



WE'RE REDEFINING BETTER™ IN PET FOOD

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

ORIGINAL KIBBLE FOR CATS GRAIN-FREE RECIPE WITH REAL CHICKEN FOR KITTENS

PREVIOUS

NEW

Grain-Free Recipe with Real Chicken		Grain-Free Recipe with Real Chicken	
Ingredients		Ingredients <i>New ingredients in orange below.</i>	
Chicken, Turkey Meal, Salmon Meal, Menhaden Fish Meal, Chicken Eggs, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Tapioca, Peas, Chicken Meal, Dried Tomato Pomace, Natural Flavor, Lamb Meal, Montmorillonite Clay, Carrots, Apples, Cranberries, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Menadione Sodium Bisulfite Complex, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Taurine, Potassium Chloride, Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Salt, Freeze Dried Chicken, Freeze Dried Chicken Liver, Pumpkinseeds, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.		Chicken, Turkey Meal, Menhaden Fish Meal, Peas, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Egg Product, Chicken Meal, White Fish Meal (Pacific Whiting, Pacific Sole, Pacific Rockfish), Tapioca, Natural Flavor, Lamb Meal, Dried Tomato Pomace, Carrots, Apples, Cranberries, Montmorillonite Clay, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Potassium Chloride, Salt, Taurine, Freeze Dried Chicken, Freeze Dried Chicken Liver, Pumpkinseeds, Freeze Dried Chicken Heart, Dried Bacillus coagulans Fermentation Product, Rosemary Extract.	
Guaranteed Analysis		Guaranteed Analysis	
Crude Protein (min):	43.5%	Crude Protein (min):	42.5%
Crude Fat (min):	20.5%	Crude Fat (min):	22.5%
Crude Fiber (max):	3.0%	Crude Fiber (max):	3.0%
Moisture (max):	9.0%	Moisture (max):	9.0%
Docosahexaenoic Acid (DHA) (min):	0.2%	Docosahexaenoic Acid (DHA) (min):	0.2%
Vitamin E (min):	200 IU/kg	Vitamin E (min):	200 IU/kg
Taurine (min):	0.4%	Taurine (min):	0.2%
Ascorbic Acid (Vitamin C) (min):	100 mg/kg	Ascorbic Acid (Vitamin C) (min):	100 mg/kg
*Omega 3 Fatty Acids (min):	0.6%	*Omega 3 Fatty Acids (min):	0.6%
*Omega 6 Fatty Acids (min):	3.2%	*Omega 6 Fatty Acids (min):	3.2%
*Bacillus coagulans (min):	60,000,000 CFU/lb	*Bacillus coagulans (min):	60,000,000 CFU/lb
*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles		*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles	
Calorie Content <small>(fed)</small>		Calorie Content <small>(calculated)</small>	
Metabolizable Energy 4,700 kcal/kg; 552 kcal/cup		Metabolizable Energy 4,456 kcal/kg; 557 kcal/cup	
Daily Feeding Guidelines		Daily Feeding Guidelines	
(cups per day*)	1 - 3 lb	4 - 6 lb	7 - 10 lb
Up to 4 months	¼ - ½	½ - ¾	¾ - 1
4 to 8 months	⅙ - ⅓	⅓ - ⅝	⅝ - ⅞
4 to 8 months	-	⅓ - ½	½ - ¾
4 to 8 months	Transition to Instinct kibble for cats		
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup	