



**Champion Petfoods®**  
World's Best Petfood

JUNE 2016

**DOGSTAR®**  
KITCHENS

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## **NEW KENTUCKY DOGSTAR® KITCHENS FAQs**

### **WORLD'S BEST KITCHENS | WORLD'S BEST FOODS**

#### **Q. Why has Champion Petfoods built new Kitchens in Kentucky?**

A. Kentucky has a rich agricultural heritage and a great local food culture. Rural Kentucky and the surrounding areas provide us with access to local farmers and growers, giving us the opportunity to feature an even greater diversity of Fresh, Regional Ingredients in our foods.

#### **Q. Why did you need another Kitchen?**

A. Our new DogStar® Kitchen was purpose-built to advance our vision of being trusted by pet lovers worldwide and to further express our Biologically Appropriate™ mission. DogStar® has been purpose-built for ORIJEN and ACANA with world-leading technology that will allow us to continue innovating our foods and treats.

#### **Q. Why are your Kentucky Kitchens named DogStar®?**

A. In ancient cultures, the Dog Star was known as the 'Heavenly Wolf' and symbolized steadfastness of purpose. As the brightest star in the earth's sky, the Dog Star symbolizes our new kitchens – a beacon in our industry, reflecting our commitment to earning the trust of pet lovers worldwide.

#### **Q. How do your DogStar® Kitchens differ from your NorthStar® Canadian Kitchens?**

A. Champion's new DogStar® kitchens represent our commitment to innovation and our direction as a company. Purpose-built from the ground up, our DogStar® kitchens dramatically enhance our Fresh Regional Ingredient and Biologically Appropriate™ capabilities, and demonstrate our passion for innovation and leadership at every level.

#### **Q. Why not buy an existing kitchen?**

A. Most kitchens are designed to be efficient at producing conventional foods with conventional ingredients. Champion is different! We wanted a kitchen that would help us enhance our Biologically Appropriate™ capabilities, to make foods with the highest fresh meat inclusions and meat variety possible. To do that, we had to build. We assembled a team of designers, engineers and food processing experts from all over the world, uniting them with a single purpose: building the world's best kitchens.

With over 25,000 square feet of refrigerated storage, our cooler holds our unmatched fresh and regional ingredients. Custom-built mixers blend these ingredients before they are delivered to our twin thermal extruder, the first of its kind in North America that allows us to use exceedingly high fresh meat inclusions and further reduce the carbohydrates in our food.



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**Q. What standards will your DogStar® kitchens follow?**

A. DogStar® kitchens meet EU and FDA regulations, but more importantly, our DogStar® kitchens follow Champion standards. This means that all our ingredient partners, team members, quality and safety protocols, as well as our kitchen facilities are all focused on upholding and advancing our Biologically Appropriate™ mandate, and earning the trust of pet lovers everywhere.

**Q. How can you guarantee your ingredients will be the same quality as your Canadian ones?**

A. We choose our ingredient partners carefully, and we set quality and nutritional standards to meet our own food standards. In Kentucky, and other areas of America, we have engaged regional farmers, ranchers and fishermen whose values match our own, that we are proud to name. These suppliers are providing unique fresh ingredients that are sustainably and ethically produced. Fruit, vegetables and botanicals are of table quality, and all meat ingredients come from animals deemed fit for human consumption. Check our [website](#) to learn more about our trusted suppliers of fresh regional ingredients.

**Q. Will foods from the Kentucky Kitchens be GMO free?**

A. Yes, our Kentucky foods will be free from GMO ingredients.

**Q. What changes can we expect with the new foods?**

A. Biologically Appropriate™ enhancements! Our award-winning ORIJEN foods are dramatically enhanced, with more meat, more fresh meat and a greater variety of meats than ever before. ORIJEN continues to set the standard for pet lovers everywhere.

**Q. Will we need a transition period when switching from Canadian to USA foods?**

A. Yes. When you begin feeding ORIJEN and ACANA foods produced in our Kentucky kitchens, we do recommend that you provide a short transition period.

Mix equal portions of your Canadian food with your new food. We recommend 2-3 days for transition but if your dog or cat is especially sensitive, do a full transition starting with 25% of the new food and 75% of the old. Over a period of 7 days, gradually increase the amount of new food until you are feeding 100% new food.

**Q. Will the feeding amounts change?**

A. The feeding charts for foods made in Kentucky are designed specifically for the new foods.

There will be minimal changes between the old and new foods' feeding guides. Detailed information is available on our ORIJEN website. Contact [Customer Care](#) if you have any questions regarding feeding.

**Q. Will the calorie content be similar?**

A. The calories for the new foods reflect the new foods. With new ingredients and new formulations, the calorie content for each diet will be minimally different between old and new diets. Our ORIJEN website has information available for comparison between old and new diets.



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**Q. What about Pricing – will the foods be more or less expensive?**

A. Pricing will reflect the ingredients found in each diet and your [local pet speciality store](#) will have more information.

**Q. Will we see a change in Bag Size?**

A. Yes. The new bag sizes will be 12oz, 4.5lb, 13lb, and 25lb for dogs, and 12oz, 4lb, and 12lb for cats.

**Q. Will the packages feature the Easy Open function?**

A. Yes. To make it easier to open our new ACANA and ORIJEN packages we've included an Easy Open feature on all new foods and treats.

**Q. Will you still offer a Frequent Buyer Program?**

A. Yes, we will still be offering our Frequent Buyer Program through our Retail Partners. Collect 12 receipts as proof of purchase from your preferred Retailer. Return the receipts to your Retailer to receive your 13th bag free.

**Q. Will Made in USA ORIJEN and ACANA be going into large chains now?**

A. No. As a producer of specialty foods, Champion is dedicated to our Pet Specialty partners, where pet lovers can receive factual information and trusted recommendations.

**Q. What about ORIJEN Tundra – will Tundra be made in your DogStar® kitchens?**

A. No. ORIJEN Tundra ingredients reflect a specific region of Canada. With no similar region or comparable ingredients in America, we will continue to prepare ORIJEN Tundra in Canada.

**Q. Will you be making Freeze-Dried foods in your DogStar® Kitchens?**

A. Yes. We equipped our DogStar® kitchens with the very latest freeze-drying and fresh ingredient handling capabilities. Expect to see new freeze-dried foods and treats in late 2016

**Q. Can I get 'Made in Kentucky' foods outside of the USA?**

A. No. Even though our Kentucky foods, kitchens and ingredients meet all international regulations, our Kentucky kitchens will serve American pet lovers market while our Canadian kitchens serve pet lovers in Canada and beyond. The exception will be our new ACANA freeze-dried treats which are prepared exclusively in our Kentucky kitchens.

**Q. Will your 'Made in Canada' foods still be available in the USA?**

A. With the exception of ORIJEN Tundra and ORIJEN freeze-dried foods and treats, our Made in Canada foods will not be sold in America.

**Q. Will the cooking process in Kentucky involve higher temperatures?**

A. No. Our DogStar kitchens are specifically designed to prepare our Biologically Appropriate™ foods with as little heat as possible with cooking temperatures reaching the safe food standard of 90C/ 195°F.