

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

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

### **Q. Why 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. While providing the ability to expand our market, DogStar® has been purpose built for ORIJEN and ACANA with cutting edge technology that will allow us to continue innovating our foods and treats.

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

A. The Dog Star in ancient cultures 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 shining light in our industry, reflecting our commitment to earning the trust of pet lovers worldwide.

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

A. Champion's new DogStar® kitchens represents 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 is larger than any other in North America and will hold our beautiful fresh ingredients. Custom built mixers will blend these ingredients before they are delivered to our twin thermal extruder, the first of its kind in North America. This extruder was custom built (over 11 months for fabrication) for our foods, featuring custom steam injection 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 will meet EU and FDA regulations, but more importantly, our DogStar® kitchens will follow Champions standards. This means that our all of our ingredient partners, team members, quality and safety protocols as well as our kitchen facilities are focused on upholding and advancing our Biologically Appropriate™ mandate, and earning the trust of pet lovers day in and day out.

Designed to make the best and safest pet foods on earth, our new kitchens exceed the regulatory requirements expected of a human food facility.

### **Q. I don't trust USA ingredients, how can you guarantee your fresh 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 the US, we will be engaging regional farmers, ranchers and fishermen whose values that match our own, that we can be proud to name. These suppliers will be providing fresh and custom ingredients that are sustainably and ethically produced. Fruit, vegetable and botanical ingredients will be of table quality, and all meat ingredients will come from animals passed as fit for human consumption. Visit our website to learn more about our trusted suppliers of fresh regional ingredients: <http://www.acana.com>

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

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

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

A. Biologically Appropriate™ changes! We'll be focussing on our meat math (how much meat, how much fresh meat, and how much fresh meat variety) along with exciting new fresh regional ingredients.

### **Q. Will there need to be 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 recommend that you provide a short transition period for your dog. Mix equal portions of your Canadian made food with the new diet; we recommend 2-3 days. If your dog is especially sensitive, introduce the new food slowly; start out 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 will be designed specifically for the new foods. We don't foresee major differences.

### **Q. Will the calorie contents be similar?**

A. The calories for the new foods will reflect the new foods.

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

A. Pricing has yet to be determined but will reflect the value of each diet.



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

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

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

**Q. Will the bags feature the Easy Seal function?**

A. Yes. To ensure your ACANA Heritage foods stay fresh, we've incorporated a new zipper re-sealable feature into our packaging.

**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 company committed to earning your trust and are dedicated to our Pet Specialty Retail partners.

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

A. No. ORIJEN Tundra ingredients reflect a specific region of Canada. With no counterpart in the US, Tundra will continue to be made in Canada for all markets.

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

A. Our DogStar® kitchens have the capability to produce Freeze-Dried foods and treats. Watch our Social Media pages for more information in 2016.

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

A. Our Kentucky kitchens will serve our US market while our Canadian kitchens will continue to serve Canada and our export markets. Select diets may be available outside of these guidelines, and we'll have additional announcements in 2016.

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

A. Our award-winning Canadian kitchens will make foods for Pet Lovers in Canada and Export markets.

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

A. Our state of the art twin thermal extruder allows us to gently steam our foods, retaining all of the goodness of our fresh regional ingredients. Cooking temperatures typically are 195°F.