

Super Premium Pet Food

Our dedication to pet nutrition that delivers
When we started out to make the best pet food possible, we brought together three things: dedication to the finest in pet nutrition, common sense commitment to value, and — perhaps the most important — a passion for consistently delivering on our high standards.

From extensive research and formulation, to sourcing advanced, proven ingredients and building our own Texas-based manufacturing facility and distribution, we have created VICTOR® from the ground up. We ensure that every formula is fresh, consistent and packed with nutrition.

The result is visible: healthier, better performing pets that can keep on running day after day, season after season. Since day one, we haven't compromised or wavered from our vision to create the best pet food available, or on our mission to provide an unbeatable value for every pet owner.

Our formulas

To make the best dog food and cat food possible, we started with formulations based on nutrition, expertise and the highest production standards. We begin each bag of kibble with VICTOR Core ingredients — a proven base of four essential ingredients selected to support your pet's metabolism, promote healthy digestion and immune defense system. We also locally source as many of our high-quality ingredients as possible and conduct regular

tests to ensure our ingredients meet our high standards.

Our trust

We're honored to say that all of our VICTOR dog food formulas – Classic Multigrain, Select Protein and Grain Free – receive 4 and 5 star ratings with the respected, independent online dog food reviewer: [Dog Food Advisor](#). Our Grain Free formula is also ranked as one of [Dog Food Advisor's Top 10 Best Dog Foods](#) all-around.

Along with our ratings and professional reviews, we're proud to have a growing, loyal community of pet owners and fans that support us and rely on VICTOR daily to provide high-quality, nutritionally complete pet food. We take this trust seriously and work hard to keep earning it with every single bag.

Professional trainers and breeders spend their days working to bring the best out of their dogs. They recognize that the right nutrition is critical to help these dogs reach their potential. We're thrilled that many of these experts have joined Team VICTOR and trust our formulas to fuel their dogs' performance every day.

All VICTOR Super Premium Pet Foods are formulated to meet or exceed the nutritional levels established by AAFCO Dog Food Nutrient Profiles.†

† (AAFCO) Association of American Feed Control Officials is a non-profit voluntary membership association. AAFCO does not regulate, test, approve or certify pet food.

Victor Dog Food

Classic Multigrain

Our CLASSIC MULTIGRAIN dog food line delivers a blend of multiple sources of protein and grains, uniquely balanced for dogs.

- Excellent for dogs with high nutritional needs
- Packed with protein from multiple high-quality meats
- Provides sustained energy for active dogs and puppies
- Nutrient dense formulas that require less intake

Select Protein

Our SELECT PROTEIN dog food line offers specific proteins and grains in a variety of naturally formulated blends and is suited for dogs at any life stage.

- Ideal for puppies, adults and seniors and those with allergies to specific proteins
- Formulated to maintain healthy weight and energy levels
- High-quality, single-source proteins and gluten free
- Interchangeable formulas for flavor variety

Grain Free

Our GRAIN FREE line is ideal for all life stages, and particularly excellent for dogs with allergies or sensitivities to grain.

- Excellent for dogs requiring nutrient-dense, high protein nutrition

- Perfect for dogs with sensitivities to grain and allergies
- Delivers high-quality carbohydrates with sweet potatoes and peas
- Grain-free formulas for sporting, large breed, puppies and average activity dogs

Victor Cat Food

Classic Multigrain

Our CLASSIC MULTIGRAIN cat formula delivers a blend of multiple sources of protein and grains, naturally formulated to maintain a healthy weight for normally active cats.

- All Life Stages formula with balanced nutrition for kittens to adults
- Supports strong muscle growth and healthy weight
- Highly digestible to aid in increased starch digestion
- Free from corn, wheat, soy and gluten

Canned Food

Our CANNED SUPER PREMIUM CAT FOODS deliver high quality protein and scientifically advanced ingredients in tender, tasty formulas perfect for active cats.

- Naturally formulated cat food with added vitamins, minerals and trace nutrients
- Free from all unwanted corn, wheat, soy, and gluten
- No artificial flavors, colors or preservatives