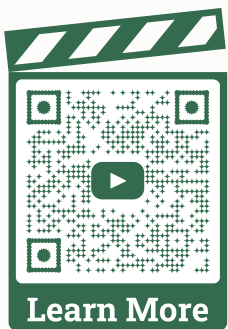
**Complete  
& Balanced**

## Scan Each Icon for Nutritional Information



- ✓ Locally Sourced Produce
- ✓ Humanely Raised Proteins
- ✓ Eco-Friendly Production
- ✓ Zero Starches or Fillers
- ✓ US Sourcing & Manufacturing

## VALUE ADDED INGREDIENTS



**GOAT MILK**  
DIGESTION



**COCONUT OIL**  
OMEGA'S



**GREEN LIPPED MUSSEL**  
JOINT



**KELP**  
TRACE MINERALS





# QUEST FREEZE DRIED DIETS



**PREY DIET  
No Produce**



**BPA FREE**



**Complete & Balanced**

## VALUE ADDED INGREDIENTS



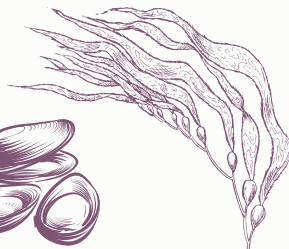
**GOAT MILK**  
DIGESTION



**COCONUT OIL**  
HEALTHY FATS

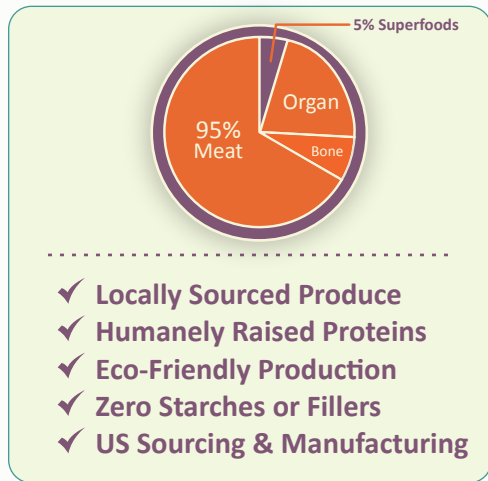
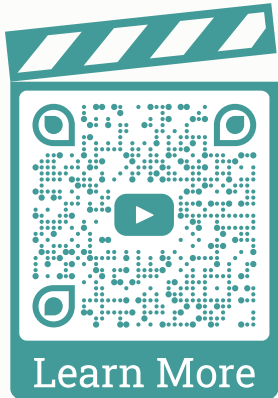
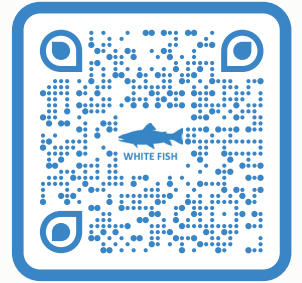
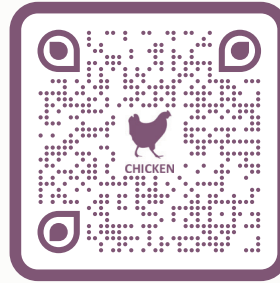
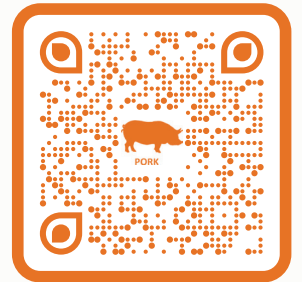
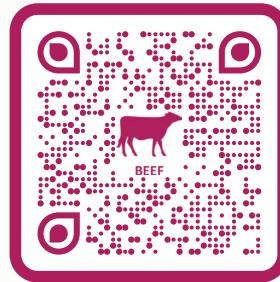


