Your first bowls, made easier.

Know what is coming, make room in the freezer, and settle into a routine you can repeat. Keep this guide with your order so the next step is always clear.

This is an order-and-transition guide. Your dog's full diet still needs to meet their nutritional needs.

Your dog. Your starting plan.

Fill these fields digitally or write them in. Use the amounts from your dog's confirmed feeding plan.

Dog's name

Chosen blend

Current/base food

Planned daily amount + units

Feeding plan confirmed by

Delivery/pickup date

Make the order fit your home

Save your order confirmation. Check the exact products, number of cases, total weight, selected fulfillment method and final charges. A monthly quantity is an estimate based on the daily amount you actually feed.

20 lb case	30 lb case
10 packs × 2 lb	6 packs × 5 lb

These are the listed Beef Blend and Chicken Blend formats. Other products may differ. Confirm the size on your selected product.

Smaller packs can make it easier to thaw only what you need. A 30 lb case has larger individual packs. Choose the format your freezer space and feeding routine can handle.

Make freezer space before ordering. Have a food scale, clean bowl, covered leakproof thawing container and space separate from food your family will eat. Keep the current food available during the change.

Frozen shipping starts at 40 lb for eligible addresses in the contiguous United States. For example, two 20 lb cases contain twenty 2 lb packs. Forty pounds is an order minimum, not a required amount to feed each month.

Local delivery is listed at $15 for eligible Midland, Odessa and Gardendale addresses, with no minimum. Checkout confirms availability and charges.

For route pickup, check the current stop, date, order cutoff and collection instructions. A preferred date is not a confirmed reservation. Save your confirmation and check for updates before leaving.

Pickup, delivery and current route calendar

Product pack sizes

When your order arrives

Bring it inside promptly. Check the products and labels against your order, then move them into appropriate cold storage. Keep the packaging and lot information.

If food is unusually warm, leaking, swollen, damaged or otherwise questionable, do not feed it. Photograph the box, insulation, coolant, affected products, labels and lot details. Keep the food and packaging cold and contact WTX within 24 hours of delivery or

pickup. Do not discard or donate it until instructed.

Frost, condensation or surface softness alone do not establish that food is unsafe. If you are unsure about its condition, pause and contact us.

WTX shipping and arrival policy

A routine for every bowl

Keep unused food frozen. Thaw the next portion in a covered, leakproof container in the refrigerator, separate from other foods. Never thaw on the counter or in the sink.

Use the package's storage and use-by instructions. Write the thaw date on your container. Do not assume every recipe has the same refrigerated shelf life.

Weigh the planned portion, serve it in a clean bowl and provide fresh water. Do not rinse raw meat.

Refrigerate uneaten food immediately or discard it safely. Clean and disinfect bowls, utensils and preparation surfaces after use. Wash hands with soap and water for at least 20 seconds.

Raw food can carry harmful bacteria that affect pets and people. FDA advises against raw pet food. Careful handling reduces exposure but does not remove the risk. Discuss suitability with your veterinarian, especially where anyone in the household is at higher risk from infection.

FDA: Raw pet food risks and handling

FDA: Safe handling of pet food and treats

Know what this blend contributes

Check the full ingredient list, calorie information and nutritional adequacy statement for the specific product. A familiar protein may simplify your first choice, but does not confirm tolerance or nutritional balance.

Before using a blend as the whole diet, confirm that it meets your dog's life-stage needs or is part of a complete recipe formulated for your dog. A meat, bone and organ ratio, or rotating proteins, does not establish this by itself.

If a healthy adult is keeping a complete and balanced base food, AAHA recommends that treats and other foods together stay within 10% of daily calories. This includes any supplemental blend. A restricted or therapeutic diet may have different instructions.

Puppies, pregnant or nursing dogs, dogs needing weight change, and dogs with a medical condition, food restriction or prescribed diet need an individual plan before a major change. For seniors, account for body condition, muscle and existing conditions. Your veterinarian or a board-certified veterinary nutritionist can confirm the full feeding plan.

AAHA feeding plans for healthy cats and dogs

FDA: Complete and balanced pet food

Measure the food, understand the amount

Use the daily calorie target and recipe amounts from your dog's feeding plan. A body-weight calculator gives an initial estimate. Appetite alone does not tell you that the amount or nutrient balance is right.

Kibble and raw food have different calorie densities. Do not replace them ounce for ounce, cup for cup, or by equal percentages of their weights.

