

SOUTHERN STATES PET FOOD SALES GUIDE

SOUTHERN STATES DOG FOOD



REPLACES

The Economy Line: Southern States Dog Food, 21% protein/9% fat

- Compares favorably with Old Yeller, TSC Doggy Bag and other similar brands
- An inexpensive maintenance food for adult dogs
- Formulated with wholesome grains and meat protein
- Available in 40-lb bags
- Replaces Pardner and Big Shot



The Value Line: Southern States Complete

- Formulated with high-quality ingredients
- More nutritionally balanced and beneficial than the Economy line
- Contains more meat protein for easier clean-up
- Can be fed to puppies and adults

SOUTHERN STATES COMPLETE



REPLACES

Southern States Complete (Base Formula), 21% protein/10% fat

- Updated formula with a 2-color kibble
- Replaces Big Red Nuggets, Performance Plus Chunks and Performance Plus Ration
- Similar to Ol' Roy, TSC Retriever and Purina Dog Chow
- Maintenance formula suitable for most dogs
- Available in 40-lb and 20-lb bags

SOUTHERN STATES COMPLETE ACTIVE



REPLACES

Southern States Complete Active, 27% protein/15% fat

- Replaces Performance Plus Hi Pro and Big Red Hi Energy
- Similar to Ol' Roy Hi Protein, TSC Retriever High Protein and Purina High Pro
- Formulated for active/energetic dogs
- Available in 40-lb bags

SOUTHERN STATES COMPLETE SPORT



REPLACES

Southern States Complete Sport, 24% fat/20% protein

- Replaces Performance Plus Hi Energy and Big Red Endurance
- Similar to Black Gold 24/20
- Formulated for active sporting, working and hunting dogs
- Available in 40-lb bags

SOUTHERN STATES CATFOOD



REPLACES

Southern States Cat Food

- Replaces Li'l Red and Performance Plus
- Formulated for cats and kittens
- Star shapes are preferred by cats
- Builds strong teeth and bones
- Promotes shiny coat and bright eyes
- Available in 40-lb and 18-lb bags



The Premium Line: Southern States Advanced

- Specially formulated and balanced for superb health benefits
- Contains highest-quality, top-shelf ingredients such as poultry meal and chicken fats
- Includes Omega-3 & 6 fatty acids for shiny coat and healthy skin
- Higher nutrient absorption, meaning that the customer's dog benefits from absorbing more usable essential vitamins/minerals/proteins/fats in every bite
- Contains chelated minerals for clean digestion and easy clean-up

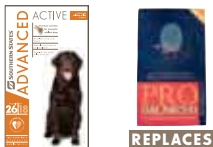
SOUTHERN STATES ADVANCED ADULT



Southern States Advanced Adult, 22% protein and 12% fat

- Replaces Pro Balanced Adult
- Compares to Pride Adult Formula, Tracker High Energy 22/16 and Diamond Maintenance
- Premium, high-quality maintenance formula suitable for most adult dogs
- Available in 40-lb bags

SOUTHERN STATES ADVANCED ACTIVE



Southern States Advanced Active, 26% protein/18% fat

- Replaces Pro Balanced Performance
- Compares to Purina One - Chicken & Rice Formula, Pride Adult Performance, Tracker Professional, IAMS Chunks and Diamond Premium Adult
- Premium, high-quality formula for active/energetic adult dogs
- Available in 40-lb bags

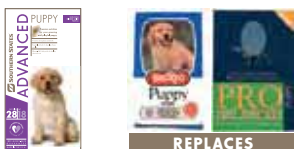
SOUTHERN STATES ADVANCED SPORT



Southern States Advanced Sport, 24% protein/20% fat

- Replaces Pro Balanced Professional
- Compares to Tracker Hi-Energy 24/20 and Diamond High Energy
- Premium, high-quality formula for very active sporting, working and hunting dogs
- Available in 40-lb bags

SOUTHERN STATES ADVANCED PUPPY



Southern States Advanced Puppy, 28% protein/18% fat

- Replaces Big Red Puppy and Pro Balanced Puppy food
- Compares to Diamond Puppy
- Premium, high-quality formula for puppies one year and younger
- Provides essential, specialized nutrients to ensure proper growth and development
- Available in 40-lb and 20-lb bags