**GL MUSSELS**  
MANGANESE



**KELP**  
CHLOROPHYLL

## FREEZE DRIED DIETS



**STEVE'S  
REAL FOOD**



# NEW PRODUCT: PROTEIN BITES

*fermented for gut health*



Great for Transitioning or Treating



Fermentation



Complete & Balanced



BPA FREE



## VALUE ADDED INGREDIENTS



COCONUT OIL  
HEALTHY FATS



CHAMOMILE  
INFLAMMATION



FENUGREEK  
APPETITE



SLIPPERY ELM  
DIGESTION



## PRODUCT HIGHLIGHTS



Eases the tummy when transitioning foods



Fermented in Small Batches



Pre, Pro, and Post-biotics for Gut Health



Antioxidant Rich with over 180 Minerals

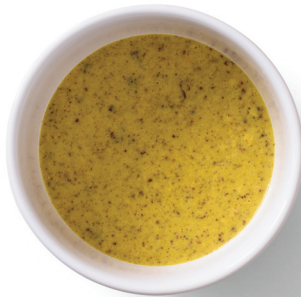


# STEVE'S *enhance* FREEZE-DRIED GOAT MILK

8 oz FREEZE DRIED POUCH



DOGNOG



inflammation

CHIAFREEZE



digestion

PURRGURT



immunity

CARNAFORGE



allergy



**Enhance is a simple solution to giving your pets the nutrition they need to complete their diet.**

Each freeze-dried goat milk supplement is packed full of carefully chosen superfoods, such as spirulina, turmeric, dandelion, chia seeds & L-lysine, that are designed to support specific pet health systems.



## VALUE ADDED INGREDIENTS

- .....
- Spirulina
- Dandelion
- Chia Seed
- Milk Thistle
- Turmeric
- Yucca
- Couch Grass
- Mullein Leaf
- Marshmallow Root



# EGGS OVER EASY

## food enhancer

Eggs Over Easy is a **100% protein based food topper**.

*enhancing* a pet's food has never been easier or more nutritious. We do not add any unnecessary fillers and keep it simple with protein based superfoods. If you are going to top your food to add raw nutrition and protein, *enhance* it with Eggs Over Easy.

### GUARANTEED ANALYSIS

Crude Protein: 41.1% Min  
Crude Fat: 25.3% Min.  
Crude Fiber: 0.0% Max.  
Moisture: 5.5% Max.

### INGREDIENTS

Egg, Pork Heart



## nutritional information

### EGGS

One egg has 13 essential vitamins and minerals and is loaded with nutrients that are often missing in our pet's diet. Eggs contain high-quality raw protein and fats (in the right ratios) to help to build lean muscle mass and provide energy for all day play.

### key nutrients

**Choline** – Eggs are the highest food source of the nutrient Choline which few foods have. Most pet foods are supplemented with a synthetic version of this nutrient in order to be complete. It is responsible for many key body functions such as **basic cellular structure, nutrient transport,** and metabolism.

**Antioxidants** – Two antioxidants that are key in counteracting the consequence of **aging on the eyes** are Lutein and Zeaxanthin. These two antioxidants are found in abundance in eggs. In one controlled trial, it was found that in just 4.5 weeks of eating eggs daily, blood levels of Lutein increased by 25-50% and Zeaxanthin by 114-142%.

**Biotin** – Eggs are among the best food sources for biotin, which is key for **energy production and healthy skin and coat**. A single egg may contain 25 mcg. of biotin.

### PORK HEART

**Pork heart is a nutrient dense meat; however, compared to other muscle meat, pork heart has quite a bit more vitamins and minerals.**

Below is a chart showing nutrients found in muscle meat to compared heart meat.

	Muscle Meat	Heart Meat
Iron	0.7 gm	4.7 gm
Vitamin A	8 IU	25 IU
Vitamin B12	0.6 mg	3.8 mg
Copper	0.1 mg	0.4 mg

**Iron** is important for **energy production**. Its key function is to **transport oxygen** which is why one of the first signs of a deficiency is a "lazy" dog.

