

Under the Securities Exchange Act of 1934

(Amendment No. ___)*
PetIQ, Inc
(Name of Issuer)
Class A Common Stock, \$0.001 par value
(Title of Class of Securities)
71639T106
(CUSIP Number)
September 14, 2022
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for the information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934.

SCHEDULE 13G
CUSIP No. 71639T106

1 Names of Reporting Persons
Applied Fundamental Research, LLC
2 Check the appropriate box if a member of a Group (see instructions)
(a)
(b)
3 Sec Use Only

4 Citizenship or Place of Organization
State of Delaware
Number of Shares Beneficially Owned by Each Reporting Person With:
5 Sole Voting Power
0
6 Shared Voting Power
1,673,774
7 Sole Dispositive Power
0
8 Shared Dispositive Power
1,673,774

9 Aggregate Amount Beneficially Owned by Each Reporting Person
1,673,774
10 Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

11 Percent of class represented by amount in row (9)
5.7% (1)
12 Type of Reporting Person (See Instructions)
IA

(1) The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Issuer's Schedule 13G.

SCHEDULE 13G
CUSIP No. 71639T106

1 Names of Reporting Persons
AFR CV GP, LLC
2 Check the appropriate box if a member of a Group (see instructions)
(a)
(b)
3 Sec Use Only

4 Citizenship or Place of Organization
State of Delaware
Number of Shares Beneficially Owned by Each Reporting Person With:
5 Sole Voting Power
0
6 Shared Voting Power
949,100
7 Sole Dispositive Power
0
8 Shared Dispositive Power
949,100

9 Aggregate Amount Beneficially Owned by Each Reporting Person
949,100
10 Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

11 Percent of class represented by amount in row (9)
3.2% (1)
12 Type of Reporting Person (See Instructions)
HC

(1) The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Issuer's Schedule 13G.

SCHEDULE 13G
CUSIP No. 71639T106

1 Names of Reporting Persons
AFR VP GP, LLC
2 Check the appropriate box if a member of a Group (see instructions)
(a)
(b)
3 Sec Use Only

4 Citizenship or Place of Organization
State of Delaware
Number of Shares Beneficially Owned by Each Reporting Person With:
5 Sole Voting Power
0
6 Shared Voting Power
73,659
7 Sole Dispositive Power
0
8 Shared Dispositive Power
73,659

9 Aggregate Amount Beneficially Owned by Each Reporting Person
73,659
10 Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

11 Percent of class represented by amount in row (9)
0.3% (1)
12 Type of Reporting Person (See Instructions)
HC

(1) The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Issuer's Schedule 13G.

SCHEDULE 13G
CUSIP No. 71639T106

1 Names of Reporting Persons
AFR Concentrated Value, LP
2 Check the appropriate box if a member of a Group (see instructions)
(a) []
(b) []
3 Sec Use Only
4 Citizenship or Place of Organization
State of Delaware
Number of Shares Beneficially Owned by Each Reporting Person With:
5 Sole Voting Power
0
6 Shared Voting Power
949,100
7 Sole Dispositive Power
0
8 Shared Dispositive Power
949,100
9 Aggregate Amount Beneficially Owned by Each Reporting Person
949,100
10 Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
 []
11 Percent of class represented by amount in row (9)
3.2% (1)
12 Type of Reporting Person (See Instructions)
PN

(1) The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Issuer

SCHEDULE 13G
CUSIP No. 71639T106

1 Names of Reporting Persons
AFR Value Partners, LP
2 Check the appropriate box if a member of a Group (see instructions)
(a) []
(b) []
3 Sec Use Only
4 Citizenship or Place of Organization
State of Delaware
Number of Shares Beneficially Owned by Each Reporting Person With:
5 Sole Voting Power
0
6 Shared Voting Power
73,659
7 Sole Dispositive Power
0
8 Shared Dispositive Power
73,659
9 Aggregate Amount Beneficially Owned by Each Reporting Person
73,659
10 Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
 []
11 Percent of class represented by amount in row (9)
0.3% (1)
12 Type of Reporting Person (See Instructions)
PN

(1) The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Is

SCHEDULE 13G
CUSIP No. 71639T106

(2)
1 Names of Reporting Persons
Theodore Wagenknecht
2 Check the appropriate box if a member of a Group (see instructions)
(a) []
(b) []
3 Sec Use Only
4 Citizenship or Place of Organization
United States
Number of Shares Beneficially Owned by Each Reporting Person With:
5 Sole Voting Power
0
6 Shared Voting Power
1,673,774
7 Sole Dispositive Power
0
8 Shared Dispositive Power
1,673,774
9 Aggregate Amount Beneficially Owned by Each Reporting Person
1,673,774
10 Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
 []
11 Percent of class represented by amount in row (9)
5.7% (1)
12 Type of Reporting Person (See Instructions)
IN, HC

(1) The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Issuer

Item 1.
(a) Name of Issuer:
PetIQ, Inc.
(b) Address of Issuer's Principal Executive Offices:
230 E. Riverside Dr.
Eagle, ID 83616

