

# The Golden Rules of Rùn

## 1. Nothing we wouldn't eat ourselves

Top quality only. Definitely no 'meat and animal derivatives', or 'derivatives of vegetable origin'.

## 2. Meat first - and just the right amount of it

Always the primary ingredient and what you see is always what you get. Ingredients are listed on a dry matter basis, which means the % content isn't altered during our gentle cooking process.

## 3. Single source animal proteins + fats

We know mixed proteins and hidden fats are one of your big bug bears. It's strictly ONE source here.

## 4. No sore tummies

Scientifically crafted recipes that are grain and cereal-free makes for extra easy digestion and happy doggies.


## 5. Unique ingredients for healthy joints

Unique to Rùn, the joint-pack premix has been designed to support your runner's joints.

# Are you with us?

**Yes! I'm an interested dog owner!**

**Yes! I'm a curious retailer!**




**Umm, what's cold pressed dog food?**

Find out why everyone's so excited about this nutrient-packed cooking method [Right here.](#)



**Good news for paws and planet**

Pretty sure we have the greenest packaging ever. [Read all about it.](#)



**You're helping us grow a forest, one bowl at a time**

Trees are planted for every order you make. [Look at them grow.](#)