



SUPERIOR CANINE NUTRITION

**A SAVORY BLEND OF
NUTRITIONALLY BALANCED
PROTEINS, FATS, GRAINS
AND CARBOHYDRATES
WITH VITAMINS, MINERALS
AND PROBIOTICS**

HOLISTIC CANINE NUTRITION

REACHING NEW HEIGHTS IN PET NUTRITION

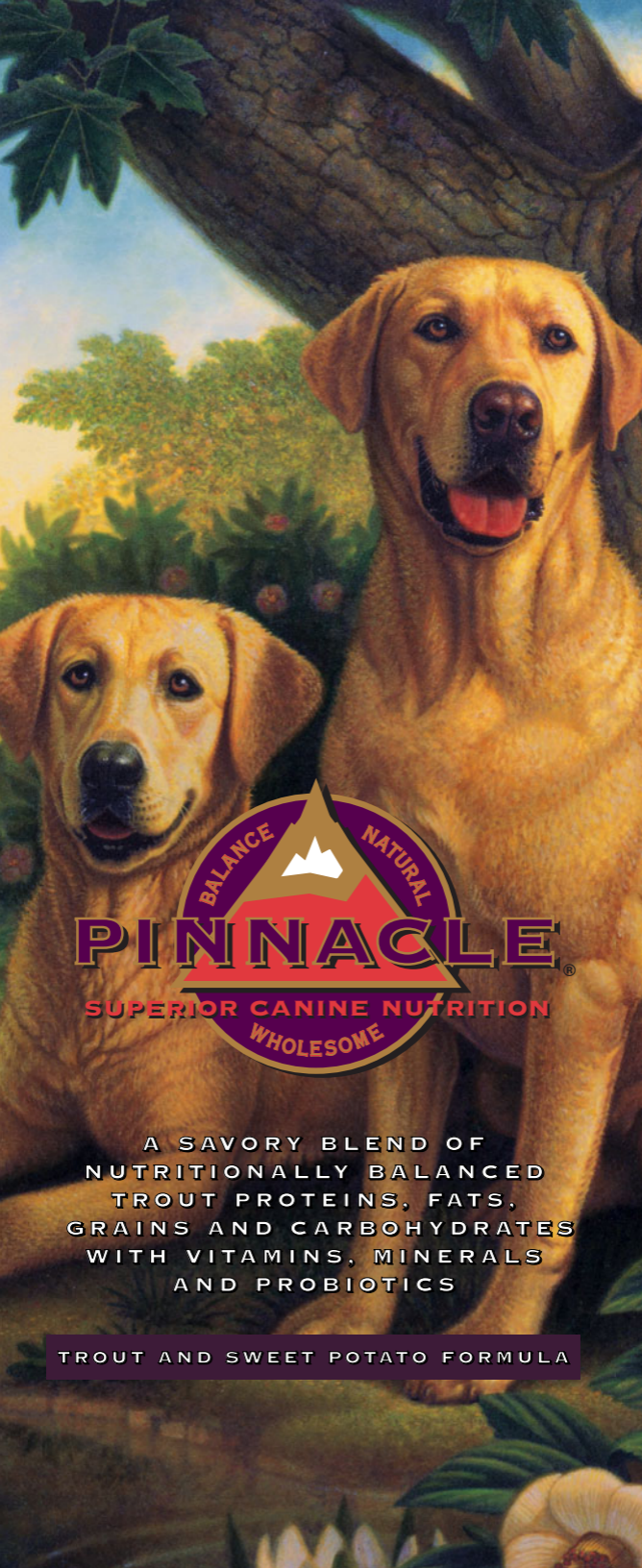
For three generations, since 1947, family-owned and operated Breeder's Choice has been catering to pet owners who cater to their pets. For those who favor a holistic approach to good pet health, we offer our Pinnacle line of products.

A holistic approach focuses on preventing disease, for which complete, sound nutrition - absent allergens or poor ingredients - is essential. Natural foods, carefully chosen and meticulously cooked, are the basis of the Pinnacle concept. Our precise preparation and packaging of nature's best sources of protein, carbohydrates and fats makes sure the full value of our fine ingredients remains intact for your pet's benefit. The vitamins, minerals and probiotics found in Pinnacle foods come from natural sources as well, blended and balanced for complete nutrition.



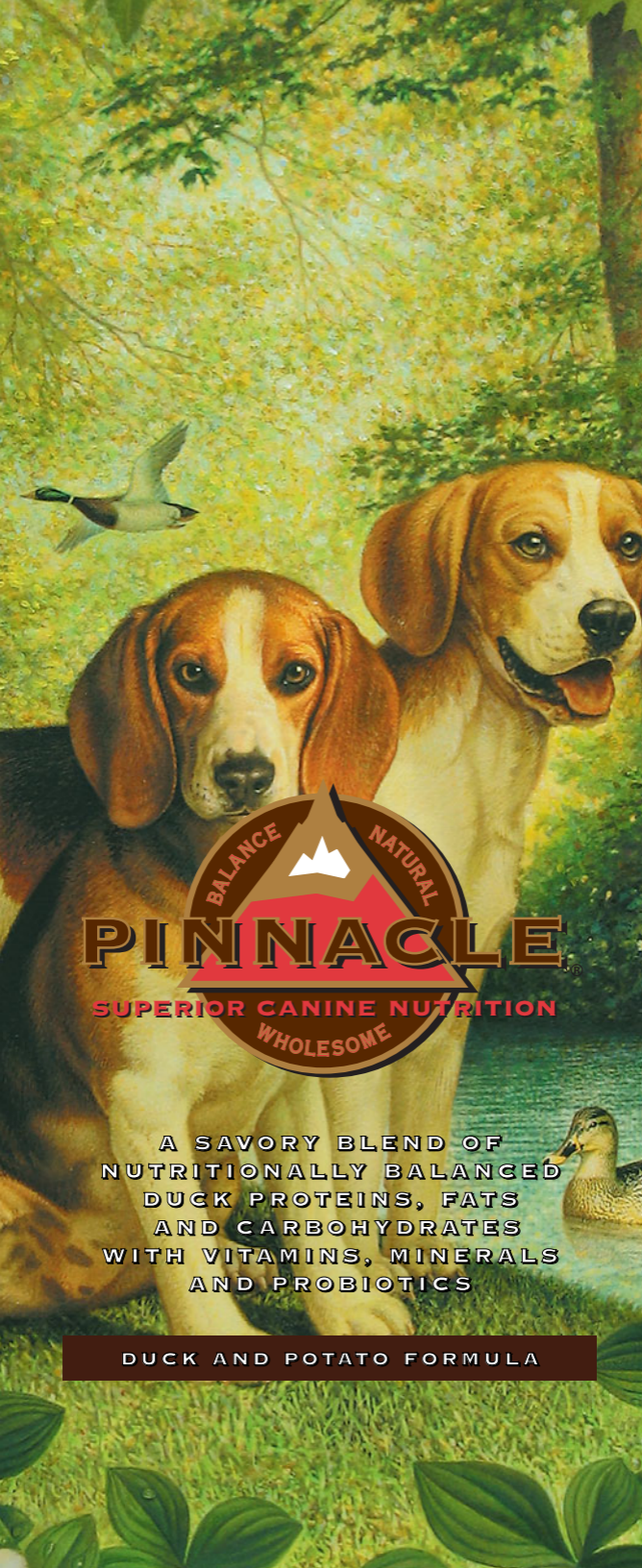
We've also taken great care to make sure that Pinnacle is totally allergen-free so even pets with sensitive systems can enjoy the fine flavors and health benefits of Pinnacle's superior ingredients.

All-natural wholesome foods rich in everything your pet needs and free of those things that cause harm. That's the commitment you will find in every bag of Pinnacle food.



