



RAW DOG FOOD

From Wild Roots to Wagging Tails
Nutrition as designed by Evolution

www.thepetjourney.in



WOOF QUOTE

I can't control EVERYTHING in my Dog's life. But I can control what I put into his Food Bowl.

From Wolves to Woofs

A Journey into Canine Evolution

Centuries of evolution transformed wolves into diverse dog breeds, each possessing unique characteristics. Despite their domestic appearance, our dogs share 98.8% of their DNA with wolves, including their digestive systems. In essence, while our dogs may exhibit external differences when compared to wolves, their internal similarities persist—such as organ placement, digestive tract, and jaw structure. Consequently, ensuring the fulfillment of their natural nutritional requirements calls for a species appropriate diet.

In the wild, wolves hunt and feast on a diet comprising meat, bones, organs, and partially digested vegetation from prey's stomachs. They forage for berries and fruits and occasionally chew on grass and herbs. This primal diet, crucial for their well-being, is missing in today's pet dogs' diet. To thrive, dogs require a species-appropriate, natural, raw food diet to align with their natural nutritional requirements.

About Journey Raw Dog Food

Journey Raw Dog Food draws on over 13 years of pet industry experience and is dedicated to optimal nutrition and canine health. Rooted in managing pet shops, grooming parlors, and volunteering at shelters, we identified the need for extraordinary products. Our philosophy prioritizes dogs' evolutionary needs, offering an affordable, species-appropriate diet with human-grade ingredients.

WOOF QUOTE

Kibble was designed with convenience in mind, not our pet's health!

MISSION

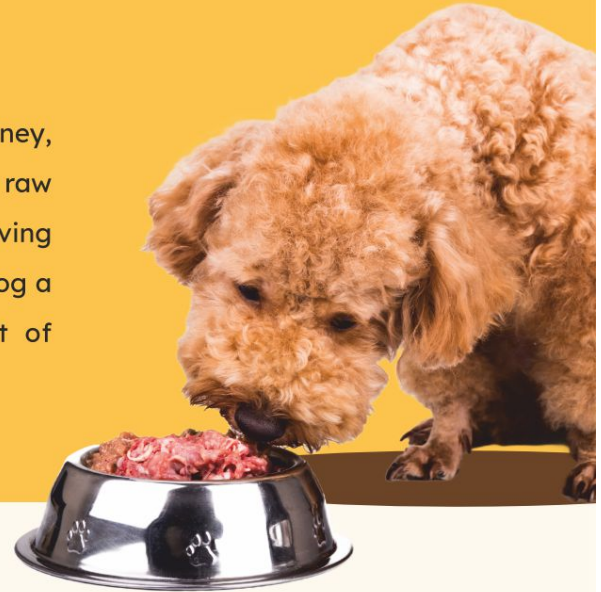
We are on a mission to redefine canine nutrition, prioritizing the well-being of our four-legged friends. Through meticulously crafted, species-appropriate raw dog food featuring premium, human-grade ingredients, we aspire to elevate dogs' health, vitality, and longevity. Going beyond products, we are dedicated to guiding and empowering pet parents in their journey to nurture happy, healthy companions.

VISION

As industry pioneers, our vision is to revolutionize canine nutrition, creating a world where every dog thrives on a species-appropriate diet, leading to optimal health and joy. Our long-term goal is to simplify raw feeding, offering a diverse range of concepts, from meats to natural treats, chews and supplements. Furthermore, our commitment extends beyond homes, to the welfare of strays because, at Journey, we believe that **ALL DOGS DESERVE BETTER.**

Species Appropriate Diet

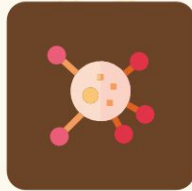
Rich in raw meats, bones, organs, & some vegetation. At Journey, we recreate this ancestral connection, recognizing that a raw meat-based diet is what is natural for our canine friends, giving them a long and healthy life. Once you begin to feed your dog a natural, species-appropriate diet, you will see a host of improvements in your dog's overall health over time.



Smaller & Less Smelly Stools



Skin & Coat Improvement



Reduction in Allergies



Immune System Support



Joint & Bone Health



Optimum Mental Enrichment



Dental Health Benefits



Good Energy & Vitality



Right Weight Management



Reduced Body Odor

Choose the right food for your dog

WOOF QUOTE

To feed is a necessity, but to feed intelligently, is an art!



