

SRF MSRP/MAP Pricing Effective 9/8/2026

Steve's Real Food - FROZEN ORIGINAL

5 lb Nuggets	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Frozen Nuggets	70	6-91730-15301-4	5 lb	4 x 11 x 14	Dog / Cat	6	\$39.00	\$34.76
Chicken Frozen Nuggets	71	6-91730-15302-1	5 lb	4 x 11 x 14	Dog / Cat	6	\$36.50	\$32.53
Turkey Frozen Nuggets	72	6-91730-15303-8	5 lb	4 x 11 x 14	Dog / Cat	6	\$39.00	\$34.76
Turducken Frozen Nuggets	73	6-91730-15304-5	5 lb	4 x 11 x 14	Dog / Cat	6	\$39.00	\$34.76
Pork Frozen Nuggets	74	6-91730-15305-2	5 lb	4 x 11 x 14	Dog / Cat	6	\$36.50	\$32.53
White Fish Frozen Nuggets	76	6-91730-15307-6	5 lb	4 x 11 x 14	Dog / Cat	6	\$43.50	\$40.08
9.75LB Nuggets	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Frozen Nuggets	05	6-91730-12113-6	9.75 lb	11.75 x 11.25 x 4.75	Dog	1	\$72.00	\$67.89
Chicken Frozen Nuggets	06	6-91730-12111-2	9.75 lb	11.75 x 11.25 x 4.75	Dog	1	\$70.00	\$66.00
Turkey Frozen Nuggets	07	6-91730-12112-9	9.75 lb	11.75 x 11.25 x 4.75	Dog	1	\$72.00	\$67.89
Turducken Frozen Nuggets	08	6-91730-12114-3	9.75 lb	11.75 x 11.25 x 4.75	Dog	1	\$72.00	\$67.89
Pork Frozen Nuggets	09	6-91730-12115-0	9.75 lb	11.75 x 11.25 x 4.75	Dog	1	\$70.00	\$66.00
White Fish Frozen Nuggets	11	6-91730-12117-4	9.75 lb	11.75 x 11.25 x 4.75	Dog	1	\$78.00	\$73.24
14 lb Patties	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Frozen Patties	80	6-91730-14201-8	14 lb	12 x 11.25 x 5	Dog	1	\$102.00	\$97.11
Chicken Frozen Patties	81	6-91730-14202-5	14 lb	11.5 x 12 x 5.25	Dog	1	\$96.00	\$91.40
Turkey Frozen Patties	82	6-91730-14203-2	14 lb	12 x 11.25 x 5	Dog	1	\$102.00	\$97.11
Turducken Frozen Patties	83	6-91730-14204-9	14 lb	12 x 11.25 x 5	Dog	1	\$102.00	\$97.11
Pork Frozen Patties	84	6-91730-14206-3	14 lb	11.5 x 12 x 5.25	Dog	1	\$96.00	\$91.40
White Fish Frozen Patties	86	6-91730-14208-7	14 lb	12 x 11.25 x 5	Dog	1	\$112.00	\$105.84
20 lb Patties	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Frozen Patties	95	6-91730-17001-1	20 lb	9.5 x 12 x 10	Dog	1	\$142.50	\$136.71
Chicken Frozen Patties	96	6-91730-17002-8	20 lb	9.5 x 12 x 10	Dog	1	\$136.00	\$130.48
Turkey Frozen Patties	97	6-91730-17003-5	20 lb	9.5 x 12 x 10	Dog	1	\$142.50	\$136.71

Turducken Frozen Patties	93	6-91730-17004-2	20 lb	9.5 x 12 x 10	Dog	1	\$142.50	\$136.71
Pork Frozen Patties	94	6-91730-17005-9	20 lb	9.5 x 12 x 10	Dog	1	\$136.00	\$130.48
White Fish Frozen Patties	99	6-91730-17007-3	20 lb	9.5 x 12 x 10	Dog	1	\$156.00	\$145.08

