

Feline Natural™

PRODUCT INFORMATION

for cats

PRODUCT RANGE
NUTRITIONAL INFORMATION
FEEDING GUIDE

FEEDING GUIDE
FREEZE-DRIED

CHICKEN & LAMB / BEEF & HOKI / LAMB & SALMON

CAT WEIGHT		FEEDING AS A COMPLETE MEAL		FEEDING AS A TOPPER	
kg	lb	cups / day	grams / day	cups / day	grams / day
1 - 2 kg	2.2 - 4.4 lb	¼ - ½	10 - 20	¼	10
3 - 4 kg	6.6 - 8.8 lb	¾ - 1	30 - 40	¼	10
5 - 6 kg	11 - 13.3 lb	1¼ - 1½	50 - 60	½	20
7 - 8 kg	15.4 - 17.6 lb	1¾ - 2	70 - 80	½	20

To feed as a complete and balanced meal, use a standard 8oz (240ml) cup and fill with food / water to the measurement indicated below and with serving methods above.

These feeding recommendations are a guide only as your individual cat's requirements may vary by +/-50%.

For kitten, pregnant or nursing mothers feed up to 2-3 times the adult amount per day.

How to feed

SIMPLY SCOOP AND SERVE!

Freeze-Dried can be served as is, dry or you can rehydrate by adding warm water. It's up to the personal preference of you and your cat!

Are you looking for a way to boost your cat's water intake? When adding water to our Freeze-Dried diets, we recommend rehydrating equal parts food to warm water e.g. 1 cup food = 1 cup water. As a guide, temperature of warm water should be comfortable when applied to the back of your hand. Fresh water should be available for your cat at all times.



SCOOP



ADD WATER



SERVE

SERVE AS A TOPPER

Simply add a sprinkle of Freeze-Dried on top of your current food to increase the nutrient content of your cat's diet.

Toppers are a great way to see if Freeze-Dried is right for you and your best friend!



SPRINKLE

Transitioning

TRANSITIONING YOUR DOG TO FELINE NATURAL

Always introduce any new food by slowly mixing with your current food for the first 7-10 days, increasing the amount of new diet while decreasing the amount of the previous food.

Ensure fresh drinking water is always available for your cat.

If you have any concerns about feeding your cat, we recommend consulting your vet to determine whether **Feline Natural** is the best choice for your cat.



DAY 1
Current Diet



DAYS 2-9
Current Diet +
Feline Natural



DAY 10
Feline Natural

COMPLETE & BALANCED
FREEZE-DRIED

BEEF & HOKI

SIZE AVAILABLE:
320g/11oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	47%
Minimum Crude Fat:	32%
Maximum Crude Fibre:	1%
Maximum Moisture:	8%
Minimum Taurine:	0.34%

Calorie Content ME (kcal/kg):
4762kcal/kg

Calorie Content ME (kcal/cup):
205kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	8.1%
Taurine:	0.5%
Calcium:	1.7%
Phosphorous:	1.2%
Potassium:	1.4%
Sodium:	0.5%
Chloride:	0.6%
Magnesium:	0.12%
Copper:	35.5 mg/kg
Omega 3s:	0.8%
Omega 6s:	2.9%

INGREDIENTS
Beef Heart, Hoki, Beef, Beef Kidney, Beef Liver, Beef Blood, Sunflower Oil, Flaxseed Flakes, New Zealand Green Mussel, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



CHICKEN & LAMB

SIZE AVAILABLE:
320g/11oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	48%
Minimum Crude Fat: 3	31%
Maximum Crude Fibre:	1%
Maximum Moisture:	8%
Minimum Taurine:	0.52%

Calorie Content ME (kcal/kg):
4857kcal/kg

Calorie Content ME (kcal/cup):
185kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	8.1%
Taurine:	0.6%
Calcium:	1.9%
Phosphorous:	1.5%
Potassium:	1.0%
Sodium:	0.4%
Chloride:	0.5%
Magnesium:	0.10%
Copper:	19.8 mg/kg
Omega 3s:	0.8%
Omega 6s:	2.7%

INGREDIENTS
Chicken, Lamb Heart, Lamb Kidney, Lamb Liver, Lamb Blood, Flaxseed Flakes, New Zealand Green Mussel, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



LAMB & KING SALMON

SIZE AVAILABLE:
320g/11oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	44%
Minimum Crude Fat:	37%
Maximum Crude Fibre:	1%
Maximum Moisture:	8%
Minimum Taurine:	0.46%

Calorie Content ME (kcal/kg):
5197kcal/kg

Calorie Content ME (kcal/cup):
239kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	7.5%
Taurine:	0.6%
Calcium:	1.5%
Phosphorous:	1.2%
Potassium:	1.2%
Sodium:	0.4%
Chloride:	0.5%
Magnesium:	0.19%
Copper:	37.9 mg/kg
Omega 3s:	2.1%
Omega 6s:	3.0%

INGREDIENTS
Lamb Heart, Salmon, Lamb Kidney, Lamb Liver, Lamb Blood, Flaxseed Flakes, New Zealand Green Mussel, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



COMPLETE & BALANCED
FREEZE-DRIED

BEEF

SIZE AVAILABLE:
320g/11oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	40%
Minimum Crude Fat:	40%
Maximum Crude Fibre:	2.5%
Maximum Moisture:	8%
Minimum Taurine:	0.3%

Calorie Content ME (kcal/kg):
5333kcal/kg

Calorie Content ME (kcal/cup):
213kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	9.8%
Taurine:	0.3%
Calcium:	2.7%
Phosphorous:	1.7%
Potassium:	1.0%
Sodium:	0.5%
Chloride:	0.6%
Magnesium:	0.11%
Copper:	36.9 mg/kg
Omega 3s:	0.6%
Omega 6s:	1.2%

INGREDIENTS
Beef, Beef Tripe, Beef Heart, Beef Kidney, Beef Liver, Beef Spleen, Beef Blood, New Zealand Green Mussel, Fish Oil, Flaxseed Flakes, Sunflower Oil, Dipotassium Phosphate, Dried Kelp, Salt, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



LAMB

SIZE AVAILABLE:
320g/11oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	41%
Minimum Crude Fat: 3	41%
Maximum Crude Fibre:	2.5%
Maximum Moisture:	8%
Minimum Taurine:	0.3%

Calorie Content ME (kcal/kg):
5291kcal/kg

Calorie Content ME (kcal/cup):
212kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	9.4%
Taurine:	0.5%
Calcium:	2.2%
Phosphorous:	1.3%
Potassium:	1.0%
Sodium:	0.5%
Chloride:	0.4%
Magnesium:	0.12%
Copper:	67.7 mg/kg
Omega 3s:	0.9%
Omega 6s:	1.2%

INGREDIENTS
Lamb, Lamb Tripe, Lamb Heart, Lamb Kidney, Lamb Spleen, Lamb Liver, Lamb Blood, Ground Lamb Bone, New Zealand Green Mussel, Fish Oil, Flaxseed Flakes, Dipotassium Phosphate, Dried Kelp, Salt, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



CHICKEN

SIZE AVAILABLE:
320g/11oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	45%
Minimum Crude Fat:	28%
Maximum Crude Fibre:	2.5%
Maximum Moisture:	8%
Minimum Taurine:	0.3%

Calorie Content ME (kcal/kg):
4288kcal/kg

Calorie Content ME (kcal/cup):
172kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	9.8%
Taurine:	0.4%
Calcium:	3.1%
Phosphorous:	1.9%
Potassium:	1.2%
Sodium:	0.5%
Chloride:	0.4%
Magnesium:	0.19%
Copper:	12.3 mg/kg
Omega 3s:	0.6%
Omega 6s:	5.1%

INGREDIENTS
Chicken, Chicken Liver, New Zealand Green Mussel, Fish Oil, Flaxseed Flakes, Dried Kelp, Salt, Taurine, Choline Chloride, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



TOPPERS
FREEZE-DRIED

BEEF & HOKI

SIZE AVAILABLE:
100g/3.5oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	47%
Minimum Crude Fat:	32%
Maximum Crude Fibre:	1%
Maximum Moisture:	8%
Minimum Taurine:	0.34%

Calorie Content ME (kcal/kg):
4762kcal/kg

Calorie Content ME (kcal/cup):
205kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	8.1%
Taurine:	0.5%
Calcium:	1.7%
Phosphorous:	1.2%
Potassium:	1.4%
Sodium:	0.5%
Chloride:	0.6%
Magnesium:	0.12%
Copper:	35.5 mg/kg
Omega 3s:	0.8%
Omega 6s:	2.9%

INGREDIENTS
Beef Heart, Hoki, Beef, Beef Kidney, Beef Liver, Beef Blood, Sunflower Oil, Flaxseed Flakes, New Zealand Green Mussel, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



CHICKEN & LAMB

SIZE AVAILABLE:
100g/3.5oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	48%
Minimum Crude Fat: 3	31%
Maximum Crude Fibre:	1%
Maximum Moisture:	8%
Minimum Taurine:	0.52%

Calorie Content ME (kcal/kg):
4857kcal/kg

Calorie Content ME (kcal/cup):
185kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	8.1%
Taurine:	0.6%
Calcium:	1.7%
Phosphorous:	1.2%
Potassium:	1.4%
Sodium:	0.5%
Chloride:	0.6%
Magnesium:	0.12%
Copper:	35.5 mg/kg
Omega 3s:	0.8%
Omega 6s:	2.9%

INGREDIENTS
Chicken, Lamb Heart, Lamb Kidney, Lamb Liver, Lamb Blood, Flaxseed Flakes, New Zealand Green Mussel, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



LAMB & KING SALMON

SIZE AVAILABLE:
100g/3.5oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	44%
Minimum Crude Fat:	37%
Maximum Crude Fibre:	1%
Maximum Moisture:	8%
Minimum Taurine:	0.46%

Calorie Content ME (kcal/kg):
5197kcal/kg

Calorie Content ME (kcal/cup):
239kcal/cup

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	7.5%
Taurine:	0.6%
Calcium:	1.5%
Phosphorous:	1.2%
Potassium:	1.2%
Sodium:	0.4%
Chloride:	0.5%
Magnesium:	0.11%
Copper:	37.9 mg/kg
Omega 3s:	2.1%
Omega 6s:	3.0%

INGREDIENTS
Lamb Heart, Salmon, Lamb Kidney, Lamb Liver, Lamb Blood, Flaxseed Flakes, New Zealand Green Mussel, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



TREATS
FREEZE-DRIED

BEEF HEALTHY BITES

SIZE AVAILABLE:
50g/1.76oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	39%
Minimum Crude Fat:	37%
Maximum Crude Fibre:	2%
Maximum Moisture:	8%

Calorie Content ME (kcal/kg):
5005kcal/kg

INGREDIENTS
Beef, Beef Liver, Beef Kidney, Beef Heart.



LAMB HEALTHY BITES

SIZE AVAILABLE:
50g/1.76oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	40%
Minimum Crude Fat:	38%
Maximum Crude Fibre:	2%
Maximum Moisture:	8%

Calorie Content ME (kcal/kg):
4708kcal/kg

INGREDIENTS
Lamb, Lamb Heart, Lamb Kidney, Lamb Liver.



CHICKEN HEALTHY BITES

SIZE AVAILABLE:
50g/1.76oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	46%
Minimum Crude Fat:	31%
Maximum Crude Fibre:	2%
Maximum Moisture:	8%

Calorie Content ME (kcal/kg):
4348kcal/kg

INGREDIENTS
Chicken.



SUPPLEMENTS
FREEZE-DRIED

LAMB GREEN TRIPE

SIZE AVAILABLE:
57g/2oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	60%
Minimum Crude Fat:	18%
Maximum Crude Fibre:	2.4%
Maximum Moisture:	8%

Calorie Content ME (kcal/kg):
4165kcal/kg

Calorie Content ME (kcal/cup):
125kcal/cup

INGREDIENTS
Lamb Green Tripe.



FEEDING GUIDE
POUCHES

CHICKEN & LAMB / BEEF & HOKI / LAMB & SALMON

CAT WEIGHT		FEEDING AS A COMPLETE MEAL	FEEDING AS A TOPPER
kg	lb	85g pouch / day	85g pouch / day
1 - 2 kg	2.2 - 4.4 lb	¾ - 1½	¼
3 - 4 kg	6.6 - 8.8 lb	2 - 2½	¼
5 - 6 kg	11 - 13.3 lb	3 - 4	½
7 - 8 kg	15.4 - 17.6 lb	4½ - 5	½

These feeding recommendations are a guide only as your individual cat's requirements may vary by +/-50%.

For kitten, pregnant or nursing mothers feed up to 2-3 times the adult amount per day.

How to feed

SIMPLY SQUEEZE AND SERVE!

Simply tear or cut the pouch, squeeze and place in your cat's bowl.

Clean and dispose of the pouch.



TEAR SQUEEZE SERVE

Transitioning

TRANSITIONING YOUR DOG TO FELINE NATURAL

Always introduce any new food by slowly mixing with your current food for the first 7-10 days, increasing the amount of new diet while decreasing the amount of the previous food.

Ensure fresh drinking water is always available for your cat.

If you have any concerns about feeding your cat, we recommend consulting your vet to determine whether **Feline Natural** is the best choice for your cat.



DAY 1
Current Diet

DAYS 2-9
Current Diet + Feline Natural

DAY 10
Feline Natural

COMPLETE & BALANCED
POUCHES

HOKI & BEEF

SIZE AVAILABLE:
85g/3oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	10%
Minimum Crude Fat:	6.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	81%

Calorie Content ME (kcal/kg):
1258kcal/kg

Calorie Content ME (kcal/85g Pouch):
107kcal/85g Pouch

TYPICAL ANALYSIS

Ash:	2.1%
Taurine:	0.1%
Calcium:	0.4%
Phosphorous:	0.3%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.2%
Magnesium:	0.03%
Copper:	9.7 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.6%

INGREDIENTS
Hoki, Water Sufficient for Processing, Beef, Beef Heart, Beef Lung, Beef Liver, Sunflower Oil, New Zealand Green Mussel, Flaxseed Flakes, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



CHICKEN & LAMB

SIZE AVAILABLE:
85g/3oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	11%
Minimum Crude Fat:	5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	80%

Calorie Content ME (kcal/kg):
1313kcal/kg

Calorie Content ME (kcal/85g Pouch):
112kcal/85g Pouch

TYPICAL ANALYSIS

Ash:	2.2%
Taurine:	0.2%
Calcium:	0.5%
Phosphorous:	0.4%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.03%
Copper:	11 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.6%

INGREDIENTS
Chicken, Water Sufficient for Processing, Lamb Heart, Lamb Lung, Lamb Liver, Lamb Kidney, New Zealand Green Mussel, Flaxseed Flakes, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



LAMB & KING SALMON

SIZE AVAILABLE:
85g/3oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	9%
Minimum Crude Fat:	7.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	81%

Calorie Content ME (kcal/kg):
1211kcal/kg

Calorie Content ME (kcal/85g Pouch):
103kcal/85g Pouch

TYPICAL ANALYSIS

Ash:	1.8%
Taurine:	0.2%
Calcium:	0.4%
Phosphorous:	0.3%
Potassium:	0.3%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.02%
Copper:	12.3 mg/kg
Omega 3s:	0.4%
Omega 6s:	0.8%

INGREDIENTS
Lamb Heart, Water Sufficient for Processing, Salmon, Lamb Lung, Lamb Liver, Lamb Kidney, New Zealand Green Mussel, Calcium Carbonate, Flaxseed Flakes, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



COMPLETE & BALANCED POUCHES

MULTIPACKS

HOKI & BEEF

SIZE AVAILABLE:
12 x 85g/3oz Pouches

GUARANTEED ANALYSIS

Minimum Crude Protein:	10%
Minimum Crude Fat:	6.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	81%

Calorie Content ME (kcal/kg): 1258kcal/kg

Calorie Content ME (kcal/85g Pouch): 107kcal/85g Pouch

TYPICAL ANALYSIS

Ash:	2.1%
Taurine:	0.1%
Calcium:	0.4%
Phosphorous:	0.3%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.2%
Magnesium:	0.03%
Copper:	9.7 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.6%

INGREDIENTS
Hoki, Water Sufficient for Processing, Beef, Beef Heart, Beef Lung, Beef Liver, Sunflower Oil, New Zealand Green Mussel, Flaxseed Flakes, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



CHICKEN & LAMB

SIZE AVAILABLE:
12 x 85g/3oz Pouches

GUARANTEED ANALYSIS

Minimum Crude Protein:	11%
Minimum Crude Fat:	5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	80%

Calorie Content ME (kcal/kg): 1313kcal/kg

Calorie Content ME (kcal/85g Pouch): 112kcal/85g Pouch

TYPICAL ANALYSIS

Ash:	2.2%
Taurine:	0.2%
Calcium:	0.5%
Phosphorous:	0.4%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.03%
Copper:	11 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.6%

INGREDIENTS
Chicken, Water Sufficient for Processing, Lamb Heart, Lamb Lung, Lamb Liver, Lamb Kidney, New Zealand Green Mussel, Flaxseed Flakes, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



LAMB & KING SALMON

SIZE AVAILABLE:
12 x 85g/3oz Pouches

GUARANTEED ANALYSIS

Minimum Crude Protein:	9%
Minimum Crude Fat:	7.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	81%

Calorie Content ME (kcal/kg): 1211kcal/kg

Calorie Content ME (kcal/85g Pouch): 103kcal/85g Pouch

TYPICAL ANALYSIS

Ash:	1.8%
Taurine:	0.2%
Calcium:	0.4%
Phosphorous:	0.3%
Potassium:	0.3%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.02%
Copper:	12.3 mg/kg
Omega 3s:	0.4%
Omega 6s:	0.8%

INGREDIENTS
Lamb Heart, Water Sufficient for Processing, Salmon, Lamb Lung, Lamb Liver, Lamb Kidney, New Zealand Green Mussel, Calcium Carbonate, Flaxseed Flakes, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



VARIETY BOX

HOKI & BEEF

4 x 85g/3oz Pouches

CHICKEN & LAMB

4 x 85g/3oz Pouches

LAMB & KING SALMON

4 x 85g/3oz Pouches



FEEDING GUIDE
CANNED

BEEF / LAMB / CHICKEN / CHICKEN & LAMB / BEEF & HOKI / LAMB & SALMON / CHICKEN & VENISON

CAT WEIGHT		FEEDING AS A COMPLETE MEAL		FEEDING AS A TOPPER
kg	lb	85g cans / day	170g cans / day	85g cans / day
1 - 2 kg	2.2 - 4.4 lb	¾ - 1½	½ - ¾	¼
3 - 4 kg	6.6 - 8.8 lb	2 - 2½	1 - 1¼	¼
5 - 6 kg	11 - 13.3 lb	3 - 4	1½ - 2	½
7 - 8 kg	15.4 - 17.6 lb	4½ - 5	2¼ - 2½	½

These feeding recommendations are a guide only as your individual cat's requirements may vary by +/-50%.

For kitten, pregnant or nursing mothers feed up to 2-3 times the adult amount per day.

How to feed

SIMPLY POP AND SERVE!

Simply open the lid using the easy to pull tab, place in your cat's bowl, stir the meat and liquid together, and serve.

Clean and place the empty can in your recycling.



POP DROP STIR SERVE

Transitioning

TRANSITIONING YOUR DOG TO FELINE NATURAL

Always introduce any new food by slowly mixing with your current food for the first 7-10 days, increasing the amount of new diet while decreasing the amount of the previous food.

Ensure fresh drinking water is always available for your cat.

If you have any concerns about feeding your cat, we recommend consulting your vet to determine whether **Feline Natural** is the best choice for your cat.



DAY 1
Current Diet

DAYS 2-9
Current Diet + Feline Natural

DAY 10
Feline Natural

COMPLETE & BALANCED
CANNED

BEEF & HOKI

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	9.1%
Minimum Crude Fat:	6.3%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	81%
Minimum Taurine:	0.3%

Calorie Content ME (kcal/kg):
945kcal/kg

Calorie Content ME (kcal/170g can):
161kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	1.8%
Taurine:	0.11%
Calcium:	0.4%
Phosphorous:	0.3%
Potassium:	0.3%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.03%
Copper:	7.7 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.6%

INGREDIENTS
Beef Heart, Water Sufficient for Processing, Hoki, Beef, Beef Kidney, Beef Liver, Beef Blood, Sunflower Oil, Flaxseed Flakes, New Zealand Green Mussel, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



CHICKEN & LAMB

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	9.6%
Minimum Crude Fat:	5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	82.5%
Minimum Taurine:	0.1%

Calorie Content ME (kcal/kg):
895kcal/kg

Calorie Content ME (kcal/170g can):
152kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	1.6%
Taurine:	0.11%
Calcium:	0.4%
Phosphorous:	0.3%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.02%
Copper:	3.8 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.5%

INGREDIENTS
Chicken, Lamb Heart, Water Sufficient for Processing, Lamb Kidney, Lamb Liver, Lamb Blood, Flaxseed Flakes, New Zealand Green Mussel, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



LAMB & KING SALMON

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	8.5%
Minimum Crude Fat:	7.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	81%
Minimum Taurine:	0.1%

Calorie Content ME (kcal/kg):
1060kcal/kg

Calorie Content ME (kcal/170g can):
180kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	1.5%
Taurine:	0.12%
Calcium:	0.3%
Phosphorous:	0.2%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.02%
Copper:	7.8 mg/kg
Omega 3s:	0.4%
Omega 6s:	0.6%

INGREDIENTS
Lamb Heart, Water Sufficient for Processing, Salmon, Lamb Kidney, Lamb Liver, Lamb Blood, Flaxseed Flakes, New Zealand Green Mussel, Calcium Carbonate, Dipotassium Phosphate, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



CHICKEN & VENISON

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	9%
Minimum Crude Fat:	5%
Maximum Crude Fibre:	1.5%
Maximum Moisture:	82.5%
Minimum Taurine:	0.1%

Calorie Content ME (kcal/kg):
862kcal/kg

Calorie Content ME (kcal/170g can):
146kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	1.9%
Taurine:	0.10%
Calcium:	0.7%
Phosphorous:	0.4%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.02%
Copper:	2.1 mg/kg
Omega 3s:	0.1%
Omega 6s:	0.5%

INGREDIENTS
Chicken, Venison, Water Sufficient for Processing, Venison Kidney, Venison Liver, Venison Blood, Flaxseed Flakes, New Zealand Green Mussel, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Vitamin D3 Supplement, Folic Acid.



COMPLETE & BALANCED
CANNED

BEEF

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	7.5%
Minimum Crude Fat:	7.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	82%
Minimum Taurine:	0.06%

Calorie Content ME (kcal/kg):
1123kcal/kg

Calorie Content ME (kcal/170g can):
161kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	2.5%
Taurine:	0.08%
Calcium:	0.7%
Phosphorous:	0.4%
Potassium:	0.3%
Sodium:	0.1%
Chloride:	0.2%
Magnesium:	0.03%
Copper:	9.5 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.3%

INGREDIENTS
Beef, Water Sufficient for Processing, Beef Tripe, Beef Heart, Beef Kidney, Beef Liver, Beef Spleen, Beef Blood, New Zealand Green Mussel, Fish Oil, Flaxseed Flakes, Sunflower Oil, Dipotassium Phosphate, Dried Kelp, Salt, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



LAMB

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	8%
Minimum Crude Fat:	8%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	82%
Minimum Taurine:	0.07%

Calorie Content ME (kcal/kg):
1211kcal/kg

Calorie Content ME (kcal/170g can):
206kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	2.0%
Taurine:	0.11%
Calcium:	0.5%
Phosphorous:	0.3%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.03%
Copper:	14.5 mg/kg
Omega 3s:	0.2%
Omega 6s:	0.3%

INGREDIENTS
Lamb, Water Sufficient for Processing, Lamb Tripe, Lamb Heart, Lamb Kidney, Lamb Spleen, Lamb Liver, Lamb Blood, Ground Lamb Bone, New Zealand Green Mussel, Fish Oil, Flaxseed Flakes, Dipotassium Phosphate, Dried Kelp, Salt, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



CHICKEN

SIZE AVAILABLE:
170g/6oz

GUARANTEED ANALYSIS

Minimum Crude Protein:	9.5%
Minimum Crude Fat:	5.5%
Maximum Crude Fibre:	1.6%
Maximum Moisture:	82%
Minimum Taurine:	0.07%

Calorie Content ME (kcal/kg):
1013kcal/kg

Calorie Content ME (kcal/170g can):
172kcal/170g can

TYPICAL ANALYSIS

Carbohydrate:	<1.0%
Ash:	2.1%
Taurine:	0.08%
Calcium:	0.7%
Phosphorous:	0.4%
Potassium:	0.2%
Sodium:	0.1%
Chloride:	0.1%
Magnesium:	0.04%
Copper:	2.6 mg/kg
Omega 3s:	0.1%
Omega 6s:	1.1%

INGREDIENTS
Chicken, Water Sufficient for Processing, Chicken Liver, New Zealand Green Mussel, Fish Oil, Flaxseed Flakes, Dried Kelp, Salt, Taurine, Choline Chloride, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.



PET MILK

PET MILK

SIZE AVAILABLE:
300ml/10.1fl.oz, 1 Litre/33.8floz

GUARANTEED ANALYSIS

Minimum Crude Protein:	3%
Minimum Crude Fat:	3.5%
Maximum Crude Fibre:	0.1%
Maximum Moisture:	90%

Calorie Content ME:
0.59 (kcal/ml)

INGREDIENTS
Milk, Flaxseed Oil, Lactase Enzyme, Taurine, Vitamin E Supplement, Thiamine Mononitrate.

