

VICTOR[®]

SUPER PREMIUM PET FOOD

Always By Your Side™



***Proven Nutrition
for a Lasting Bond***



We proudly produce every bag of VICTOR kibble in our own Texas-based facility.

INTRODUCING 3 NEW FORMULAS



Drawing inspiration from real-life demands, we developed our newest formulas to meet the specific needs of your dog.

CANINE — CLASSIC LINE

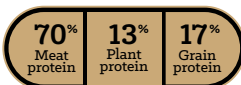


Elite Canine

- Designed specifically for large breed puppies and adult dogs.
- Provides glucosamine and chondroitin through natural sources to help support healthy hip and joint development and joint care for all life stages.
- A nutrient-dense, multi protein formula with ingredients to help sustain energy and healthy immune and digestive systems.

Available in: 15, 40, 50 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

25% Protein	14% Fat
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CALORIE CONTENT (CALCULATED)

ME 3634 kcal/kg 386 kcal/cup

CANINE — REALTREE

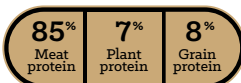


EDGE ENERGY

- Designed to fuel the nutritional needs of sporting dogs and dogs with high physical demands.
- Formulated with added glucosamine and chondroitin to support joint health for adult dogs.
- Nutrient-dense recipe made with premium quality beef, fish, and duck meals and salmon oil.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

28% Protein	22% Fat
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CALORIE CONTENT (CALCULATED)

ME 3908 kcal/kg 415 kcal/cup

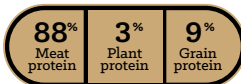


MAX-5 PRO

- Nutrient-dense recipe made with premium quality beef, fish, and duck meals.
- An ideal 30% protein, 20% fat formula for dogs with high physical demands.
- Designed with added glucosamine and chondroitin to support joint health for adult dogs.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

30% Protein	20% Fat
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CALORIE CONTENT (CALCULATED)

ME 3794 kcal/kg 403 kcal/cup

CANINE — CLASSIC LINE

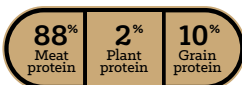


Hi-Pro Plus

- Nutrient-dense recipe made with premium quality beef, chicken, pork, and fish meals.
- High protein formula ideal for growing puppies and pregnant or nursing females.
- Provides sustained energy for sporting dogs and dogs with high physical demands.

Available in: 5, 15, 40, 50 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

30% Protein	20% Fat
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CALORIE CONTENT (CALCULATED)

ME 3815 kcal/kg
406 kcal/cup



Professional

- Nutrient-dense recipe made with premium quality beef, chicken, and pork meals.
- Designed for dogs of all life stages, including growing puppies, adults, and pregnant or nursing females.
- Provides sustained energy for sporting dogs and dogs with high physical demands.

Available in: 5, 40, 50 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

26% Protein	18% Fat
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CALORIE CONTENT (CALCULATED)

ME 3765 kcal/kg
400 kcal/cup

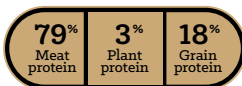


High Energy

- Nutrient-dense recipe made with premium quality beef and chicken meals.
- Ideal for highly active and sporting dogs.
- Provides sustained energy to promote stamina and endurance.

Available in: 5, 40, 50 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

24% Protein	20% Fat
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CALORIE CONTENT (CALCULATED)

ME 3871 kcal/kg
412 kcal/cup

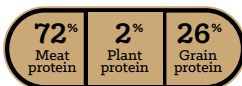


Multi-Pro

- Nutrient-dense recipe made with premium quality beef, chicken, and pork meals.
- Ideal for normally active dogs, regular maintenance, and off-season nutrition.
- Promotes sustained energy and healthy immune and digestive systems.

Available in: 5, 30, 50 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

22.5% Protein	10% Fat
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CALORIE CONTENT (CALCULATED)

ME 3380 kcal/kg
359 kcal/cup

CANINE — SELECT LINE

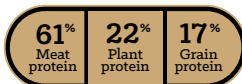


Chicken Meal & Brown Rice Formula

- Designed for dogs of all life stages, with premium quality chicken meal as the primary protein source.
- Ideal for dogs with allergies to other meat proteins.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

24% Protein	12% Fat
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CALORIE CONTENT (CALCULATED)

ME 3496 kcal/kg
372 kcal/cup



Ocean Fish Formula

- Designed for dogs of all life stages, with premium quality fish meal and salmon as the primary protein sources that provide significant levels of omega-3 fatty acids.
- Ideal for dogs with allergies to other meat proteins.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN

