

# Field & Stream <sup>ESTB 1871</sup>

## PET FOOD CO. <sup>TM</sup>



# PACK PROVISIONS

Launch Media Kit

# PRODUCT LINE



The Pack Provisions nutrition portfolio is more than dog food. It's a stacked nutrition system consisting of a complete foundational diet plus supplements and treats that can be layered in according to the specific needs of active, working and sporting dogs. This approach helps active dogs PREPARE with everyday energy, PERFORM at their best on the trail, RENEW with healthy recovery after work or play, and experience REWARD with training treats that strengthen the bond between dog and handler.

## Pack Provisions Complete Dry Dog Food



CHICKEN MEAL  
& VEGETABLE RECIPE



BEEF MEAL &  
BARLEY RECIPE



SALMON MEAL,  
RICE & TROUT RECIPE

## Pack Provisions Complete Adult Wet Dog Food



CHICKEN &  
RICE DINNER



BEEF & BEEF  
LIVER DINNER

- ✔ Excellent source of vitamins and minerals that support digestive health, immune function, skin and coat health, cognitive function, heart health and joint health
- ✔ Formulated with Backwoods Bites™, an exclusive organ-rich and flavor-packed superfood containing essential nutrients like amino acids, B vitamins and iron
- ✔ Made with pre- and postbiotics for gut support and antioxidants to boost immunity and overall well-being
- ✔ Formulated to meet nutritional levels established by the Association of American Feed Control Officials (AAFCO)
- ✔ Made in the USA with globally sourced ingredients

## Pack Provisions Chicken Flavor Jerky Dog Treats



- ✓ Contain high-quality protein
- ✓ Easy to break into smaller pieces for a long-lasting reward
- ✓ Formulated with Backwoods Bites, an exclusive organ-rich superfood
- ✓ Made in the USA with globally sourced ingredients

## Pack Provisions Beef Flavor Slider Dog Treats



- ✓ Packed with protein
- ✓ Easy to break into smaller pieces for a long-lasting reward
- ✓ Formulated with Backwoods Bites, an exclusive organ-rich superfood
- ✓ Made in the USA with globally sourced ingredients

## Pack Provisions Beef Flavor Training Treats



- ✓ Bite-sized treats
- ✓ Ideal for training sessions (less than 3 calories per treat)
- ✓ Rich in omega fatty acids to support well-being
- ✓ Made in the USA with globally sourced ingredients

## Pack Provisions Chicken Flavor Fetch Stick



- ✓ Dual-purpose treat to reward active dogs
- ✓ Designed for both play time and chew time

## Pack Provisions Energy Dog Food Supplements



- ✓ Designed to be fed before or during intense activity
- ✓ Formulated with carbohydrates for both quick-burst and sustained energy
- ✓ Packed with vitamins and minerals that support vitality
- ✓ Meant to be paired with other Pack Provisions products to deliver stacked nourishment for adventures
- ✓ Made in the USA with globally sourced ingredients

## Pack Provisions Mobility Supplement Chews



- ✓ Designed to be given daily to support overall joint health
- ✓ Crafted to renew vital nutrients that can help dogs' joints stay healthy
- ✓ Formulated with active ingredients that support overall well-being
- ✓ Built to be paired with other Pack Provisions products
- ✓ Made in the USA with globally sourced ingredients

## Pack Provisions Recovery Supplement Chews



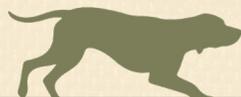
- ✓ For muscle recovery after intense activity
- ✓ Designed to replenish vital nutrients that help your dog get back in action
- ✓ Formulated with active ingredients that support overall well-being
- ✓ Pairs with other Pack Provisions products to deliver stacked nourishment for adventures
- ✓ Made in the USA with globally sourced ingredients



**15 MIN.  
BEFORE**

**Energy**

Top up  
nutrients



**DURING**

**Energy**

Sustain energy  
& endurance



**30-60 MIN.  
AFTER**

**Recovery**

Replenish spent  
nutrients



**ONGOING**

**Recovery  
& Mobility**

Address issues &  
support well-being

# FREQUENTLY ASKED QUESTIONS



## **WHAT IS PACK PROVISIONS?**

Pack Provisions is a new line of dog food, treats and supplements from Field & Stream Pet Food Co. inspired by the outdoor heritage of Field & Stream. Just as Field & Stream has long equipped people for hunting, fishing and other outdoor activities, Pack Provisions is designed to fuel the dogs who share those adventures.