A SAVORY BLEND OF
NUTRITIONALLY BALANCED
TROUT PROTEINS, FATS,
GRAINS AND CARBOHYDRATES
WITH VITAMINS, MINERALS
AND PROBIOTICS

TROUT AND SWEET POTATO FORMULA



A SAVORY BLEND OF
NUTRITIONALLY BALANCED
DUCK PROTEINS, FATS
AND CARBOHYDRATES
WITH VITAMINS, MINERALS
AND PROBIOTICS

DUCK AND POTATO FORMULA



PINNACLE[®]

SUPERIOR CANINE NUTRITION

A SAVORY BLEND OF
NUTRITIONALLY BALANCED
CHICKEN PROTEINS, FATS,
GRAINS, VEGETABLES AND
CARBOHYDRATES
WITH VITAMINS, MINERALS
AND PROBIOTICS

CHICKEN AND OATS FORMULA

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INNACLE
a nutritionally
balanced
wholesome blend
of natural proteins,
fats, grains,
vitamins, minerals &
probiotics.

THE PINNACLE DIFFERENCE

We use a wide variety of superior natural food sources that other dog food manufacturers consider too expensive, too different or simply too good to put into your dog food. We balance these ingredients in a special formula that delivers complete and wholesome nutrition to your dog. Our goal is to provide you with a clear choice of optimum nutrition so that your dog will benefit from good health.

CARBOHYDRATES

Virtually all the quality carbohydrates your dog consumes in Pinnacle provide unparalleled energy. The sources of carbohydrates in Pinnacle come from a variety of sources such as toasted



oats, oatmeal, fresh potatoes, and a blend of dried vegetables that provide polysaccharides and fiber. Your dog's system is well equipped with

enzymes to digest the starches, sugars and glycogen needed for the production of energy.

FATS

While fat provides your dog with an essential form of energy, it is also necessary to provide your dog with oils rich in omega fatty acids and Vitamin E to help keep your dog's skin and coat healthy. The primary fats used in Pinnacle are naturally derived from the protein source and a unique plant source – grapeseeds – that when combined provide your dog with a balance of essential fatty acids.

VITAMINS, MINERALS, TRACE ELEMENTS & PROBIOTICS

These primary substances - a key to a balanced dog food - are useful only when they are present in amounts that properly complement each other. Too much of one may block the use of another. Too little of another may lessen the availability of a nutrient. The use of chelated minerals and probiotics ensures the availability of nutrients needed for the health and vitality of your faithful friend.

PROTEIN

Dietary protein consists of amino acids. There are two types:



1) **Essential** - Those that your dog's body can not make on its own rapidly enough to satisfy its needs and must be provided for by the diet, and

2) **Non-Essential** - those that it can. It is the balance and quality of essen-

tial amino acids that fixes the amount of protein used in a dog food. Amino acids have specific nutritional missions within your dog's body. These include the building and upkeep of tissue and the management of the immune and central nervous systems.



It is vital to provide your dog with proteins from a variety of sources to ensure they get all the essential amino acids they need.

98.5% OXYGEN BARRIER BAG

- Improves Palatability
- Prolongs Vitamin Potency
- Protects Against Oxidation
- Locks Out Moisture & Pests

We use a high oxygen barrier material that significantly reduces the transmission of nutrient-destroying oxygen, which insures that your dog's food will be fresh and delicious when you open the bag.

Pinnacle should be consumed within 90 days once the Stay-Fresh seal is broken.



TROUT & SWEET POTATO DRY FORMULA

ALLERGEN-FREE HOLISTIC FORMULA FOR ACTIVE ADULT DOGS

It sounds like an entrée at a fine restaurant, fresh trout and delicious sweet potatoes. But these are also a fine and delicious sources of nutrition and make Pinnacle an excellent choice for active adult dogs. Good nutrition is about variety, and the variety of protein sources in Pinnacle - the trout, the potatoes, plus oatmeal, toasted oats and the grain quinoa - means all essential amino acids are here. It also means that complex carbohydrates, essential for energy, come from a variety of sources as well.