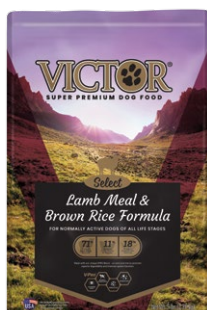


ENERGY COMPOSITION

24% Protein	12% Fat
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CALORIE CONTENT (CALCULATED)

ME 3476 kcal/kg
370 kcal/cup

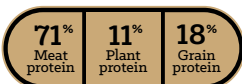


Lamb Meal & Brown Rice Formula

- Designed for dogs of all life stages, with premium quality lamb meal as the primary protein source.
- Ideal for dogs with allergies to other meat proteins.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

24% Protein	12% Fat
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CALORIE CONTENT (CALCULATED)

ME 3501 kcal/kg
372 kcal/cup

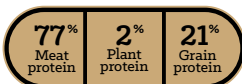


Beef Meal & Brown Rice Formula

- Designed for dogs of all life stages, with premium quality beef meal as the primary protein source.
- Ideal for dogs with allergies to other meat proteins.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

24% Protein	12% Fat
-----------------------	-------------------

CALORIE CONTENT (CALCULATED)

ME 3362 kcal/kg
357 kcal/cup



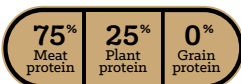
GRAIN FREE

Chicken Meal & Sweet Potato Recipe

- A grain free recipe designed for dogs of all life stages, with premium quality chicken meal as the primary protein source.
- Ideal for dogs with allergies to other meat proteins and sensitivities to grains.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 30 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

33% Protein	16% Fat
-----------------------	-------------------

CALORIE CONTENT (CALCULATED)

ME 3744 kcal/kg
398 kcal/cup



GRAIN FREE

Yukon River Canine®

- A grain free recipe designed for dogs of all life stages, with premium quality fish meal and salmon as the primary protein source.
- Ideal for dogs with allergies to other meat proteins and sensitivities to grains.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 30 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

33% Protein	16% Fat
-----------------------	-------------------

CALORIE CONTENT (CALCULATED)

ME 3666 kcal/kg
390 kcal/cup



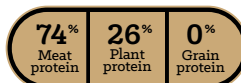
GRAIN FREE

Lamb Meal & Sweet Potato Recipe

- A grain free recipe designed for dogs of all life stages, with premium quality lamb meal as the primary protein source.
- Ideal for dogs with allergies to other meat proteins and sensitivities to grains.
- Excellent for dogs with normal activity levels.

Available in: 5, 15, 30 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

30% Protein	16% Fat
-----------------------	-------------------

CALORIE CONTENT (CALCULATED)

ME 3632 kcal/kg
386 kcal/cup

GLUTEN FREE GRAINS OR GRAIN FREE?

All VICTOR recipes are either formulated with **gluten free grains** or are formulated “**grain free.**”

Gluten Free Grains:

- Promote digestive health
- Contain antioxidants
- High in fiber

Grain Free Recipes:

- Typically higher protein level vs. similar grain inclusive recipe
- May be a good fit for dogs with sensitivities



CANINE — PURPOSE LINE

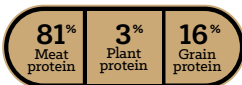


Performance

- Designed with added glucosamine and chondroitin to support joint health for adult dogs.
- Nutrient-dense recipe made with premium quality beef, chicken, and pork meals.
- Provides sustained energy for sporting dogs and dogs with high physical demands.

Available in: 5, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

26% Protein
18% Fat

CALORIE CONTENT (CALCULATED)

ME 3756 kcal/kg
399 kcal/cup

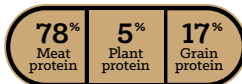


Senior Healthy Weight

- Designed with added glucosamine and chondroitin to support joint health for adult dogs.
- Nutrient-dense recipe made with premium quality beef, chicken and fish meals.
- Ideal for older dogs that are less active, and adult dogs that need to reduce overall weight.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

27% Protein
11.5% Fat

CALORIE CONTENT (CALCULATED)

ME 3385 kcal/kg
360 kcal/cup



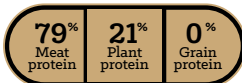
GRAIN FREE

Hero Canine

- With added glucosamine & chondroitin to support joint health for adult dogs.
- Nutrient-dense recipe made with premium quality beef, pork, and fish meals.
- Provides sustained energy for sporting dogs and dogs with high physical demands.
- Grain free for dogs with allergies or sensitivities to grains.