BUFF RECIPE

Buff Meat, Buff Heart,
Buff Tongue, Buff Kidney,
Buff Liver, Fruits, Veggies,
Bone Powder, Egg Shell
Powder, Chicken Feet,
Seeds, & Herbs



CHICKEN RECIPE

Chicken Muscle Meat,
Bones, Chicken Hearts,
Chicken Gizzard, Chicken
Liver, Fruits, Vegetables,
Chicken Feet, Seeds,
and Herbs



FISH RECIPE

Chicken Muscle Meat,
Whole Fish, Bones, Chicken
Hearts, Chicken Gizzard,
Chicken Liver, Fruits,
Vegetables, Chicken Feet,
Seeds, and Herbs

The Story of Journey Raw Dog Food

Meet Caesar, the vibrant 9 years old Rottweiler, and Milo, the forever young 9 years old Jack Russell Terrier. Both have been on a raw food diet since they were 6 months old. Caesar has visited the vet just a few times, mostly for injuries and once for tick fever (from which, he recovered in 10 days) and Milo has never visited the vet since he's been on a Raw diet. This showcases the remarkable impact a Species Appropriate Raw Diet has had on their health and vitality.

Sagar, driven by the desire to share the physical and mental benefits his dogs experienced, invites you to embrace Journey Raw Dog Food. Crafted with human-grade meats, bones, organs, fruits, vegetables, and a herbs and seeds mix, it replicates a nutritious blend akin to a dog's ancestral diet. With a philosophy centered on providing dogs the very best nutrition aligned with their evolutionary need.

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We should not intend to feed our dogs to 'FILL THEIR STOMACH'; rather, our intention should be to give them the nutrition they require in a day.

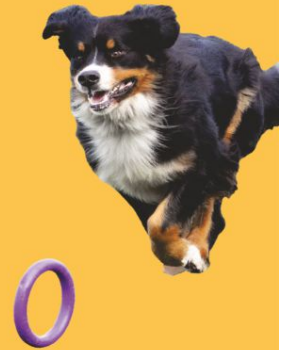
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-Sagar



Why Journey Raw Dog Food?

Our commitment to hygiene

At Journey Raw Dog Food, your dog's health is our top priority. Our raw dog food, made from human-grade meats, adheres to the highest hygiene standards. We source from reputable vendors who are unaware that the food is for dogs, ensuring uncompromising quality. Our state-of-the-art facility, with its trained employees, meets human consumption standards. Each step, from sourcing to packaging, occurs in a controlled environment to guarantee quality. The food is deep-frozen for at least 7 days before reliable cold-chain shipping, eliminating microbial parasites and bacterial contagion, thus ensuring freshness upon arrival. Trust Journey for optimal nutrition and stringent quality control.



Species Appropriate Diet

Journey Raw Dog Food provides a species-appropriate diet, rich in meat, bones, and organs, acknowledging dogs' digestive similarity to their wild ancestors.

Variety for balanced nutrition

Rotational feeding at Journey Raw Dog Food provides dogs with balanced nutrition, currently offering a variety of nutrients from three basic meats—buffalo, chicken, and fish; and a lot more to come in the near future.

No Fillers

We avoid fillers, and prioritize nutrition over just filling stomachs, thus ensuring daily, nutritionally-sound meals for your dog.

WOOF QUOTE

We don't want our dogs to merely "survive"; we want our dogs to "thrive". That is the basic difference between any other food, and a species appropriate diet.

No preservatives or artificial additives

We focus on your dog's health by offering all-natural, additive-free raw food, avoiding preservatives, chemicals, artificial flavors, colors, and synthetic additives, to provide enhanced digestion and immunity.

Human-grade Ingredients

We use human-grade ingredients from ethical vendors, maintaining quality standards akin to the human food industry.

What people are saying about us

As a Canine Nutrition Consultant and Herbalist, I advocate for the nutritional benefits of raw feeding for dogs. I've personally experienced the excellence of Journey's raw food for both my dogs - not only does it arrive promptly, but it also adheres to the ideal proportions for the BARF diet. The palatable taste ensures that dogs not only receive nourishment but also enjoy their meal.

Rati (Canine Nutritionist)

Dobby (10 yo Beagle), and Arya (8 yo Indie-mix) have been on Journey since its inception, and they have been happy and healthy. They have been on raw meat diet for around 7 years now, and we're happy to have made the switch to Journey. The service & deliveries are prompt & great. No complaints at all.

Ashlesha

Milo, my 3 year old Golden Retriever always looks forward to his meal time and that's thanks to the raw food that I have been feeding to him from Journey. I am pleased not only that he relishes his food but also the impact this had in his overall health, from boosting his energy levels to having lustrous healthy coat. Sagar and his team have been very prompt in making sure I never run out of stock.

Binoy

Complete nutrition and convenient food for dogs. Can be stored easily and there's barely any preparation involved. Overall, a great experience.





Priyal

Initially I used to source it myself but post discussion with Sagar realized that my mix of ingredients were not proportional to the puppies need. Then I shifted to Premixed Raw. The "Journey" has been great. After that the poop of both my puppies has been consistently in good shape. Their body structure has been in good shape. They are really enjoying the food. Thanks to Sagar. All the best.

Saiju



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