

# Chicken

## with Rice

### Adult Cat

#### Super Premium Range



The **Super Premium** range benefits from a variety of high quality protein sources.

The range provides a selection of recipes formulated to meet the specific needs of kittens and cats.

#### Why Chicken?

**Chicken** is a **lean** protein source rich in essential amino acids. It is also a good source of vitamins & minerals including B vitamins and iron which may **help** contribute to overall health and well-being.

#### Why Rice?

**Rice** is a carbohydrate source ideal for cats with sensitive digestion.

#### Why do Adult Cats need a specific recipe?

From 12 months of age, cats require a complete and balanced diet formulated for adults to help support their everyday health & well-being and provide everything they need throughout their adult years. Unlike dogs, cats cannot synthesize all amino acids within their body and so it is essential that these are provided in the diet to maintain their health.

Our adult cat recipe is a great source of quality protein, rich in essential amino acids including taurine and vitamin A to help support the heart & vision, along with omega 3 which also promotes good coat & skin condition. Added cellulose and beet pulp, sources of insoluble fibre help to reduce the formation of hairballs. This complete diet provides the confidence that the cat has everything they require to lead a happy and healthy life.



#### Recipe Claims

##### 50% Total Chicken

Rich in essential amino acids, vitamins & minerals to promote everyday health and well-being.



##### Hairball Reduction

With added cellulose and beet pulp, sources of insoluble fibre, to help reduce hairballs.



##### Healthy Digestion

Pre-biotics MOS and FOS which help to promote the growth of healthy gut bacteria and support digestion.



##### Healthy Heart & Vision

With added taurine and vitamin A to nourish the heart and help maintain vision.



##### Stool Quality

With added beet pulp, a good source of dietary fibre, to help promote intestinal motility and good stool formation.

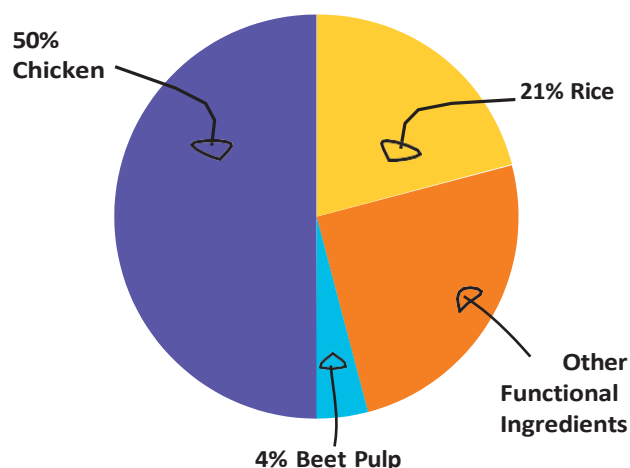


##### Healthy Skin & Coat

Contains omega 3 essential fatty acids to promote healthy skin and a soft & shiny coat.



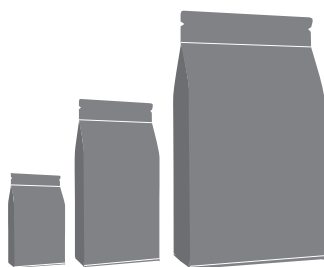
## COMPOSITION



Chicken 50% (Including Dried Chicken 38%, Chicken Fat 10% & Chicken Gravy 2%) Rice (21%), Maize, Beet Pulp (4%), Dried Egg, Brewer's Yeast, Omega 3 Supplement, Cellulose (0.5%), Minerals, Vitamins, Salt, Fructooligosaccharides (480 mg/kg), Mannanoligosaccharides (120 mg/kg)

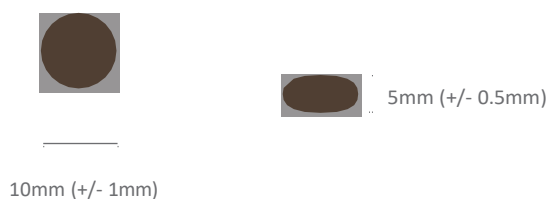
## BAG SIZES

- A selection to meet your customer's needs:
- 18 month shelf life.
- Please refer to the Price List for pack size availability



## KIBBLE SIZE

- Optimal kibble size and shape for cats.
- A crunchy kibble texture.



## ANALYTICAL CONSTITUENTS

Crude Protein	30%
Crude Fat	16%
Crude Fibre	2%
Crude Ash	7.5%
Moisture	7%
NFE	37.5%
Metabolisable Energy	393 kcal/100g
Omega 6	3.6%
Omega 3	0.8%
Calcium	2.0%
Phosphorus	1.3%

## NUTRITIONAL ADDITIVES PER KG:

**Vitamins:** Vitamin A 21,600 IU, Vitamin D3 1,730 IU, Vitamin E 80 IU

**Provitamins:** Taurine 2,000mg

**Trace Elements:** Zinc (Zinc Sulphate Monohydrate) 95 mg, Iron (Iron (II) Sulphate Monohydrate) 70 mg, Manganese (Manganous Sulphate Monohydrate) 29 mg, Copper (Copper (II) Sulphate Pentahydrate) 12 mg, Iodine (Potassium Iodide) 3.7 mg

## FEEDING GUIDE\*

Weight of Cat (kg)	Grams per day (g)
	Cat
1 - 2kg	20 - 35g
2 - 3kg	35 - 45g
3 - 4kg	45 - 55g
4 - 5kg	55 - 65g
5+kg	65+g

\*Based on NRC recommendations of an adult cat. All cats are different and the guidelines should be adapted to take into account breed, age, temperament and activity level of the individual cat. When changing foods please introduce gradually over a period of two weeks. Always ensure that fresh, clean water is available.