Available in: 5, 30, 50 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

33% Protein
16% Fat

CALORIE CONTENT (CALCULATED)

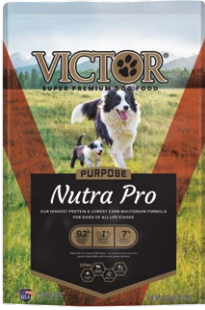
ME 3602 kcal/kg
383 kcal/cup

Benefits of Joint Care

Providing adult dogs joint support through glucosamine and chondroitin before issues arise can help with stiffness and pain as dogs age.

Glucosamine is naturally found in healthy cartilage. Supplementing the natural production helps support joint health, aids from potential inflammation and works to maintain joint lubrication.

Chondroitin helps minimize cartilage damage while promoting water retention and elasticity in the cartilage, which helps with adequate shock absorption.

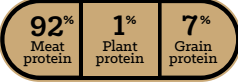


Nutra Pro

- Our highest-protein, lowest carb multigrain formula for dogs of all life stages.
- Nutrient-dense recipe made with premium quality beef, chicken, and fish meals.
- Excellent for growing puppies and pregnant or nursing females.
- Provides sustained energy for sporting dogs and dogs with high physical demands.

Available in: 5, 15, 40 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

38% Protein
18% Fat

CALORIE CONTENT (CALCULATED)

ME 3774 kcal/kg
401 kcal/cup



GRAIN FREE

Active Dog & Puppy

- Formulated for dogs of all life stages, but ideal for dogs with high physical demands, growing puppies and pregnant or nursing females.
- Nutrient-dense recipe made with premium quality beef, pork, and fish meals.
- Grain free for dogs with allergies or sensitivities to grains.

Available in: 5, 15, 30 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

33% Protein
16% Fat

CALORIE CONTENT (CALCULATED)

ME 3614 kcal/kg
384 kcal/cup



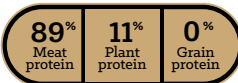
GRAIN FREE

Ultra Pro

- Our highest protein, lowest carb grain free formula for dogs of all life stages.
- Nutrient-dense recipe made with premium quality beef, chicken, pork, and fish meals.
- Provides sustained energy for sporting dogs and dogs with high physical demands.
- Grain free for dogs with allergies or sensitivities to grains.

Available in: 5, 30 lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

42% Protein
22% Fat

CALORIE CONTENT (CALCULATED)

ME 3890 kcal/kg
414 kcal/cup



CANINE — CANS



GRAIN FREE FORMULA

With Beef & Vegetables Cuts in Gravy *Available in: 13.2 oz*

ENERGY COMPOSITION

8% **5%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 975 kcal/kg
365 kcal/cup



GRAIN FREE FORMULA

Chicken & Vegetables Stew Cuts in Gravy *Available in: 13.2 oz*

ENERGY COMPOSITION

8% **5%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 958 kcal/kg
358 kcal/cup



GRAIN FREE FORMULA

Turkey & Sweet Potato Stew Cuts in Gravy *Available in: 13.2 oz*

ENERGY COMPOSITION

8% **5%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 885 kcal/kg
331 kcal/cup



Chicken & Rice Formula Pâté *Available in: 13.2 oz*

ENERGY COMPOSITION

9% **6%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 1197 kcal/kg
448 kcal/cup



Lamb & Rice Formula Pâté

Available in: 13.2 oz

ENERGY COMPOSITION

9% **8%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 1414 kcal/kg
529 kcal/cup

Always By Your Side™

Your trusted partner waits by your side, ready for the next adventure. Fuel their success with premium, proven nutrition. Keep VICTOR by your side so we can keep your dog running strong – day after day, season after season.

CANINE - CLASSIC TREATS



CRUNCHY TREATS

With Lamb Meal

- Made with our core ingredients to support healthy skin, digestion, immune response, and efficient metabolism.
- Formulated with gluten free ancient grains.
- No artificial flavors, colors, or preservatives added.

Available in: 14 oz & 28 oz

ENERGY COMPOSITION

14% **6%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 3235 kcal/kg



CRUNCHY TREATS

With Turkey Meal

- Made with our core ingredients to support healthy skin, digestion, immune response, and efficient metabolism.
- Formulated with gluten free ancient grains.
- No artificial flavors, colors, or preservatives added.