INGREDIENTS

Trout, Oatmeal, Toasted Oats, Herring Meal, Oat Flour, Canola Oil, Sweet Potato, Calcium Carbonate, Flax Seed, Lecithin, Grapeseed Oil (Preserved with Mixed Tocopherols), Dicalcium Phosphate, Quinoa, Rosemary, Sage, Papain, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Bifidum Fermentation Product, Dried Bacillus Subtilis Fermentation Product, Dried Bacillus Licheniformis Fermentation Product, Dried Lactobacillus Lactis Fermentation Product, Vitamin E, Potassium Chloride, Choline Chloride, Zinc Sulfate, Vitamin E Supplement, Zinc Amino Acid Complex, Vitamin B12 Supplement, Niacin, Iron Amino Acid Complex, Calcium Pantothenate, Ferrous Sulfate, Vitamin A Acetate, Ascorbic Acid, Pyridoxine Hydrochloride, Manganese Amino Acid Complex, Thiamine Mononitrate, Copper Sulfate, Copper Amino Acid Complex, Riboflavin, Folic Acid, Manganous Oxide, Calcium Iodate, Vitamin D3 Supplement, Biotin, Sodium Selenite.

GUARANTEED ANALYSIS

Protein.....22.00% (min)
 Fat.....10.00% (min)
 Fiber.....4.00% (max)
 Moisture... 10.00% (max)
 Omega 6...3.17% (min)
 Omega 3...1.82% (min)

CALORIC CONTENT (calculated)

Kcal/kg (as fed)...3417
 Kcal/cup (as fed)...387

Available in 7.5 and 30 lb. bags.



TROUT & SWEET POTATO CAN FORMULA

- **Made with Trout & Sweet Potatoes**
- **Contains Omega 6 & 3 Fatty Acids**
- **For All Stages of Life**
- **A taste your dog will love!**

INGREDIENTS

Trout, Fish Broth, Herring, Oatmeal, Oat Bran, Sweet Potato, Canola Oil, Flax Seed, Rosemary, Grapeseed Oil, Sage, Papain, Vitamin E Supplement, Zinc Oxide, Sodium Selenite, Copper Sulfate, Vitamin B12 Supplement, Niacin, Vitamin A Acetate, d-Calcium Pantothenate, Manganous Oxide, Riboflavin Supplement, d-Biotin Supplement, Potassium Iodide, Folic Acid Supplement, Thiamine Mononitrate, Vitamin D3, Pyridoxine Hydrochloride.



FEEDING DIRECTIONS

13.2 OZ. CAN

Adult: Feed 3/4 to 1 1/4 cans per 15 lbs. of body weight per day.

Puppy: Feed up to twice the adult amount to puppies.

Gestation & Lactation: Feed up to three times the normal adult amount.

GUARANTEED ANALYSIS

Crude Protein.....	8.50% (min)
Crude Fat.....	7.50% (min)
Crude Fiber.....	3.00% (max)
Moisture.....	74.00% (max)

CALORIC CONTENT

(calculated)

Kcal per can (13.2oz.).....452



DUCK & POTATO DRY FORMULA

ALLERGEN-FREE HOLISTIC FORMULA FOR ACTIVE ADULT DOGS

It sounds like a gourmet entrée at a fine restaurant, rare duck and delicious fresh potatoes. But these are also a fine and delicious source of nutrition and make Pinnacle an excellent choice for active adult dogs. Good nutrition is about variety, and the variety of protein sources in Pinnacle - the duck, the potatoes, plus oatmeal, toasted oats and the grain quinoa - means all essential amino acids are here. It also means that complex carbohydrates, essential for energy, come from a variety of sources as well.



