Raw, Freeze-Dried, Dehydrated & Air-Dried Food

Frozen Raw • Freeze-Dried Raw • Dehydrated & Air-Dried Meals, Toppers & Safe Handling

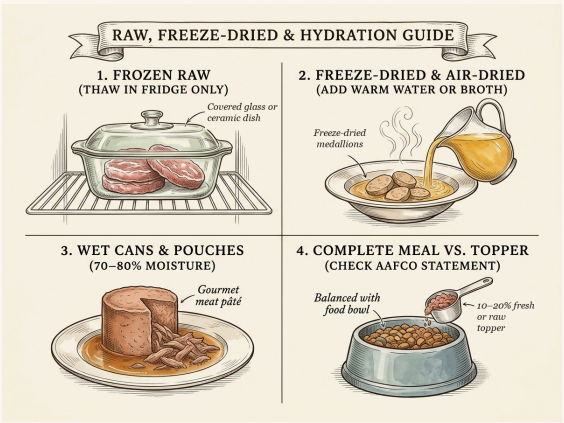


The Quick Version: Whether you want to feed a 100% raw or gently dried diet — or simply boost your pet's current kibble with a scoop of real meat — understanding the difference between **Frozen Raw, Freeze-Dried, Dehydrated, and Air-Dried** makes prep safe and easy. Two rules come first: **check the AAFCO statement to see if it's a Complete Meal or a Topper**, and always **thaw frozen raw food in the refrigerator only!**

APPLIES TO	FROZEN RAW RULE	FREEZE-DRIED	MEAL VS. TOPPER	REFREEZING RULE
Dogs & Cats	Thaw in Fridge Only!	Feed Dry or Add Warm Water	Check AAFCO Statement!	Never Refreeze Thawed Raw

1. The Four Minimally Processed Formats Side-by-Side

ALWAYS CHECK THE BACK OF YOUR PACKAGE FOR REHYDRATION RATIOS & MAXIMUM BOWL TIME!



Frozen Raw — Fridge Thaw Only
Raw meat, organs & bone kept frozen; thaw in refrigerator only

Freeze-Dried Raw — Never Hot Water!
Frozen & vacuum-dried at low temp without cooking; rehydrate with cool/warm water

Dehydrated Food — Rehydrate First
Gently dried with warm air (e.g., The Honest Kitchen); mix with warm water

Air-Dried Food — Scoop & Serve
Slowly air-dried (e.g., ZIWI Peak); ready to scoop & serve with no prep

Raw Meaty Bones — Recreational Chew
Frozen recreational bones (marrow/knuckle) — thaw in fridge & supervise!

2. Two Ways That Work — Pick What Fits Your Home

SHORT & SWEET: BOTH OPTIONS WORK GREAT

Frozen Raw Handling: Our 'Fridge-Only' House Rule

Frozen raw pet food is real raw meat — handle it at home with the same kitchen hygiene you use for raw chicken:

RULE A: THAW IN THE REFRIGERATOR ONLY (NEVER ON THE COUNTER OR IN HOT WATER)
Even if a bag mentions counter thawing, our house standard for every brand is **thawing in a sealed container in the fridge**. Never microwave or use hot water, and **never refreeze thawed raw food**.

RULE B: PICK UP WHAT'S LEFT IN THE

Freeze-Dried, Dehydrated & Air-Dried: How to Serve Each One

Each drying method has its own prep instructions printed on the bag:

FREEZE-DRIED (STELLA & CHEWY'S, NORTHWEST NATURALS, VITAL ESSENTIALS)
Vacuum pressure removes ice at low temperature without cooking. Feed dry (with plenty of drinking water) or crumble and rehydrate with **cool or warm (never hot) water, bone broth, or goat milk**.

DEHYDRATED (THE HONEST KITCHEN) VS. AIR-DRIED (ZIWI PEAK)

Complete Meal vs. Topper: The Most Important Check on the Bag

The exact same brand often makes both complete dinners and supplemental toppers — getting them mixed up means underfeeding or double-feeding:

COMPLETE & BALANCED DINNER PATTIES / MEDALLIONS
If the AAFCO statement says **'provides complete and balanced nutrition'** for your pet's life stage, it can be fed as 100% of their meal (note: check large-breed puppy exclusions on some air-dried bags!).

MEAL MIXERS & TOPPERS ('INTERMITTENT

3. Raw, Freeze-Dried & Gently Dried Brands We Carry

FROM 20% BOWL TOPPERS TO 100% COMPLETE RAW MEALS — STOCKED IN OUR FREEZERS & RAW AISLES!

