

Growlrr Foods

Pilot Binder

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Formulations and Standard Operating Procedure for Pilot Run

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Abstract

Growlrr Foods pioneers the future of pet nutrition with biologically appropriate, human-grade balanced and complete meals built on evolutionary science and rigorous safety systems. Our structured rotation model delivers balance, variety, and long-term vitality while preserving the simplicity pet parents need, while every formulation is regulatory compliant with AAFCO and FEDIAF standards. Our interlocking products are designed with a systems approach, formulated from first principles, engineered with modularity, anchored by compliance discipline, validated by clinical nutritionists, tested in accredited labs, and finally approved by the only ones that matter: cats and dogs themselves.

Preface

This binder describes the Growlrr pilot formulations, standard operating procedures for building the product, bill of materials, incoming and outgoing QC, regulatory framework, nutritional audits for formulation and appendices. Values are design assumptions for pilot runs and are intended to be validated by finished-product assays. Standards and raw-ingredient data are cited in the bibliography. All SKUs meet baseline nutrient standards for labeling.

The present pilot study has been designed as a **60 kg retort validation run** with **6 distinct recipes 10 kg each**, retort stabilised and packed into standardized **100 g pouches**. We deliberately use **pouches rather than cans** at this stage, since pouch retort facilities are cost-accessible, and they provide sufficient resolution to measure our primary objectives. The learnings from pouches are fully translatable to cans for subsequent scale-up.

Objectives of the Pilot Run

1. **Nutrient assays:** Verify macro- and micro-nutrient retention post-retort against AAFCO/FEDIAF floors and ceilings.
2. **Shelf-life testing:** Establish accelerated shelf life values with rancidity, oxidation, and microbial profiles.
3. **Structural integrity:** Assess gel matrix stability, phase separation, and form factor.
4. **Palatability:** Track voluntary intake, preference, and tolerance in animals across SKUs.
5. **Ingredient validation:** Confirm that each SKU's ingredient design performs as expected under thermal processing.
6. **Process validation:** Confirm reproducibility of SOP steps (solid prep, blanch, liquid assembly, premix dosing, sealing, retort profile).
7. **Sub-optimisation testing:** Fine-tune gel matrix, chelators, palatants, tocopherol distribution, and retort curve.
8. **Credibility:** Generate assay-backed evidence that Growlrr's rotation logic, premix dosing, and paired-SKU genome strategy are regulator-ready and consumer-safe.

This pilot is therefore not only a technical validation but also a credibility-building exercise. It demonstrates the safety, stability, and innovation of Growlrr's formulations under real-world processing conditions, bridging design assumptions to empirical data.

Executive Summary

Growlrr Foods is a pet nutrition start-up pioneering a new standard in companion animal feeding: human-grade, biologically aligned, rotation-based meals delivered in retort pouches. By applying evolutionary nutrition science, rigorous formulation, and food-safety systems from human FMCG, Growlrr delivers meals that are simultaneously safe, compliant, and innovative.

The model is revolutionary in three ways. First, it positions whole-protein organ blends and fish as the nutritional core, respecting the biology of obligate carnivores. Second, it introduces a structured **rotation system** across multiple SKUs, ensuring balanced micronutrient intake, reduced dietary monotony, and better long-term health outcomes. Third, it uses **human-grade sourcing and processing**: retort sterilisation for ambient safety, alginate-stabilised broth for texture and nutrient stability, and premix formulations designed to meet regulatory nutrient floors without dangerous excesses.

Growlrr is innovative yet safe. Innovative because it proves pet food can be designed as a system, not just a flavour choice, and shows that transparency and whole-food integrity can scale commercially. Safe because every formulation is locked by SOPs, nutrient budgets, and conservative safety margins, ensuring compliance with FEDIAF/AAFCO standards while respecting vitamin A limits, retort stability, and trace mineral balance.

What makes Growlrr unique is this fusion of **science, care, and operational discipline**. It doesn't just promise "better food" — it gives pet parents confidence that every meal is worthy of the bond they share with their animals. The rotation system turns feeding into a rhythm of health and variety, ensuring pets thrive while their owners feel assured they are doing right by them.

Growlrr Foods is more than a brand; it is the **future of companion animal nutrition** — human-grade, scientifically precise, and emotionally resonant. It addresses today's frustrations while setting tomorrow's standard, with defensibility built on proprietary feeding methodology, robust formulation IP, and a transparent brand promise that redefines trust in the category.

Chapter 1

Why Growlrr Exists

1.1 The Problem with “Complete & Balanced”

Humans and wild predators — including the ancestors of our household cats and dogs — thrive on dietary variety. In nature, no two meals are identical; there is a cadence to days, seasons, and life stages across every species’ lifetime.

Now imagine this: as a human, you are required to eat finely milled corn and soy sprayed with emulsified fat, fortified with a pharmacist’s list of minerals, vitamins, and amino acids — every day, three meals a day, for the rest of your life, because it is labelled “*Complete & Balanced*.”