**Vitamin A** is a fat soluble vitamin that is most often thought to support good **eye sight**; however, it is also key to help **support the immune system** and allow for proper **function of the organs**.

**Copper and Vitamin B12's** primary responsibility are to maintain healthy **nerve cells**. They also are key in helping with **iron** absorption.



## Steve's Freeze Dried Diets for Dogs & Cats 20oz

Steve's Real Food freeze-dried raw dog food is the same great formulation as our original frozen raw diet; it has just gone through an additional freeze-drying process to lock in the raw nutrition in a shelf-stable form. We follow the biologically appropriate raw food model (B.A.R.F.) and use an 80:20 ratio of meat-to-produce to ensure that pets get a nutritionally balanced diet that is easy to digest. To provide pets with a naturally healthy diet, we source clean, whole foods from trusted farms committed to the quality of the foods they produce. All diets are complete and balanced for dogs and cats, making any diet a great option for multi-species households



### Beef Diet Ingredients:

Ground Beef, Beef Heart, Beef Liver, Beef Kidney, Broccoli, Ground Beef Bone, Carrots, Apples, Romaine Lettuce, Goat's Milk, Coconut Oil, Sesame Seeds, Salmon Oil, Flaxseed, Dried Kelp, Taurine, New Zealand Green Lipped Mussel, Inulin, Ground Eggshell



### Pork Diet Ingredients:

Pork, Pork Heart, Pork Liver, Carrots, Kale, Pork Neck Bone, Broccoli, Goat Milk, Chia Seed, Flaxseed, Kelp, Salmon Oil, Taurine, New Zealand Green Lipped Mussel, Inulin, Coconut Oil, Sesame Seeds, Ground Eggshell Membrane



### Turkey Diet Ingredients:

Ground Turkey, Turkey Liver, Turkey Hearts, Broccoli, Spinach, Watermelon, Celery, Goat's Milk, Chia Seeds, Flaxseed, Dried Kelp, Sesame Seeds, New Zealand Green Lipped Mussel, Taurine, Salmon Oil, Coconut Oil, Inulin, Ground Eggshell



### Turducken Diet Ingredients:

Ground Turkey, Turkey Liver, Turkey Heart, Ground Chicken, Broccoli, Ground Duck, Chicken Liver, Apples, Romaine Lettuce, Celery, Goat's Milk, Sesame Seed, Chia Seed, Coconut Oil, New Zealand Green Lipped Mussel, Taurine, Salmon Oil, Flaxseed, Dried Kelp, Inulin, Ground Eggshell



### Lamu Diet Ingredients:

Ground Lamb, Lamb Heart, Emu Liver, Ground Emu, Broccoli, Carrots, Apples, Emu Bone, New Zealand Green Lipped Mussel, Romaine Lettuce, Goat's Milk, Flaxseed, Dried Kelp, Salmon Oil, Coconut Oil, Inulin, Chia Seed, Taurine, Ground Eggshell



### Chicken Diet Ingredients:

Ground Chicken, Ground Chicken Bone, Chicken Livers, Chicken Gizzards, Broccoli, Carrots, Lettuce, Cantaloupe, Goat's Milk, Flaxseed, Dried Kelp, Salmon Oil, Coconut Oil, Inulin, New Zealand Green Lipped Mussel, Taurine, Ground Eggshell



### White Fish Diet Ingredients:

Pollock, Pacific Cod, Rockfish, Salmon, Carrot, Apple, Broccoli, Goat milk, Chia Seed, Fenugreek, Flaxseed, Sesame Seed, Dried Kelp, Taurine, New Zealand Green Lipped Mussel, Coconut Oil, Inulin, Ground Eggshell



## Quest Freeze Dried Diets for Cats 10oz

Steve's Real Food Freeze-Dried Cat Food uses the same great ingredients as our original line, and we simply use a cold freeze-dry process to remove the moisture and make it shelf-stable. Quest is a P.R.E.Y model diet and uses a ratio of 90:10 meat, bone, organ, and superfoods. It is incredibly palatable for our finicky felines. The nugget is smaller than our original- perfectly catered to cats.



