

# THE HIGHEST QUALITY PET FOOD AND TREATS





## WELCOME TO AMERICAN NUTRITION

Quality starts with people. The systems, processes and procedures we have so carefully designed to produce high-quality pet foods are merely great plays in our playbook. It is our people individually and our team collectively that execute those plays that make us winners in the industry. The engagement and utter enthusiasm of our people to do better, make better products and provide the best service is what makes us great. That's special. That tells me we're doing things the right way.

Sincerely,



**WILLIAM J. BEHNKEN, PRESIDENT & CEO**



## DOING IT BETTER

**AS A PIONEER IN HIGH-QUALITY PET FOOD AND A FAMILY-OWNED COMPANY, AMERICAN NUTRITION HAS LONG BELIEVED IN “DOING IT BETTER.” THIS STRAIGHTFORWARD PHILOSOPHY HAS BEEN AT THE HEART OF EVERYTHING WE’VE DONE SINCE JACK BEHNKEN FOUNDED AMERICAN NUTRITION IN 1972.**

As pet food industry standards get closer to human food industry standards, only the most stringent of manufacturers will be able to meet coming regulations.

Today, American Nutrition continues to focus on innovative, nutritious and delicious products that surpass even the strictest AAFCO and FDA requirements. Our operations already comply with regulatory standards imposed by the Food Safety Modernization Act (FSMA), which means product runs won’t be interrupted or delayed by changes to our facilities or production processes.

### MAKING QUALITY A PRIORITY

Because choice ingredients ensure brand owners and retailers can deliver on their brand promises, we monitor ingredient quality at our vendors’ operations and upon delivery to our factories. We also

- ✓ Routinely perform personal, on-site audits of ingredient providers
- ✓ Hold all products until final micro testing is complete
- ✓ Retain the burden of final product QA so you never handle product that doesn’t pass our rigorous standards



# INNOVATIVE PET FOOD FORMULATION

Constant creativity in formulations, shapes, ingredients, textures and tastes is essential to your long-term brand health, so we've made it an essential element of how we do business.

Whether it's grain-free, breed-specific, semi-moist, kibble with inclusions or something completely new and novel, we have the experience and know-how to make it happen. American Nutrition's active and engaged R & D team members, who have degrees in food science or related disciplines, can help you capture trend opportunities and solve product challenges in record time.



“

Our customers think of their pets as family members and, as such, are looking for a manufacturer that takes the same level of care in preparing a meal as they would in doing it themselves. We do not take this responsibility lightly. Our commitment is no compromise and no variance—ever. We keep this promise through quality, wholesome ingredients, uncompromised sanitation of our facilities and traceability from farm to bowl.

**JIM BOLTON, DIRECTOR, RESEARCH & DEVELOPMENT**

## STANDARD, PREMIUM & EXOTIC INGREDIENTS

With exotic ingredients growing in consumer demand, how do pet food brands manage the risk of dealing with foreign ingredients from foreign lands?

As a large manufacturer, we are able to negotiate favorable pricing and hedge standard and exotic ingredients from around the world based on customer request. Whether it's duck from France, lamb from Australia or green-lipped mussels from New Zealand, American Nutrition connects clients with high-quality ingredients from audited sources we know and trust.

### ★ CAPABILITIES ★



Sweet  
potatoes



Tapioca



Wild-caught  
salmon



Lamb



Alligator



Wild boar



Duck



Rabbit



Kangaroo



Buffalo



Guinea  
fowl



Many  
more!



## CUSTOM PACKAGING

American Nutrition is uniquely positioned to produce and package a wide variety of the highest quality pet foods in the most popular types of packaging. From concept to completed package, our creative packaging specialists walk our clients through design and development while adhering to current regulatory requirements, boosting plant efficiency and ultimately driving sales.

### ★ CAPABILITIES ★



Standard paper  
multiwall bags



Woven-poly  
bags



Polylaminate  
bags



Poly-blend bags with  
heat seal closures



Stand-up  
reclosable bags



Form-fill  
pillow-style bags



Folding  
cartons



Preprinted  
corrugated boxes



Aluminum  
or steel cans



Easy-open or  
sanitary lids



“

Our industry is more competitive now than at any time in the past. We have to get it right the first time, every time. That's a high bar, but it's part of how we became successful and we know our customers are counting on us to reach that goal in every bag or box we sell.

**DARREN STEPHENS, SENIOR VICE PRESIDENT, TECHNICAL SERVICES**

## BRANDING & MARKETING

With trends toward whole foods and farm-to-bowl processing, a demand for ingredient and production transparency has dismantled the wall that once existed between pet food manufacturers and pet parents. Today's pet owners bring their own distinct values and preferences to the pet food aisle, and American Nutrition is here to ensure they find what they are looking for.

We work with retailers to develop, revise or expand their pet food brands in a way that appeals to both consumers and their four-legged friends—from big-name products to boutique varieties.

### ★ CAPABILITIES ★



Market analysis  
and research



New product  
concepting



New product  
design



Go-to-market  
strategy



“

While safety and nutrition are always the most important aspects of our business, we take a lot of pride in being what we call a ‘complete partner.’ That means providing guidance on packaging creation, specialized formulations and all the logistics to deliver our partner’s product on time.

**STEVE MILLS, SENIOR VICE PRESIDENT, SALES & MARKETING**

## MANUFACTURING & DISTRIBUTION

American Nutrition manufactures a wide array of pet foods and treats. As the 10th-largest pet food manufacturer in the United States, and with the versatility to produce canned, biscuit and dry products, we serve as a strategic, long-term manufacturing and distribution partner for leading pet food brands both domestic and abroad. We operate out of three SQF Level 3–certified facilities, strategically located for client proximity and convenience.

### ★ CAPABILITIES ★



Products for all life stages and budgets



Extruded or baked kibbles



Savory baked treats



Premium and super premium canned food



Vendor selection advice



Supply chain and logistics assistance



Three strategically located facilities



All plants are SQF Level 3 certified

**REALIZE BLUE-SKY CONCEPTS BY PARTNERING WITH A CUSTOM MANUFACTURER THAT FOCUSES ON CUTTING-EDGE NUTRITIONAL SCIENCE, QUALITY THAT SURPASSES STANDARDS, AND BRANDING AND MARKETPLACE INTELLIGENCE.**

Whether you're a retailer looking to develop, revise or expand your consumer pet food brands, or a pet food brand seeking a co-manufacturer capable of producing exceptional products, American Nutrition can deliver. Because after 40-plus years of helping retailers and brands develop market-leading pet food from concept to distribution, **American Nutrition knows what works.**

**CONTACT US TODAY TO LEARN WHAT AMERICAN NUTRITION CAN DO FOR YOUR BUSINESS.**

**(801) 625-6221 | [animanufacturing.com](http://animanufacturing.com)**



AMERICAN NUTRITION