Sure, you would survive. But would you *thrive*? Would you feel alive, or simply *fed*?

Or imagine being served a boiled gruel of discarded bird carcasses — bones intact — topped with pharmaceutical additives and labeled “*Atlantic Salmon Extracts*” despite containing only traces. Would you find joy in that? Would you reach your full potential, or merely avoid starvation while accumulating hidden deficiencies, obesity, kidney disease, and chronic inflammation?

This is precisely what the modern pet food industry offers our companions: survival dressed up in shiny packaging and backed by targeted advertising. What cannot be packed into the bag is sold separately through an exploding supplements market — proof that the base diet is fundamentally inadequate.

The Inconvenient Truth

“Complete & Balanced” sounds authoritative. But the uncomfortable truth is this: *complete by what standards, and balanced by whose measure?*[\[ref64\]](#)

For over half a century, companion animal nutrition has been dictated not by independent science, but by industry lobbies — chief among them the **Pet Food Institute**[\[ref71\]](#), the trade arm of multinational kibble conglomerates. These same corporations, implicated in climate change, water pollution, and global ecological destruction, sit alongside regulators to shape definitions that protect profit margins through cheap fillers and mass-produced chemicals.

Meanwhile, in Europe and North America, nutritional guidelines were drafted by committees dominated by these same conglomerates. The standards trace their lineage not to predator biology, but to **livestock feed protocols** — guidelines written for cattle, poultry, and animals destined for slaughter[\[ref70\]](#), not for companions meant to thrive across decades of life.

The bar was set at mere survival, not vitality[\[ref59\]](#). Chronic diseases — kidney failure, obesity, diabetes, cancer — were never part of the compliance equation[\[ref41\]](#). What should have been shaped by good faith science was instead skewed by supply-chain logistics and profit maximization.

The result: a half-century of lobbying, subsidies, and papered-over standards[\[ref71\]](#) — an agro-industrial legacy borrowed wholesale from slaughterhouse feed.

1.2 Our Approach

The Growlrr system is built to reflect biology while meeting the discipline of modern science. We did not set out to make another “flavor range” of pet food; we built a nutritional architecture.

At its core, the system is **organ-forward and bone-broth based**. Organs, yolks, and muscle meats are balanced with natural hydration and collagen-rich broth to deliver the nutrients of real prey in their most bioavailable form. This avoids the filler-heavy, starch-padded formulas that dominate conventional products.

Our SKUs are **species-segregated** — poultry, mammal, and fish are kept hermetically separate, never cross-contaminated. This mirrors natural feeding lanes, reduces the risk of allergen over-exposure, and preserves the diversity of amino acids across species. The SKUs are not random flavors: they are color-coded units designed to fit together like a puzzle. Each pouch is compliant on its own, but when paired daily and rotated weekly, they complete the whole-prey model, ensuring both safety and resilience.

We use **precision premixes** — CatPro, DogPro, and Pluto calcium — only where reinforcement is essential. Heat-labile nutrients, trace minerals, or regulatory minima are addressed surgically. Supplementation is never a crutch; it is a guardrail. This keeps the food clean, while still guaranteeing compliance.

Sourcing is **human-grade, antibiotic-free, and traceable**. Poultry comes from spent layers raised without antibiotics, fish are chosen for low heavy-metal risk, and every lot is matched against supplier COAs. This sourcing integrity, combined with minimal-step SOPs and post-retort validation, ensures both nutritional adequacy and consumer trust.

Beyond ingredient quality, Growlrr’s operational framework prioritizes traceability and reproducibility. Every supplier delivers Certificate of Analysis documentation matched against our specifications for moisture, protein content, heavy metal limits, and microbiological safety. Our standard operating procedures lock in precise sequences—from blanching times for organ meats to retort temperature curves—ensuring that nutritional integrity survives thermal processing. This discipline transforms artisanal quality into scalable manufacturing without sacrificing the whole-food principles that define our approach.

But the real revolution is not only in the pouch — it is in how the food is used. The **Growlrr Web App** generates a customized **rotation diet chart** for every animal, taking into account breed, age, growth stage, activity level, and any veterinary advisories. Owners are guided meal by meal, week by week, with no guesswork. A built-in **Vet Chat feature** allows owners to consult nutritionists, track progress, and adjust feeding as needed, ensuring pets receive age- and size-appropriate nutrition throughout their lives.

The Growlrr system also addresses a fundamental oversight in conventional pet nutrition: the assumption that one formula can serve all life stages and activity levels. Our web application generates individualized feeding plans that account for breed-specific metabolic rates, growth phases in puppies and kittens, reproductive demands, and senior nutritional needs. This personalization, combined with veterinary oversight through our consultation platform, ensures that rotation diversity translates into real-world health outcomes rather than merely checking regulatory boxes.