> Grams of new food = calories assigned to that food ÷ (its kcal/kg ÷ 1,000). Reduce the old food by the calories replaced, using its own calorie information.

Math example only: if a food provides 2,000 kcal/kg, 100 kcal equals 50 g of that food. If the old kibble provides 400 kcal per cup, those same 100 kcal equal ¼ cup of kibble. These are illustrative values, not WTX product values or a recommended portion.

If the calories or planned amount are unknown, confirm them before replacing the main diet. Keep the established feeding routine while you check. Save the exact product and label so the answer can be specific.

Estimated days of food = pounds in your order ÷ pounds of that food fed per day. For example, 40 lb fed at 1 lb per day lasts about 40 days. Transition portions, multiple dogs and other foods change that estimate.

AAHA feeding plans for healthy cats and dogs

Your first 10 days, at your dog's pace

WSAVA recommends gradual diet changes over about 7-10 days so acceptance and tolerance can be monitored. This checklist organizes the first days around your confirmed feeding plan. Ten days is a checkpoint, not a promise or a deadline to reach 100% raw.

Before day 1

Write down the exact food and daily amount in the plan. Note your dog's usual appetite, stool and energy. Set aside the first portion to thaw. Keep familiar meal times.

Days 1-3 · Begin the routine

Use the starting portion in your plan. Measure each meal and record what your dog actually eats. Keep new treats, proteins and supplements out of the first introduction so there are fewer changes to track.

Days 4-6 · Check before increasing

Review the meal notes. If appetite, stool and energy are normal, follow the next gradual adjustment in the plan. If anything changes, stop increasing and use the guidance below. Do not add extra food simply because the bowl is empty.

By day 7 · Check the order and the guarantee

For an eligible first-blend taste concern, contact WTX within 7 calendar days of delivery or pickup. That clock starts when the food arrives, even if feeding begins later. Do not rush the transition to meet the claim window.

Days 7-10 · Find the repeatable routine

Continue only the adjustments in your plan that your dog tolerates. Recheck how much food is actually being used, when to thaw the next pack and when you will need another order. Some dogs need a slower change. Finishing this checklist does not establish nutritional completeness.

If the blend is being used as a small addition, keep it at the agreed portion. This schedule does not call for replacing the complete base diet.

WSAVA Principles of Wellness, nutrition section

A one-minute meal note

Date · food and amount offered · amount eaten · stool · appetite and energy · any new treats or supplements. Bring this record and the food label if veterinary advice is needed.

When to pause and get help

If stool softens or appetite changes, stop increasing the new food and check with your veterinarian if the change persists, worsens or concerns you. Do not dismiss vomiting or diarrhea as “detox.”

Contact a veterinarian promptly for repeated vomiting, significant diarrhea, blood in stool or vomit, abdominal pain, refusal to eat, or unusual lethargy. Puppies and dogs with existing conditions need earlier advice.

Difficulty breathing, collapse, or a swollen painful abdomen with repeated unproductive retching needs emergency veterinary care. Do not wait for a store reply.

AAHA: Is this a pet emergency?

You have a clear next step if it is not a fit

The Clean Bowl Guarantee applies to the first qualifying order and one eligible blend. Contact WTX within 7 calendar days of delivery or pickup. After approval, WTX chooses one replacement protein or store credit equal to 110% of the affected product's net price after discounts.

One approved claim per customer and household. Taxes and shipping or delivery charges are excluded. Repeat orders and subscription renewals are not eligible. Photos, lot details, remaining food and confirmation of proper frozen storage may be required. Store credit is not cash. Full terms govern eligibility and the remedy.

Have your order number, delivery or pickup date, blend, dog's name and a short explanation ready. Keep the remaining food and packaging as directed. Food-condition or delivery concerns have a separate 24-hour reporting window.

Full Clean Bowl Guarantee terms

800-670-1754
support@westtexasprimalbites.com

See the routine in real homes

Short clips from the WTX experience. These show everyday handling and feeding, not a prescribed serving size or proof of a health outcome.

Making room in the freezer · 16 sec

Preparing a bowl · 22 sec

Mealtime · 17 sec

Milli receives her order · 13 sec

Tap a video title in this PDF, or visit westtexasprimalbites.com and open the new-feeder page to watch the routine clips.

Guide updated October 7, 2026. Product formats and store policies can change. Use current product information and the linked policies. The daily checklist organizes your routine and does not establish that a blend is a complete diet.