Available in: 14 oz & 28 oz

ENERGY COMPOSITION

16% **6%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 3307 kcal/kg



CRUNCHY TREATS

With Chicken Meal

- Made with our core ingredients to support healthy skin, digestion, immune response, and efficient metabolism.
- Formulated with gluten free ancient grains.
- No artificial flavors, colors, or preservatives added.

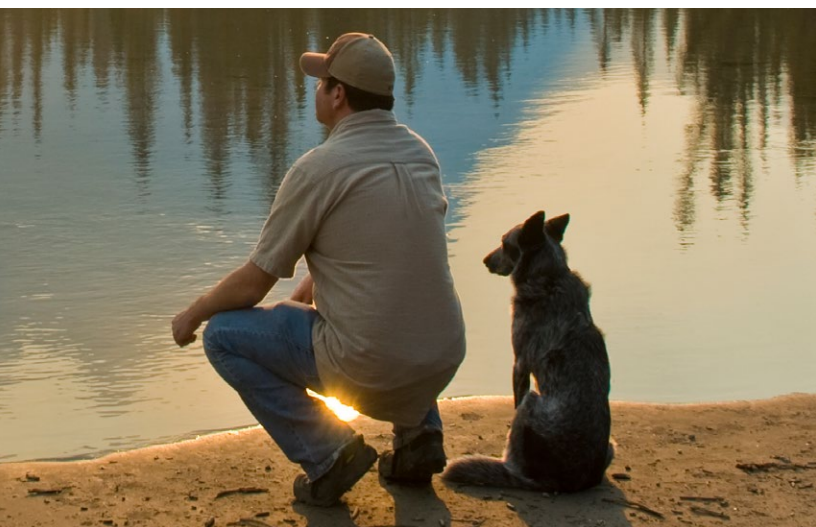
Available in: 14 oz & 28 oz

ENERGY COMPOSITION

16% **6%**
Protein Fat

CALORIE CONTENT (CALCULATED)

ME 3270 kcal/kg



FELINE — CLASSIC LINE

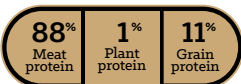


Mers Feline

- Nutrient-dense recipe made with premium-quality chicken, beef, pork, and fish meals.
- All life stages formula with balanced nutrition for kittens to adults.
- Promotes lean muscle development and healthy weight, skin, and coat.

Available in: 5, 15lbs

PROTEIN SOURCE BREAKDOWN



ENERGY COMPOSITION

32% Protein
16% Fat

CALORIE CONTENT (CALCULATED)

ME 3596 kcal/kg
382 kcal/cup

FELINE — CANS

Turkey & Salmon Dinner Pâté *Available in: 5.5 oz*



ENERGY COMPOSITION

9% Protein
6% Fat

CALORIE CONTENT (CALCULATED)

ME 1178 kcal/kg
184 kcal/cup

GRAIN FREE FORMULA

Shredded Chicken Dinner Cuts in Gravy *Available in: 5.5 oz*

Available in: 5.5 oz



ENERGY COMPOSITION

8% Protein
4% Fat

CALORIE CONTENT (CALCULATED)

ME 905 kcal/kg
141 kcal/cup

LET'S CONNECT

Follow us on social for even more VICTOR content!

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At VICTOR, we believe every ingredient helps build a lasting bond with our loyal companions. That's why we carefully develop every VICTOR formula with nutritionally proven, high-quality ingredients to foster a healthy life for pets of all ages.

Our exceptional ingredients and commitment to super premium nutrition have earned us the trust of pet owners, trainers, and breeders alike.



V-PRO™ BLEND

THE VPRO™ DIFFERENCE IN ALL VICTOR DOG KIBBLE

All VICTOR dog kibble starts with our VPRO Blend, a proprietary mix of expert-developed supplements, vitamins, and minerals designed to maximize the genetic potential of every dog, regardless of breed, age, or activity level.

These four key ingredients support superior digestibility, strong immune system function plus healthy skin and coat – all so you can keep your dog running by your side, day after day, season after season.



SELENIUM YEAST

Supports metabolic function, cellular regeneration and a strong immune response

MINERAL COMPLEXES

Support a healthy coat and skin, paw pad integrity, immune response, and efficient metabolism

PREBIOTICS

Promote immune defense and healthy digestive systems

PROBIOTICS

Promote healthy digestion and a strong immune system

VICTOR[®]

SUPER PREMIUM PET FOOD

Always By Your Side™



**Have a question or need
a recommendation?**

Call us at 1.888.428.7544
or email us at
info@mapf.com

VICTORPETFOOD.COM