



WHAT DOGGYS WOULD EAT IF THEY COULD COOK!

~Stacey Thomas

"Yes, I'll have the Grilled, Ground New Zealand Lamb and Farm Raised Hormone Free Chicken with Russet Potatoes, slow Cooked Sweet Potatoes with Steamed Fresh Grated Carrots, Broccoli, and Squash over Toasted Whole-Wheat bread croutons with cheddar cheese, cottage cheese and garlic. Oh, and add a Doggie Cannoli with Carob Cream for dessert, please. Bailey just loves those!"

No, that wasn't an excerpt from some Hollywood Boulevard menu or a clip from a Disney doggy movie. That was pure and simple truth from Chef K9's Bakery and Bistro.

Welcome to chef-prepared, breed specific gourmet meals. For real.

If you're like most concerned pet parents, you've heard the horror stories of how commercial grade dog food is prepared and the not-so-great long term effects on your pet's health. Some Kibble is cooked at such high temperatures, that NOTHING survives, including the so-called nutrition the bag claims to contain. To rectify this, many manufacturing

companies spray the kibble with a greasy melody of vitamins, minerals and in some cases supplements. Supplements that, if consumed on a regular basis and without warrant, will shut down the body's own natural manufacturing of it...such as glucosamine. The vitamins and minerals are a gesture at best, but hollow when it comes to translatable nutrition. Have you ever read the ingredient label on most foods? If you have to break out a dictionary or google the name of the ingredients, chances are they probably shouldn't be eating it. In most cases, these foods lead to chronic ailments such as itchy skin, hot spots, and food allergies. To the credit of many well intentioned pet parents, many still purchase grocery store or bulk kibble or wet food that guarantees nutrients and high quality ingredients on the pretty packaging. But...have you ever opened a bag of this type of "kibble" or a can of this type of "wet food" and been so impressed that you wanted to try a bite for yourself? Really?? Yea, I didn't think so.



Chef K9, Craig Zeleznik

Pompano Beach, FL is home to the country's only breed specific, 100% natural, high quality, human grade food for your pooch. Backed by veterinarians, researched by nutritionists...fine dining for your four legged children has never been so good. Founded six years ago by, Craig Zeleznik, Chef K9's meals are quickly sweeping the nation simply by word of mouth, and they are quickly outgrowing their second store front. Their unrivaled, nutritionally packed meals have been turning dogs with chronic health issues, into happy, healthy family members since they began.

Chef K9's Bakery and Bistro was born out of Craig's love for his own dogs. The desire for his four legged kid's wellbeing naturally overflowed into the kitchen as he started educating himself on the proper diet for his dog's breed. Soon, he began selling mouth watering, nutrition packed meals to friends and family and within no-time, he was cooking meals for 40 different breeds.

"I began cooking freshly prepared meals for my dog. I used ingredients that were indigenous to his particular breed's country of origin. This way I learned and believed that each dog could properly assimilate all of the food he ate. I quickly learned to fine tune my recipes in the event of a weight control issue, be it too light or too heavy. In doing all of this, one thing became obvious: my dog was much healthier. Over a period of months, ailments like hot spots, eye infections, and digestive issues that had plagued my dog were now a thing of the past", says Craig.

Craig is no stranger to the kitchen...nor health, wellness or nutrition. As an experienced chef of more than ten years for the two legged variety, he pours his passion for fantastic food into every meal that he and his staff personally prepare for hundreds of dogs every week. His college education in nutrition, fitness, and culinary arts are his own fine ingredients that make his meals such a booming success among his clients and their masters. A visit to the Chef K9 website will make most do a double take as pictures of dishes surely found in high end restaurants grace the menu page. Absolutely **NO** chemicals, preservatives, by-products, artificial colors, or meat "meals" will ever be found in any of the food prepared in the Chef K9 kitchen. Every dish is completely suitable for anyone to dig in with an eager fork...although Fido might have an opinion or two on that. But, it's not just the pretty appearance that keeps pets and their people coming back for more. In fact, the visual aesthetics are merely an added bonus. What's truly significant about Chef K9's meals, is the impact that they are having on the health of the consumers. A look at the testimonial page will reveal countless customer applause regarding the tangible change in their dog's health. More energy, no more hot spots, healthy moist skin, no allergies or digestive problems, shiny coats, weight control, etc., etc., etc., The list of benefits could go on and on. This isn't by



Look at all the TRULY healthy, Nutrient Dense Ingredients. Can you see any of this in a commercial kibble?



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mere coincidence however. Each meal is methodically researched for each breed's specific needs and based on factual research by the National Research Council (NRC) and their published Nutrient Requirements for Dogs.

"Our diets have been formulated by actual professionals, specializing in the breed specific nutrient requirements of various breeds of dog. Information such as breed work-ups, breed origin, places of origin, native crop supplies, and native protein sources to countries of origin are used to prepare the ideal formulations for each dog", says Craig.

All of the ingredients are from US based farms except for the New Zealand and Australian legs of lamb and all produce, provisions, and meats are inspected and approved by the USDA. No corners are cut to save a buck. Craig buys many of his ingredients from the same suppliers of fine dining restaurants across the country.

With menu items like: ground shoulder of beef served over pearled barley and oven-roasted red potatoes, served with a sauté of fine ground corn, pan-wilted spinach, fresh kidney beans, zucchini,



Above: One of Chef K9's Bakery Showcase's

Left: Woofy Wafer w/ Carob Cream or Peanut Butter!

Below: Doggy Pizza! Garlic, oregano, parsley, and wheat. Finished with Cheddar and Parmesan Cheeses. Yum!



green beans, and garlic. Finished with fresh shredded cheddar cheese and high oleic kosher safflower oil... there's no doubt in the quality of the meal.

And, you don't have to be the parent of a pure breed canine to benefit from Chef K9's culinary collaborations.

Have a mixed breed or hybrid? No problem! A phone consult with the Chef K9 kitchen will result in a diet specifically designed for your "kid" of diverse origins. Have a medical condition? No problem! Chef K9 can consult with your veterinarian if necessary and whip up a succulent, medically sound concoction that would make the Food Network jealous.



WHAT DOGGYS WOULD EAT IF THEY COULD COOK!

Chef K9's

DOGGY BISTRO & BAKERY

We specialize in cooking breed-specific, gourmet meal plans for dogs. Our diets are freshly prepared, using only the finest farm-fresh ingredients. All of our diets are prepared by hand, by Chef K9 and our staff.

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Actual photo of ChefK9's Doggy Bistro & Bakery meal

But wait!! There's more! In case you missed it the first time, Chef K9's store front is called **Bistro and BAKERY!** Seriously, what "mutt" wouldn't want to finish off his 5 star dish with a cannoli, or rosette cookie, or a woofy wafer?! Every treat and pastry is prepared just like the meals, using only the finest ingredients that will satisfy even the pickiest of pallets... **AND IT'S GOOD FOR THEM!** Did I mention the pizza, the pretzels, or the three layer birthday cake? Or, how about the holiday and seasonal treats?

So, how can I get my paws on these fantastic feasts and delectable desserts, you might ask?

Well, I'll let the Chef fill you in...
"Since our meal plans are 100% real food, containing no preservatives, they are perishable. Therefore, our meals must be stored in a refrigerator and/or freezer. All our meals come to you pre-portioned and vacuum-sealed for maximum freshness.

If you purchase a one-month supply, you will receive four bags of food, each bag containing one week's worth of food. Three bags will be put directly into your freezer, while the final bag is put into your refrigerator. When you are two days from running out, simply pull a bag from your freezer and put in your refrigerator to thaw naturally. That's it!"

As if it couldn't get any better... Chef K9 makes every effort possible to be eco-friendly and encourage you to do the same. If you fold up your insulated K9 meal shipping boxes and mail them back to "the kitchen", they thank you by sending you free food on your next order! Kudos to that!

Can't seem to stop your dogs itching, or get rid of those hot spots, or overcome his digestive issues and you're spending a month's salary on repetitive, unsuccessful treatments. Chances are, the food you're feeding your four legged friend could be the culprit and it could be getting overlooked. Just a thought, but why ponder any further, give Chef K9 a call for some insight and suggestions for your pooch. Understanding your dog's take on certain ingredients is definitely something worth looking into. So the next time you open up that bag of dry, funny smelling, warehouse stored, nutrition deficient kibble or a can of unidentifiable cylindrical goop...take a bite. Mmmm. Yummy. Yea, I didn't think so.