In short, Growlrr delivers **safety in every pouch, resilience in rotation, and precision in practice** — a system designed not as marketing, but as engineering for biology and care.

1.3 Our Values

At Growlrr, we believe the values we hold true will ultimately determine the health and joy of millions of companion animals who depend on us to feed them right. These are our values. They are not flexible. We do not compromise.

Our Core Principles

- **Safety First.** Every pouch must be nutritious and safe on its own and resilient in rotation.
- **Biology Above Convenience.** Cats and dogs are descendants of predators, not livestock. Their diets must reflect physiology, not the economics of grain or extrusion.
- **Whole Food Integrity.** Organ meats, bone broth, yolks, and hydration form the foundation. Premixes are used sparingly — to reinforce, never to replace.
- **Rotation as Principle.** Variety is structural, not decorative. Rotation prevents monotony, reduces allergen risks, and builds resilience.
- **Transparency Always.** Color-coded SKUs, app-guided diet charts, full traceability. Nothing hidden, from source to shelf.
- **Quality Without Compromise.** Human-grade inputs, antibiotic-free poultry, traceable fish, documented SOPs. Trust is built into process, not added in marketing.
- **Compliance is Baseline.** We meet AAFCO/FEDIAF benchmarks for every pouch. However, since our pouches are strictly species segregated, we use our Growlrr model comprising of color-coded daily SKU pairing and full weekly rotational diet chart customized freely on our website. This way the diversity of nutrition is met from mammal, bird and fish species making it truly “Balanced and Complete.”
- **Engineering Meets Veterinary Science.** Designed with a systems approach, formulated from first principles, engineered with modularity, anchored by compliance discipline, validated by clinical nutritionists, tested in accredited labs, and finally approved by the only ones that matter: cats and dogs themselves.

These values transform every design aspect of Growlrr into an act of trust-building. When we share complete ingredient lists down to the microgram, when we publish our pairing logic and rotation methodology, when we explain why food is nutrition and feeding is love not just a chore. We’re inviting pet parents into a partnership where knowledge replaces blind faith, where understanding breeds confidence, and where every meal becomes a deliberate choice rather than a default compromise. This transparency doesn’t just differentiate Growlrr in the market; it redefines what the market can become. Our values aren’t principles we uphold—they’re the revolution we’re living.

Time to Redefine

Variety is the essence of life. Balanced variety is life.. If “Complete & Balanced” is repeated like gospel, yet defined by standards written for slaughter animals and lobbied for profit by Global Conglomerates complicit in ecocide, then it fails our pets and betrays our values. Our animal companions are not livestock. They are descendants of apex predators — mini lions and tigers and wolves who share our homes, our lives, and our love[[ref1](#)]. It is time to redefine the standards for those we care for most and for those who depend on us to do the right thing. It is time to **Growl**.

Chapter 2

Introduction to CatCore

Introduction to CatCore

Welcome to the Growlrr universe: a unique, modular, rotational feeding system built on species-appropriate, whole natural ingredients. Each recipe is organ-forward, balanced with muscle and supportive tissues, and carefully fortified to safely meet AAFCO/FEDIAF compliance. There are no grains, no fillers, no gimmicks — only biologically aligned formulations rooted in whole-prey logic, adapted for everyday feeding convenience across all life stages.

The Six CatCore SKUs

Growlrr's feline system is expressed in six locked SKUs, each a distinct organ-forward recipe. They are paired into bonded “base pairs” using a light–dark color code system, ensuring owners always feed one light + one dark pouch per day. This makes compliance foolproof at the consumer level.

To make this simple for owners, every SKU is **color-coded and named** by its anchor ingredient:

-  Chicken Heart (Light Blue)
-  Sardine (Dark Blue)
-  Chicken Liver (Light Red)
-  Chicken Gizzard (Dark Red)
-  Goat Kidney (Light Brown)
-  Goat Spleen (Dark Brown)

The Growlrr app translates this into daily diet charts — easy to follow at a glance, backed by clinical rigor.

Example: Meet Bella the Cat (4.0 kg, indoor, adult)

Bella thrives on rotation. Her **weekly chart** is shown in Table 2.1.

Each pouch delivers full compliance; the rotation ensures diversity of proteins, amino acids, and micronutrients, with no monotony.

Each pair balances nutrients in a complementary way: heart and sardine pair balance taurine and phosphorus loads over the day; liver and gizzard pair smoothens out vitamin A and taurine peaks; kidney and spleen are both non-poultry hypoallergenic pairs with mineral rich high quality protines. Individual SKU is designed to meet Ca:P ratio of 1.1 or greater. This “nutritional genome” framework encodes safety into packaging, without owners needing spreadsheets or nutritional degrees.

Why Rotation?

Why do we design this way, instead of offering one fixed “complete” SKU or a rack of multiple, non-interlocking flavors as most brands do? Because animals do not thrive on monotony, nor on randomized variety. Rotation allows for[ref3, ref12, web6, web75]: