

Exciting news! pawTree was recently reviewed by the Dog Food Advisor, an online source that provides third-party reviews for dog food. After reviewing dog food brands representing more than 4,100 different recipes, Dog Food Advisor included pawTree in their preferred list of "Best Dry Foods." Here is a quote from their website, "pawTree Dog Food receives the Advisor's top rating of 4.5 stars."

<http://www.dogfoodadvisor.com/dog-food-reviews/paw-tree-dog-food/>

DogFoodAdvisor
Saving Good Dogs from Bad Dog Food



We appreciate having independent sources like Dog Food Advisor review and compare pet food, because we know it's an almost impossible task with so many recipes out there. We are very pleased with our rating, especially because they don't have a way to take into account our "customized approach" to nutrition, which is one of the things that makes us so unique and incredible. As you know, food is just one component to helping our pets thrive. This review does not take into account our customized approach for each unique dog with our algorithm, or the fact that we also utilize supplements in our holistic nutrition plans. We truly believe our customized nutrition plans are far superior to any pet food on the market. The Dog Food Advisor brings independent validation that our dog food alone stacks up against the best of the best in the pet food industry.

A WORD ABOUT HOW THIS REVIEWER EVALUATES DOG FOOD:



This reviewer gives significant weight to diets high in protein. We agree that, in general, high-protein diets that are rich in quality animal protein, are preferred for most dogs. All of the pawTree diets are considered "high-protein" diets by AAFCO standards (The Association of American Feed Control Officials). However, the same amount of "high protein" is not ideal for all dogs in all stages of life. Our highest-protein recipes received a 5 star rating while our recipes that are a little lower in protein (but technically still "high-protein") received a 4 star rating--resulting in a blended 4.5 overall rating for the brand. The fact that a few of our recipes are a little lower in protein is part of what makes our approach so special so we can get the right diet to the right pet at the right time. pawTree is not a 'one-size-fits-all' approach like most other brands.

We would not encourage people to use this "star rating" to simply rank and pick a pet food by a number. The rank number helps separate the top tier foods from the lower-tier foods, which is very helpful to consumers. But choosing the right recipe can be a complex process and certainly can't be done without knowing what pet you're choosing the food for. This is where the pawTree customized approach and algorithm come in.

This serves as additional third-party validation for our brand and for our incredible product quality. We are pleased and proud of our review. We encourage everyone to TRY THE PAWTREE DIFFERENCE and see for yourselves!