Hmmm...Animal Planet... Pet Food Network...Yea, it's coming for sure thanks to pioneers like Craig Zeleznik!

Check it out. Do it for the dog. Your best friend is more than worth it.

www.chefk9.com

food ingredients to avoid

Because They're BAD!

Go grab the dog food bag that you reach into every single day in order to feed the pet's that you love....DO IT! Now, read the list of ingredients and find out what you're really feeding them. If you see any of the following ingredients, look at this as a WAKE UP CALL and start feeding them properly. It's your job as a pet parent to be educated - for their health's sake.

So what's in that big bad of dog food?

Shock, disgust, and horror are all words that come to mind when one looks at the label on a bag or can of many dog foods. Sadly, most consumers have no idea what is really in their dog's food, because the companies often hide true definitions to their ingredients. A great example would be feet & feathers. Chicken's feet and feathers may be used as a protein source, once melted down into a digestible form. So why can't we find either ingredient listed on our labels? Probably because if we really knew the truth, we wouldn't buy the food.

Here's a list of several popular ingredients used in dog food, along with brief explanations.

Animal By-Product: The parts used can be obtained from any slaughtered fowl, so there is no control over the quality and consistency of individual batches. Poultry by-products are much less expensive and less digestible than chicken meat. The ingredients of each batch can vary drastically in ingredients (heads, feet, bones, organs etc.) as well as quality, thus the nutritional value is not consistent. Don't forget that by-products consist of any parts of the animal OTHER than meat. If there is any use for any part of the animal that brings more profit than selling it as "by-product", rest assured it will appear in such a product rather than in the "by-product" dumpster.

Animal Digest: A cooked-down broth made from unspecified parts of unspecified animals. The animals used can be obtained from any source, so there is no control over quality or contamination. Any kind of animal can be included: "4-D animals" (dead, diseased, disabled, or dying prior to slaughter), goats, pigs, horses, rats, misc. roadkill, animals euthanized at shelters, restaurant and supermarket refuse and so on are immediately passed on to the dog food manufacturers.

Meat Meals (Chicken, Beef, Lamb, Poultry, Fish, & Bone Meal): The animal parts used can be obtained from any source, so there is no control over quality or contamination. Any kind of animal can be included: "4-D animals" (dead, diseased, disabled, or dying prior to slaughter), goats, pigs,

horses, rats, misc. roadkill, animals euthanized at shelters, pus, cancerous tissue, and decomposed (spoiled) tissue.

* While containing more meat than a by-product, there is still no measurable amount of usable meat, although it is again still considered a protein source.

Bloody Sawdust: Used to soak up the blood on the slaughterhouse floor, it too may be in your dog's food.

Rancid Fats: While you won't see it listed as rancid, many fats used in dog food are indeed bad. Often used fats are the cheap animal fats, rather than a canola, fish, or safflower oil which is rich in linoleic acids.

Sucrose: SUGAR comes in all sorts of forms, such as high fructose corn syrup. Sugar or sweetener is an absolutely unnecessary ingredient in pet foods, added to make the product more attractive. Continuous intake can promote hypoglycemia, obesity, nervousness, cataracts, tooth decay, arthritis and allergies.

BHA (Butylated Hydroxyanisole) & BHT (Butylated Hydroxytoluene): phenolic antioxidants used to preserve fats and oils, especially in foods. Banned from human use in many countries but still permitted in the US. A preservative very commonly found in dog food. It is thought to cause fetal abnormalities, liver damage and cancer.

Propylene Glycol: Used for texture, this chemical is known to cause severe illness in dogs.

Ethoxyquin: Another common preservative, originally intended to be used as a stabilizer for the production of rubber. Ethoxyquin has been known to cause all sorts of health related issues with dogs, even autoimmune disease.

Red 40 (artificial color): The color additive FD&C Red No. 40 is the most widely used food dye. The reason? To look like there's quality meat in the food. It too has a possibility of causing cancer.

Hungry for More?????

You **have** to visit www.dogfoodproject.com and read until you understand the importance of label reading and feeding your dog the right ingredients. You'll enjoy a longer life with your pets and you'll decrease the vet bills in the long run. Do it for them.

Once you understand the labels, you will buy smarter. Guaranteed!



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