INGREDIENTS

Duck Meal, Potatoes, Oatmeal, Duck, Oat Flour, Potato Fiber, Canola Oil (Preserved with Mixed Tocopherols), Toasted Oats, Flax Seed, Quinoa, Grapeseed Oil, Lecithin, Rosemary, Sage, Papain, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Bifidum Fermentation Product, Dried Bacillus Subtilis Fermentation Product, Dried Bacillus Licheniformis Fermentation Product, Dried Lactobacillus Lactis Fermentation Product, Potassium Chloride, Calcium Carbonate, Choline Chloride, Zinc Oxide, Zinc Amino Acid Chelate, Iron Sulfate, Vitamin A Acetate, Vitamin D3, Manganous Oxide, Vitamin E Supplement, Vitamin B12 Supplement, Copper Sulfate, Manganese Amino Acid Chelate, Copper Amino Acid Chelate, Riboflavin, Niacin, Calcium Pantothenate, Folic Acid, Pyridoxine Hydrochloride, Thiamine Mononitrate, d-Biotin, Calcium Iodate, Sodium Selenite, Cobalt Carbonate.

GUARANTEED ANALYSIS

Protein.....23.00% (min)
 Fat.....13.00% (min)
 Fiber.....3.50% (max)
 Moisture.....10.00% (max)
 Omega 6.....2.45% (min)
 Omega 3.....0.76% (min)

CALORIC CONTENT

(calculated)

Kcal/kg (as fed)...3462
 Kcal/lb (as fed)...1574
 Kcal/cup (as fed)...381

Available in 1.5, 7.5 and 30 lb. bags.

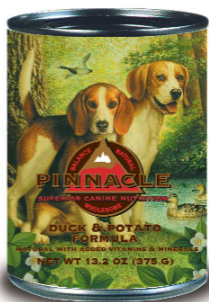


DUCK & POTATO CAN FORMULA

- **Made with Duck & Potato**
- **Contains Omega 6 & 3 Fatty Acids**
- **For All Stages of Life**
- **A taste your dog will love!**

INGREDIENTS

Duck, Duck Broth, Fresh Potatoes, Oats, Oat Bran, Potato Protein, Flax Seed, Grapeseed Oil, Sage, Rosemary, Quinoa, Papain, Sage, Vitamin E Supplement, Zinc Oxide, Sodium Selenite, Copper Sulfate, Vitamin B12 Supplement, Niacin, Vitamin A Acetate, D-Calcium Pantothenate, Manganous Oxide, Riboflavin Supplement, D-Biotin Supplement, Potassium Iodide, Folic Acid Supplement, Thiamine Mononitrate, Vitamin D3, Pyridoxine Hydrochloride.



FEEDING DIRECTIONS

13.2 oz. CAN

Adult: Feed 3/4 to 1 1/4 cans per 15 lbs. of body weight per day.

Puppy: Feed up to twice the adult amount to puppies.

Gestation & Lactation: Feed up to three times the normal adult amount.

GUARANTEED ANALYSIS

Crude Protein.....	7.50% (min)
Crude Fat.....	6.00% (min)
Crude Fiber.....	1.00% (max)
Moisture.....	78.00% (max)

CALORIC CONTENT

(calculated)

Kcal/can (13.2oz.).....470



CHICKEN & OATS DRY FORMULA

ALLERGEN-FREE HOLISTIC FORMULA FOR ACTIVE PUPPIES AND ADULT DOGS

The three excellent natural sources of protein in Pinnacle - chicken, toasted oats and the organic grain quinoa - provide the building materials for your dog's strong muscles. The oats and quinoa, along with fresh potatoes, are an unsurpassed source of the complex carbohydrates that give your dog energy. Energy also comes from high quality sources of fats, including grapeseed oil, rich in Omega 6 and 3 fatty acids for a healthy coat and skin. Grapeseed oil contains antioxidants as well, to cleanse your dog's system of free radicals and toxins. And a wide range of nutritional elements on which your dog depends for disease prevention and continued robust health come from the assortment of fresh vegetables in Pinnacle.