## **WHAT IS THE RELATIONSHIP BETWEEN PACK PROVISIONS, FIELD & STREAM PET FOOD CO., AND FIELD & STREAM?**

Field & Stream Pet Food Co. is an independently owned and operated pet nutrition company affiliated with the relaunched Field & Stream media and lifestyle brand through a licensing agreement. Pack Provisions, developed by experts in canine nutrition to help active dogs thrive, is the pet food company's newly launched canine nutrition line.

## **HOW IS PACK PROVISIONS NUTRITION DESIGNED?**

Pack Provisions foods are complete and balanced to meet or exceed standards set by the Association of American Feed Control Officials (AAFCO), but they go beyond the minimum. Dry and wet foods provide a strong nutritional foundation for all active dogs, while treats and supplements allow pet owners to “stack” additional support based on a dog's role, activity level or life stage. This flexibility helps active dogs thrive, since it puts the needs of the dog first.

## **DO ACTIVE AND WORKING DOGS HAVE DIFFERENT NUTRITIONAL NEEDS THAN OTHER PET DOGS?**

Yes. Dogs with active lifestyles need targeted nutrition for energy metabolism, joint support, muscle recovery and digestive balance. Pack Provisions recipes are fortified with ingredients like L-carnitine to help active dogs burn fat efficiently, as well as pre- and postbiotics for gut health. Supplements further meet specific performance and recovery needs, and treats aid in training and handling.

## **WHAT IS STACKED NUTRITION?**

Stacked nutrition is Pack Provisions' approach to supporting dogs' needs at every stage of activity. Dry and wet foods provide a strong, complete nutritional foundation that meets or exceeds AAFCO guidelines. Owners can then "stack" on targeted support through treats and supplements, such as those for energy metabolism or joint health, to tailor nutrition to a dog's specific activity level or life stage.

## **CAN PACK PROVISIONS BE FED TO ANY DOG?**

Yes. Pack Provisions dry and wet foods are formulated as complete and balanced diets that meet or exceed AAFCO guidelines. While the food is designed for active dogs, it will benefit any dog.

## **WHY DOES PACK PROVISIONS HIGHLIGHT ORGAN MEATS IN ITS RECIPES?**

Organ meats are rich in essential amino acids, vitamins and minerals that support strong muscles and overall performance. They're also highly palatable, making the food appealing to dogs. Historically, organ meats have been a staple in working dog diets, from sled dogs to hunting companions. By featuring these nutrient-dense ingredients, Pack Provisions delivers superior nutrition while also supporting sustainability through whole-animal utilization.

## **WHAT DOES "GUIDE-RATED NUTRITION™" MEAN?**

"Guide-rated" reflects the standard of excellence demanded by professional guides and outdoor enthusiasts, people who rely on their dogs in the toughest conditions. To be "guide-rated" means Pack Provisions is built to deliver reliable performance, trusted by those who hold their dogs to the highest expectations.

## **WHERE CAN PACK PROVISIONS PRODUCTS BE PURCHASED?**

Pack Provisions will be available at Tractor Supply stores nationwide starting Nov. 3, 2025, as well as online at [tractorsupply.com](https://tractorsupply.com). Accessibility through Tractor Supply helps ensure that families and active dog owners can find Pack Provisions wherever the road or trail takes them.



# MEET THE DEVELOPMENT TEAM



**WILLIAM BROUN**  
CEO, FIELD & STREAM PET FOOD CO.

William Broun leads the launch of Pack Provisions, uniting a disciplined growth strategy, science-driven product development, and a builder's mindset to bring credible, outdoors-ready nutrition to market. Broun is an experienced executive and consumer goods innovator, having led more than \$1 billion in M&A transactions in previous roles, as well as serving on multiple investment boards and driving direct consumer engagement through digitally enabled products and services.