Item 2.
(a) Name of Person Filing:
(i) Applied Fundamental Research, LLC ("AFR" or the "Investment Manager") as the investment manager to private investment funds and third-party managed account
(ii) AFR Concentrated Value, LP ("AFR CV"), a Delaware limited partnership, as a private fund;
(iii) AFR Value Partners, LP ("AFR VP", and collectively with AFR CV, the "Funds"), a Delaware limited partnership, as a private fund;
(iv) AFR CV GP, LLC ("AFR CV GP"), a Delaware limited liability company, as the General Partner of AFR CV;
(v) AFR VP GP, LLC ("AFR VP GP"), a Delaware limited liability company, as the General Partner of AFR VP;
(vi) Theodore Wagenknecht, a United States citizen.

The foregoing persons are sometimes individually referred to herein as a "Reporting Person" and collectively as the "Reporting Persons". AFR is also the investmen
The Reporting Persons have entered into a Joint Filing Agreement, dated as of the date hereof, a copy of which is filed with this Schedule 13G as Exhibit 1 (which
(b) Address of Principal Business Office or, if None, Residence:
50 Church Street, 5th Floor, Cambridge, MA 02138

(c) Citizenship:
Each of the Investment Manager and the Funds' General Partners is a Delaware limited liability company. Each of the Funds is a Delaware limited partnership. Mr. W
(d) Title and Class of Securities:
Class A Common Stock, \$0.001 par value
(e) CUSIP No.:
71639T106

Item 3. If this statement is filed pursuant to Par. 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

(a) [] Broker or dealer registered under Section 15 of the Act;
(b) [] Bank as defined in Section 3(a)(6) of the Act;
(c) [] Insurance company as defined in Section 3(a)(19) of the Act;
(d) [] Investment company registered under Section 8 of the Investment Company Act of 1940;

- (e) An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940;
- (j) A non-U.S. institution in accordance with Rule 240.13d-1(b)(1)(ii)(J);
- (k) Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K). If filing as a non-U.S. institution in accordance with Rule 240.13d-1(b)(1)(ii)(J), please

Item 4. Ownership

For each Reporting Person:

- (a) Amount Beneficially Owned: See Item 9 of each cover page
- (b) Percent of Class: See Item 11 of each cover page*
- (c) Number of shares as to which such person has:
 - (i) Sole power to vote or to direct the vote: See Item 5 of each cover page
 - (ii) Shared power to vote or to direct the vote: See Item 6 of each cover page
- (iii) Sole power to dispose or to direct the disposition of: See Item 7 of each cover page
- (iv) Shared power to dispose or to direct the disposition of: See Item 8 of each cover page

Shares reported herein for the Investment Manager and the Funds' General Partners represent Class A Common Stock beneficially owned and held of record by the Fund AFR is also the investment manager for certain Managed Accounts for which shares of the Company are held and managed by AFR for the benefit of such third parties. * The percent of class was calculated based on 29,312,764 shares of Class A common stock issued and outstanding as of August 9, 2022, as disclosed in the Issuer's Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent

Item 6. Ownership of more than Five Percent on Behalf of Another Person.

Not Applicable

Item 7. Identification and classification of the subsidiary which acquired the security being reported on by the parent holding company or control person.

The sole general partner of AFR CV is AFR CV GP. The sole general partner of AFR VP is AFR VP GP. AFR is the Investment Manager of AFR CV and AFR VP. Each of AFR

Item 8. Identification and classification of members of the group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

Item 10. Certifications.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business.

Exhibit 99.1: Joint filing agreement dated September 23, 2022.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: September 23, 2022

AFR Concentrated Value, L.P.

By: AFR CV GP, LLC

its general partner

By: /s/ Theodore Wagenknecht

Managing Member

AFR Value Partners, L.P.

By: AFR VP GP, LLC

its general partner

By: /s/ Theodore Wagenknecht

Managing Member

AFR CV GP, LLC

By: /s/ Theodore Wagenknecht

Managing Member

AFR VP GP, LLC

By: /s/ Theodore Wagenknecht

Managing Member

Applied Fundamental Research, LLC

By: /s/ Denitsa Brown

Denitsa Brown, Chief Compliance Officer

EX-99.1
JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended, the undersigned agree to the joint filing on behalf of each of them of a s
In evidence whereof, the undersigned have caused this Agreement to be executed on their behalf as of September 23, 2022.

AFR Concentrated Value, L.P.

By: AFR CV GP, LLC
its general partner
By: /s/ Theodore Wagenknecht
Managing Member

AFR Value Partners, L.P.

By: AFR VP GP, LLC
its general partner
By: /s/ Theodore Wagenknecht
Managing Member

AFR CV GP, LLC

By: /s/ Theodore Wagenknecht
Managing Member

AFR VP GP, LLC

By: /s/ Theodore Wagenknecht
Managing Member

Applied Fundamental Research, LLC

By: /s/ Denitsa Brown
Denitsa Brown, Chief Compliance Officer