INGREDIENTS

Chicken Meal, Chicken, Whole Oat Flour, Toasted Oats, Tomato Pomace, Fresh Potato, Chicken Fat (Preserved with Mixed Tocopherols), Quinoa, Dehydrated Mixed Vegetables (Carrot Flakes, Red and Green Bell Peppers, Broccoli, Peas, Tomato Flakes, Celery, Garlic, Spinach and Parsley), Grapeseed Oil, Cottage Cheese, Egg Product, Lecithin, Rosemary and Sage Extract, Papain, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Bifidum Fermentation Product, Dried Bacillus Subtilis Fermentation Product, Dried Bacillus Licheniformis Fermentation Product, Dried Lactobacillus Lactis Fermentation Product, Salt, Calcium Carbonate, Potassium Chloride, Choline Chloride, Zinc Sulfate, Vitamin E Supplement, Zinc Amino Acid Complex, Vitamin B12 Supplement, Niacin, Iron Amino Acid Complex, Calcium Pantothenate, Ferrous Sulfate, Vitamin A Acetate, Ascorbic Acid, Pyridoxine Hydrochloride, Manganese Amino Acid Complex, Thiamine Mononitrate, Copper Sulfate, Copper Amino Acid Complex, Riboflavin, Folic Acid, Manganous Oxide, Calcium Iodate, Vitamin D3 Supplement, Biotin, Sodium Selenite.

GUARANTEED ANALYSIS

Protein.....25.00% (min)
Fat.....15.00% (min)
Fiber.....5.00% (max)
Moisture.....10.00% (max)
Omega 6.....3.84% (min)
Omega 3.....0.34% (min)

CALORIC CONTENT (calculated)

Kcal/kg (as fed)...3830
Kcal/lb (as fed)...1655
Kcal/cup (as fed)...400

Available in 7.5 and 30 lb. bags.



CHICKEN & VEGETABLE CAN FORMULA

- **Made with Chicken & Vegetables**
- **Contains Omega 6 & 3 Fatty Acids**
- **For All Stages of Life**
- **A taste your dog will love!**

INGREDIENTS

Chicken, Chicken Broth, Chicken Liver, Oat Bran, Potatoes, Carrots, Green Beans, Red Peppers, Peas, Grapeseed Oil, Quinoa Seed, Guar Gum, Dried Kelp, Lecithin, Tricalcium Phosphate, Salt, Potassium Chloride, Carrageenan, Xanthan Gum, Ferrous Sulfate, Chloine Chloride, Vitamin E Supplement, Zinc Oxide, Copper Proteinat, Vitamin A Supplement, Thiamine Mononitrate, Vitamin B12 Supplement, Vitamin D3 Supplement, Potassium Iodide, Biotin, Riboflavin Supplement, Manganous Sulfate, Sodium Selenite.



FEEDING DIRECTIONS

13.2 OZ. CAN

Adult: Feed 3/4 to 1 1/4 cans per 15 lbs. of body weight per day.

Puppy: Feed up to twice the adult amount to puppies.

Gestation & Lactation: Feed up to three times the normal adult amount.

5.5 OZ. CAN

Adult: Feed 2 to 2 3/4 cans per 15 lbs. of body weight per day.

Puppy: Feed up to twice the adult amount to puppies.

Gestation & Lactation: Feed up to three times the normal adult amount.

GUARANTEED ANALYSIS

Crude Protein.....	7.00% (min)
Crude Fat.....	6.00% (min)
Crude Fiber.....	1.50% (max)
Moisture.....	78.00% (max)

CALORIC CONTENT

(calculated)

Kcal/can (5.5oz.).....	203
Kcal/can (13.2oz.).....	486

**100% SATISFACTION
GUARANTEED!**

All Pinnacle brand pet foods come with our guarantee that you and your dog will both be completely satisfied. If for any reason, we do not meet your expectations, just return the unused portion to the place of purchase for a full refund or exchange.



**BREEDER'S CHOICE PET FOODS, INC.
16321 EAST ARROW HIGHWAY
IRWINDALE, CALIFORNIA 91706
1.800.255.4286**

**VISIT OUR WEBSITE
WWW.BREEDERS-CHOICE.COM**

MADE IN U.S.A.