



Two raw boxes. What are you buying?

Simply Raw vs Big Country Raw

30 lb Monster Protein Pack (Beef & Chicken) compared with 30 lb XL Bistro. For a 40 lb adult female Border Collie at 2.5% of body weight: 1 lb (454 g) of base food daily, with toppers additional.

The daily budget	Simply Raw Monster Pack	BCR XL Bistro
Box price (CAD)	\$119.99	\$104.99
Box contents	15 lb beef + 15 lb chicken	12 lb chicken; 6 lb each beef, turkey and pork
Portion format	⅓ lb frozen pucks	20 vacuum-sealed 1.5 lb pouches
Daily base ration	1 lb / approximately 3 pucks	1 lb / two-thirds of a pouch
Days per box	30	30
Cost per day	\$4.00	\$3.50
Per meal (2 daily)	\$2.00	\$1.75
Cost per 30 days	\$119.99	\$104.99

BCR costs \$15 less per box

At the same daily food weight, that is about 50¢ less per day, or 12.5% less than Simply Raw. Taxes, delivery, toppers and any ingredients needed to balance a diet are outside these base-food prices.

The distinction that matters most

BCR publishes a complete-and-balanced claim for XL Bistro. Simply Raw describes the Monster Pack as meat, bone and organ blends, but a product-specific nutritional adequacy statement was not found in the pages reviewed. These boxes should not be assumed to provide equivalent complete nutrition.



Ingredients & evidence

Quality, certifications and origin

Both are frozen raw products. The differences below concern what is in each box and what the brands disclose about it.

What to compare	Simply Raw Monster Pack	BCR XL Bistro
Listed ingredients	Beef blend: 90% Canadian beef and 10% organs. Chicken blend: 85% bone-in chicken and 15% organs. Heart, liver and kidney are named. No added vitamin/mineral blend is disclosed in these descriptions.	Named meat and organ ingredients in each recipe, with vegetables, cranberries and added vitamins/minerals. Calcium comes from bone and/or added calcium sources, depending on the recipe.
Ingredient quality	Identified meats and organs make a straightforward animal-ingredient base. The amount of actual bone within “bone-in chicken” is not stated. Organ proportions are not broken out individually.	Meats and organs are identified by species. Added micronutrients support formulation; their presence is not evidence of poor ingredients. Recipe names do not mean single-animal-protein foods.
Certifications & controls	No product/facility-specific HACCP or SQF certification was found in the reviewed pages. Small-batch production and ingredient-quality statements are manufacturer claims, not independent certifications.	Manufacturer reports third-party-audited HACCP certification and publishes supplier approval, cold-chain and traceability controls. Feed Wise also records HACCP and CFIA registration.
Sourcing transparency	Pack claims Canadian meats. The brand says nearly all ingredients are sourced locally in British Columbia. Named farms, suppliers and a full ingredient-origin breakdown were not found.	Publishes requirements for approved suppliers and ingredients from inspected facilities. Canadian ingredient claims do not establish that every micronutrient is Canadian; a complete origin list was not established.
Country of origin	Made in Canada, according to the brand. Its history and local sourcing are centred in British Columbia; the exact production address for this pack was not established.	Made in Canada. BCR identifies its raw-food manufacturing location as Smithville, Ontario.

What the labels can and cannot prove

HACCP is a preventive food-safety system, not proof of nutritional completeness. Made in Canada describes manufacture, not necessarily every ingredient’s origin. Not publicly verified means evidence was not established here; it does not mean a practice is absent.



Nutrition & the choice

Meat quality and a complete diet are different

Simply Raw's component pages describe protein options and bases for add-ins. Meat, organs and bone can form part of a well-planned raw diet, but those ingredients alone do not demonstrate that all required nutrients are supplied in the right amounts. An occasional topper is not automatically a balancing supplement.

BCR publishes a completeness statement. Its XL Chicken claim excludes large-breed puppy growth; that exception does not apply to the adult dog used here. Simply Raw describes its blends as bases for add-ins or protein options. A completeness statement for these exact recipes was not found in the reviewed sources.

Reading the nutrition figures fairly

Published figures	Simply Beef	Simply Chicken
Protein / fat, dry matter	59.42% / 36.05%	38.62% / 55.19%
Calcium, dry matter	1.11%	4.46%

Dry matter means water has been removed mathematically. These percentages are not percentages of the wet food in the bowl. The reviewed Simply Raw text does not provide moisture, calories or phosphorus, so a calcium-to-phosphorus ratio and a reliable box calorie value cannot be calculated. Do not average the two dry-matter panels by box weight without their moisture values.

BCR's published component calories are 154 (chicken), 165 (beef), 167 (turkey) and 172 (pork) kcal per 100 g. Weighted by box contents, that is approximately 162 kcal/100 g, or 737 kcal per 1 lb daily ration. Equal pounds do not establish equal calories; adjust feeding to the dog's condition and activity.

Comparison notes

At the stated prices and ration, XL Bistro costs \$15 less per 30 days. It contains four recipe options versus two in the Monster Pack. Published nutritional documentation differs between the products. Note: any additional ingredients needed for a complete feeding plan would change its total cost; these are not priced here.

References · checked October 3, 2026

[Simply Raw: Monster Pack | Beef panel | Chicken panel](#)

[Simply Raw: sourcing | Feeding guidance](#)

[BCR: XL Bistro | Food safety | Manufacturing](#)

[BCR: chicken calories | Beef calories | Pork calories](#)

[BCR XL Bistro: Feed Wise profile](#)

Prices and delivery vary by region. Big Country Raw is a Paw Privileges sponsor. No numerical Feed Wise score is assigned in this report.