Northwest Naturals & Stella & Chewy's
Frozen Raw & Freeze-Dried (Dog & Cat)

Northwest Naturals crafts frozen raw and freeze-dried recipesRight here in the Pacific Northwest ('All ingredients are USDA inspected'); **Stella & Chewy's** offers raw dinners and Meal Mixers ('85–98% meat, organs, and bone' — check the bag for each recipe).

Primal, Steve's Real Food & Small Batch
Frozen Raw & Freeze-Dried

Complete frozen raw nuggets, patties, and freeze-dried formulas alongside raw goat's milk and bone broths that make rehydrating dry food effortless.

Vital Essentials, The Honest Kitchen & ZIWI Peak
Freeze-Dried, Dehydrated & Air-Dried

Vital Essentials delivers butcher-cut freeze-dried protein; **The Honest Kitchen** offers human-grade dehydrated whole-food clusters and mixes; **ZIWI Peak** provides ready-to-serve air-dried nutrition.

Raw & Freeze-Dried Hygiene & Shopping Tips:

- **Cool or Warm Water Only** — Never pour boiling water over freeze-dried raw food — use cool or warm water/broth!
- **Freeze-Dried Is Uncooked** — Freeze-dried raw is not cooked, so wash hands and bowls just like frozen raw
- **Insulated Freezer Bags** — Heading home on a warm day? Grab an insulated bag so frozen raw stays rock-solid
- **Check Your Bag's Timer** — Every maker prints its own fridge life (once thawed) and bowl time — follow your bag!

Large-Breed Puppy Check: Some air-dried and freeze-dried 'all life stages' recipes exclude growth of large-size dogs (70 lb+ as an adult) in their AAFCO statement. If you have a large-breed puppy, read the AAFCO sentence with our crew before using an air-dried or raw food as their full meal!

4. Tips, Tricks & Big No-Nos from Our Pet Nutrition Team

REAL-WORLD HABITS THAT KEEP THEM THRIVING

Thaw in the Fridge Only
Move tomorrow's portion of frozen raw patties or nuggets from the freezer to a sealed container in the fridge the night before.

Cut Back Kibble When Topping
Replacing 15–20% of your dog's kibble with freeze-dried mixers, wet food, or bone broth is a great bowl upgrade — just trim the kibble scoop to match!

Stainless Steel or Ceramic Bowls
Non-porous stainless steel or glazed ceramic bowls are much easier to sanitize cleanly after raw or rehydrated meals than scratched plastic.

Raw Recreational Bones
Frozen raw marrow and knuckle bones are in our freezer for supervised chewing — thaw in the fridge only and take away once the meat is enjoyed.

5. Grab-and-Go Setup Checklist

ASK US ON THE FLOOR — WE'LL HELP YOU MATCH EVERYTHING!

1. CHOOSE YOUR FORMAT & CHECK AAFCO

- [ ] Frozen Raw Patties/Nuggets OR Shelf-Stable Freeze-Dried/Dehydrated/Air-Dried
- [ ] Verify AAFCO Statement: 'Complete & Balanced' (Full Meal) vs. 'Supplemental' (Topper)
- [ ] Check Life-Stage Line (Especially for Puppies >70 lb Expected Adult Weight)

2. HYDRATION & BOWL BOOSTERS

- [ ] Pet-Safe Bone Broth (Beef, Chicken, Turkey, or Fish) or Raw Goat's Milk
- [ ] Warm/Cool Water Ratio Checked on Back of Package
- [ ] Transition Directions Located on Bag for a Gradual Switch

3. SAFE KITCHEN & STORAGE GEAR

- [ ] Dedicated Sealed Glass/BPA-Free Fridge Container for Thawing Raw
- [ ] 2 Stainless Steel or Ceramic Bowls (1 in Use, 1 in the Dishwasher!)
- [ ] Bag Clips for Shelf-Stable Freeze-Dried & Air-Dried Pouches

A Quick Note from Our Team — Keep Learning & Ask Us Anytime!

The quick version: there's more than one right way to feed a healthy, thriving dog or cat! Flip the bag over with our crew anytime — we're happy to check the Guaranteed Analysis, AAFCO life-stage statement, and first five ingredients with you for **every fresh bowl** — use these two pages as your home-base cheat sheet, use your phone number at the register for our Frequent Buyer Program (buy

MY PET'S RAW / TOPPER ROUTINE

Pet Name & Age: _____

Current Brand & Protein: _____

Frequent Buyer Phone: _____