**Beef Diet Ingredients:**  
Ground Beef, Beef Heart, Beef Kidney, Beef Liver, Raw Goat's Milk, Ground Beef Bone, Flaxseed, Inulin, Dried Kelp, Chia Seeds, Organic Coconut Oil, Ground Eggshell



**Pork Diet Ingredients:**  
Ground Pork, Pork Liver, Pork Heart, Ground Pork Bone, Goat Milk, Flax Seed, Kelp, Taurine, Inulin, Coconut Oil, Chia Seeds, Sesame Seeds, Ground Eggshell



**White Fish Diet Ingredients:**  
Pollock, Pacific Cod, Rockfish, Salmon, Chia Seed, Goat Milk, Fenugreek, Flaxseed, Kelp, Taurine, Green Lipped Mussel, Coconut Oil, Inulin, Ground Eggshell



**Chicken Diet Ingredients:**  
Chicken, Chicken Liver, Chicken Heart, Chicken Necks, Raw Goat Milk, Flaxseed, Kelp, Salmon Oil, Taurine, Inulin, Organic Coconut Oil, Chia Seeds, Sesame Seeds, Eggshell Membrane

## Steve's Enhance Freeze Dried Goat Milk Toppers for Dogs and Cats 8oz

Steve's enhance goat milk toppers are a simple solution to giving pets the fresh food needed to complete their diet. Each freeze-dried goat milk topper is packed full of carefully chosen superfoods, such as spirulina, turmeric, dandelion, chia seeds & l-lysine, designed to support the health of your pet. These toppers can be added to any food from kibble to raw.



**Dognog Ingredients:**  
Turmeric, Yucca Root, Bromelain, Raw Goat Milk, Whole Egg, Coconut Flour, Cranberry



**Carnaforage Ingredients:**  
Spirulina, Dandelion Leaf, Milk Thistle, Raw Goat Milk, Coconut Flour, Spinach, Kale, Chia Seed, Parsley, Cilantro



**Eggs Over Easy Ingredients:**  
Egg, Pork Heart



**Purrhurt Ingredients:**  
Raw Goat Milk, Coconut Flour, Chia Seeds



**Purrhurt Ingredients:**  
Couch Grass, L-lysine, Mullien Leaf, Marshmallow Root, Raw Goat Milk, Red Krill, Beet Root, Salmon Oil, Tocopherols

## Steve's Protein Bite Treats for Dogs & Cats 4 oz

Steve's protein bite treats powered by Gussy's Gut ([www.gussysgut.com](http://www.gussysgut.com)) are a healthy and delicious way to support a pet's digestive tract and microbiome. These treats are for both dogs and cats. Made with the same excellent sourcing that Steve's is known for, we boosted these treats with the power of wild fermentation. Wild fermentation provides pre, pro, and postbiotics, contributing to a healthy gut.



**Chicken Protein Bites Ingredients:**  
Ground Chicken, Organic Collard Greens, Organic Cauliflower, Organic Carrot, Organic Fennel, Organic Green Apple, Organic Ginger, Organic Chamomile, Organic Slippery Elm Bark, Organic Peppermint, Salt, Fenugreek, Local Raw Honey, Coconut Oil



**Lamb Protein Bites Ingredients:**  
Ground Lamb, Organic Collard Greens, Organic Cauliflower, Organic Carrot, Organic Fennel, Organic Green Apple, Organic Ginger, Organic Chamomile, Organic Slippery Elm Bark, Organic Peppermint, Salt, Fenugreek, Local Raw Honey, Coconut Oil



**RAW.U**

**Steve's Real Food** is proud to offer a free online nutrition course for pet parents!

**This course is designed to educate your clients and empower them to be the best possible advocates for their dogs and cats.**



**Raw.U Sign Up**

