

# Taste of the Wild®

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## **Taste of the Wild Expands With New Ancient Grain Recipes** *New additions offer great flavor and high-quality ingredients to growing lineup*

**META, Mo.** (September 19, 2019) – Providing a variety of high-quality recipes continues to be a theme as Taste of the Wild® expands their line to offer Taste of the Wild with Ancient Grains. The new line of dry dog food combines the same flavorful meats found in the original Taste of the Wild recipes with a special blend of four ancient grains: grain sorghum, millet, quinoa and chia seed.

“Not only do we listen to our pet parents’ wants and needs, but we continually monitor the latest research and trends to develop new products,” said Mark Brinkmann, vice president of operations for Taste of the Wild. “We only create new recipes that meet our high standards for quality, nutrition and value, and that stay true to our brand. Ancient grains are a natural fit with Taste of the Wild’s unique recipes, which reflect a pet’s ancestral diet.”

Collectively, these ingredients provide the amino acids and fatty acids your dog needs for strong muscles, immune system support and healthy skin.

**Quinoa** has relatively high levels of the essential amino acids lysine and arginine as well as providing magnesium, a key mineral. Additionally, it provides riboflavin (vitamin B2), which helps the body convert nutrients to energy.

**Chia seeds** are rich in protein, dietary fiber and fat, much of which is the essential omega-3 fatty acid alpha-linolenic acid (ALA).

**Millet** contains a balance of soluble and insoluble fiber and highly digestible protein that’s rich in methionine. In addition, millet is high in B vitamins, iron and vitamin E, an antioxidant that helps protect your dog’s body from damage caused by free radicals.

**Grain sorghum** is rich in antioxidants, dietary fiber, B vitamins, iron and zinc. In addition, the starch in sorghum is digested more slowly and has a lower glycemic index compared to some conventional grains.

Like its sister recipes, Taste of the Wild with Ancient Grains features real meat, fish or fowl as the number one ingredient, smoked or roasted for flavor, and species-specific probiotics, which are added after the cooking process to ensure viability. Each pound of Taste of the Wild provides 80 million live, active cultures that help support healthy digestive and immune systems.

“We developed Taste of the Wild 12 years ago in order to meet pet owners’ growing demand for pet food that was inspired by what their pets’ ancestors may have eaten in nature,” said Brinkmann. “Through the years, we’ve continued to meet the evolving knowledge about nutritional needs for pets and the diversifying feeding preferences of pet owners with limited ingredient diets (Taste of the Wild PREY®) and now grain-inclusive options (Taste of the Wild with Ancient Grains).”

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The new all life stages recipes were developed using proprietary formulation technology and by a team of experts and scientists (DVMs and PhDs) incorporating the latest research from many fields: veterinary medicine, pet food nutrition and food microbiology as well as food production and food science. The line includes four recipes: [Ancient Stream™ Recipe with Smoked Salmon](#), [Ancient Prairie™ Canine Recipe with Roasted Bison & Roasted Venison](#), [Ancient Wetlands™ Canine Recipe with Roasted Fowl](#) and [Ancient Mountain™ Canine Recipe with Roasted Lamb](#).

All Taste of the Wild recipes including Taste of the Wild with Ancient Grains follow the Association of American Feed Control Officials (AAFCO) guidelines for complete and balanced pet food. Taste of the Wild with Ancient Grains is available in 5-pound, 14-pound and 28-pound bags and can be found at independent pet and farm & feed stores and online. To find a retailer near you, visit our "[where to buy](#)" page. For more information on Taste of the Wild with Ancient Grains, visit <https://www.tasteofthewildpetfood.com/taste-of-the-wild/ancient-grains/> or call 1-800-342-4808.

## **[About Taste of the Wild](#)**

Created for people seeking a healthy option for their pets, Taste of the Wild with Ancient Grains is part of the Taste of the Wild line of premium and complete pet foods. This unique blend of delicious, meticulously prepared recipes incorporates four superfood ancient grains to ensure pet owners have the emotional comfort that comes from making the right choice for their pets. Created by one family who believes every pet deserves the best nutrition, Taste of the Wild with Ancient Grains helps pets achieve health and vitality through an affordable, unique product. For more information about Taste of the Wild with Ancient Grains, visit [www.tasteofthewildpetfood.com](http://www.tasteofthewildpetfood.com).