20 lb PREY

	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Frozen Patties	90	6-91730-12001-6	20 lb	9.5 x 12 x 10	Dog	1	\$146.45	\$138.26
Chicken Frozen Patties	91	6-91730-12002-3	20 lb	9.5 x 12 x 10	Dog	1	\$142.00	\$134.06
Turkey Frozen Patties	92	6-91730-12003-0	20 lb	9.5 x 12 x 10	Dog	1	\$146.45	\$138.26

SRF Original Freeze Dried

	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Freeze Dry Nuggets	60	6-91730-16401-0	20 oz	4 x 11 x 14	Dog / Cat	6	\$46.67	\$41.67
Chicken Freeze Dry Nuggets	63	6-91730-16402-7	20 oz	4 x 11 x 14	Dog / Cat	6	\$46.67	\$41.67
Turkey Freeze Dry Nuggets	61	6-91730-16403-4	20 oz	4 x 11 x 14	Dog / Cat	6	\$46.67	\$41.67
Turducken Freeze Dry Nuggets	64	6-91730-16404-1	20 oz	4 x 11 x 14	Dog / Cat	6	\$46.67	\$41.67
Pork Freeze Dry Nuggets	62	6-91730-16405-8	20 oz	4 x 11 x 14	Dog / Cat	6	\$46.67	\$41.67
White Fish Freeze Dry Nuggets	67	6-91730-16407-2	20 oz	4 x 11 x 14	Dog / Cat	6	\$61.33	\$56.13

Quest Frozen

	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Bite Size FrozenNuggets	30	6-91730-17101-8	2 lb	8.5 x 10 x 4	Cat	10	\$14.90	\$11.92
Pork Bite Size Frozen Nuggets	31	6-91730-17102-5	2 lb	8.5 x 10 x 4	Cat	10	\$14.90	\$11.92
Chicken Bite Size Frozen Nuggets	33	6-91730-17104-9	2 lb	8.5 x 10 x 4	Cat	10	\$14.90	\$11.92
White Fish Bite Size Frozen Nuggets	34	6-91730-17105-6	2 lb	8.5 x 10 x 4	Cat	10	\$16.30	\$13.04

Quest Freeze Dried

	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Beef Bite Size Freeze Dried Nuggets	300	6-91730-18101-7	10 oz	9.5 x 11 x 3.75	Cat	10	\$25.20	\$21.42
Pork Bite Size Freeze Dried Nuggets	301	6-91730-18102-4	10 oz	9.5 x 11 x 3.75	Cat	10	\$25.20	\$21.42
Chicken Bite Size Freeze Dried Nuggets	303	6-91730-18103-1	10 oz	9.5 x 11 x 3.75	Cat	10	\$25.90	\$21.42
White Fish Bite Size Freeze Dried Nuggets	304	6-91730-18104-8	10 oz	9.5 x 11 x 3.75	Cat	10	\$31.00	\$26.35

Freeze Dried Treats

	MF. #	UPC	Unit Weight	Unit Size (in)	Species	Units Per Case	MSRP	MAP
Chicken Freeze Dried Probiotic Protein Bite	100	6-91730-19100-9	4 oz	10 x 8.8 x 4.5	Dog / Cat	5	\$14.00	\$11.20
Lamb Freeze Dried Probiotic Protein Bite	101	6-91730-19101-6	4 oz	10 x 8.8 x 4.5	Dog / Cat	5	\$15.40	\$12.32

Eggs Over Easy Freeze Dried Food Topper	109	6-91730-15109-6	5 oz	10 x 8.8 x 4.5	Dog / Cat	6	\$16.83	\$13.47
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			Eaches			Units		
	MF. #	UPC	Weight	Unit Size (in)	Species	Per Case	MSRP Ea	MAP
Frozen Trial Pack: 4 ea Beef, Turkey, Pork	210	6-91730-11000-0	8 oz	N/A	Dog	12	\$2.31	N/A
Freeze Dried Trial Pack: 10 ea Beef, Turkey, Pork	400	6-91730-12000-9	1 oz	N/A	Dog	30	\$0.75	N/A