**ANDREW BALDWIN**  
CSO, FIELD & STREAM PET FOOD CO.

Andrew Baldwin is a seasoned sales leader with deep experience scaling consumer packaged goods brands across natural, mass, and specialty channels. He has led teams from startups to enterprises with 1,000+ representatives, bringing the process, relationships, and discipline that drive growth. At Field & Stream Pet Food Co., Baldwin directs Pack Provisions' go-to-market strategy, revenue planning, and relationships across all cross-functional partners and disciplines.



**DURRELL SMITH**  
GUIDE, CONSERVATIONIST, DOG TRAINER,  
CREATOR OF MINORITY OUTDOOR ALLIANCE

Durrell Smith is an Atlanta-based visual artist, conservationist, bird dog handler and trainer, and host of The Sporting Life Notebook podcast. He co-founded the Minority Outdoor Alliance with his wife, Ashley, and received the 2021 Orvis Breaking Barriers Award for advancing inclusive participation in the outdoors. As a field partner to Field & Stream Pet Food Co., Smith brings a guide's perspective to help ensure Pack Provisions is field-tested and aligned with the demands of "guide-rated" nutrition™.



**KATHY GROSS**  
PhD, PAS, DACAN, ANIMAL SCIENCES & INDUSTRY  
ADJUNCT PROFESSOR AT KANSAS STATE UNIVERSITY

Kathy Gross is a companion animal nutrition scientist with more than three decades of pet nutrition leadership. She has contributed as an inventor on multiple patents and authored over 100 publications, abstracts, and book chapters related to companion animal nutrition and health. Now an adjunct faculty member at Kansas State University and industry consultant, Gross specializes in translating peer-reviewed science into practical, palatable formulations and measurable health outcomes. As a nutrition consultant to Field & Stream Pet Food Co., she advises on the formulation and nutritional strategy behind Pack Provisions, helping ensure each recipe reflects rigorous science and real-world performance.



# POTENTIAL STORY ANGLES

## BUSINESS/PROFESSIONAL

We welcome the opportunity to support you in developing the following story ideas or other angles you'd like to explore.

### OUTDOOR HERITAGE MEETS PET NUTRITION

Field & Stream has been synonymous with trust, tradition and the great outdoors for a century and a half. Now, with the launch of Pack Provisions, the brand brings that same legacy to the pet aisle. This extension highlights how an iconic lifestyle brand has expanded into the premium pet food space while staying true to its roots.

### CONSUMER TRENDS DRIVING THE LAUNCH

Active dogs are part of the family—and often part of family adventures. Pack Provisions meets the demand for a canine diet that fulfills active dogs' needs in a way that delivers premium nutrition and honors the bond between pets and their people. This angle dives into why now is the right time for this launch and how it taps into the ever-growing bond between active dogs and their humans.

### ORGAN MEATS AS NATURE'S MULTIVITAMIN

Instead of dismissing organ meats as “byproducts,” Pack Provisions reframes them as concentrated, nutrient-rich ingredients. This story gives pet food industry insiders a new way to think about familiar ingredients and why they matter for dogs' health.

## MEDIA CONTACTS

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High-resolution images available on request.



# POTENTIAL STORY ANGLES

## CONSUMER

We welcome the opportunity to support you in developing the following story ideas or other angles you'd like to explore.

### **BEHIND THE BAG:**

#### **A NUTRITIONIST'S VIEW ON FEEDING ACTIVE DOGS**

An inside look with a premium pet nutritionist on the different needs of active dogs—for example, how feeding an “off-season” companion differs from fueling a dog that’s working dawn to dusk. This story gives consumers a peek into the nuances of tailoring nutrition to activity.

### **A GUIDE'S PERSPECTIVE:**

#### **WHAT IT TAKES TO KEEP DOGS FIELD-READY**

An award-winning hunting guide shares what he looks for in dog food: from energy balance and recovery to optics and coat quality. His hands-on experience gives pet owners a unique, real-world view of why performance nutrition matters.

#### **HOW THE USE OF ORGAN MEATS HONORS THE WHOLE ANIMAL AND DRIVES SUSTAINABILITY**

Pack Provisions leans into ingredients that have a rich tradition among conservationist purists. By utilizing organ meats—nutrient-dense, palatable, and historically fed to active dogs—the brand both honors tradition and makes a case for sustainability through whole-animal utilization.

## **MEDIA CONTACTS**

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