



WE'RE REDEFINING BETTER™ IN PET FOOD

HERE'S AN EASY SIDE-BY-SIDE RECIPE COMPARISON

INSTINCT FROZEN RAW FOR CATS CAGE-FREE CHICKEN RECIPE

PREVIOUS

NEW

Cage-free Chicken Recipe 85% CHICKEN, ORGANS & BONE AND 15% FRUITS, VEGETABLES, VITAMINS & MINERALS		Cage-free Chicken Recipe 93% CHICKEN & ORGANS AND 7% VEGETABLES, FRUITS + OTHER WHOLESOME INGREDIENTS	
Ingredients		Ingredients	
Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Apples, Carrots, Sweet Potatoes, Butternut Squash, Montmorillonite Clay, Tricalcium Phosphate, Ground Flaxseed, Salmon Oil, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Yeast Culture, Potassium Chloride, Salt, Choline Chloride, Taurine, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Blueberries, Spinach.		Chicken (including Ground Chicken Bone), Chicken Liver, Chicken Heart, Montmorillonite Clay, Ground Flaxseed, Salmon Oil, Carrots, Apples, Butternut Squash, Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Vitamin D3 Supplement), Potassium Chloride, Tricalcium Phosphate, Choline Chloride, Taurine, Yeast Culture, Salt, Minerals (Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Calcium Iodate), DL-Methionine, Blueberries, Spinach.	
Guaranteed Analysis		Guaranteed Analysis	
Crude Protein (min):	12%	Crude Protein (min):	12%
Crude Fat (min):	8%	Crude Fat (min):	9%
Crude Fiber (max):	2%	Crude Fiber (max):	3%
Moisture (max):	70%	Moisture (max):	70%
		Taurine (min):	0.12%
Calorie Content (fed)		Calorie Content (calculated)	
Metabolizable Energy 1,645 kcal/kg; 182 kcal/cup bites		Metabolizable Energy 1,645 kcal/kg; 197 kcal/cup bites	
Daily Feeding Guidelines		Daily Feeding Guidelines	
(cups per day*)	5 lb	10 lb	15 lb +
Adult Maintenance	¾	1	1 ¼
Weight Loss	½	¾	1