



**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 RABBIT**

PREVIOUS

NEW

Grain-Free Recipe with Real Rabbit		Grain-Free Recipe with Real Rabbit	
Ingredients		Ingredients	
Rabbit, Turkey Meal, Menhaden Fish Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), Peas, White Fish Meal (Pacific Whiting, Pacific Sole, Pacific Rockfish), Tapioca, Salmon Meal, Rabbit Meal, Dried Tomato Pomace, Natural Flavor, Montmorillonite Clay, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Menadione Sodium Bisulfite Complex, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Choline Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Salt, Potassium Chloride, Freeze Dried Rabbit (including Freeze Dried Ground Rabbit Bone), DL-Methionine, Taurine, Pumpkinseeds, Dried Bacillus coagulans Fermentation Product, Freeze Dried Rabbit Liver, Freeze Dried Rabbit Lung, Freeze Dried Rabbit Kidney, Rosemary Extract.		Rabbit, Turkey Meal, Menhaden Fish Meal, Chicken Fat (preserved with Mixed Tocopherols and Citric Acid), White Fish Meal (Pacific Whiting, Pacific Sole, Pacific Rockfish), Peas, Salmon Meal, Rabbit Meal, Tapioca, Natural Flavor, Dried Tomato Pomace, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate, Niacin Supplement, Menadione Sodium Bisulfite Complex, Thiamine Mononitrate, d-Calcium Pantothenate, Vitamin A Supplement, Riboflavin Supplement, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Folic Acid, Vitamin D3 Supplement, Biotin), Carrots, Apples, Cranberries, Montmorillonite Clay, Choline Chloride, Potassium Chloride, Minerals (Zinc Proteinate, Iron Proteinate, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Ethylenediamine Dihydriodide), Freeze Dried Rabbit (including Freeze Dried Ground Rabbit Bone), Salt, DL-Methionine, Taurine, Pumpkinseeds, Dried Bacillus coagulans Fermentation Product, Freeze Dried Rabbit Liver, Freeze Dried Rabbit Lung, Freeze Dried Rabbit Kidney, Rosemary Extract.	
Guaranteed Analysis		Guaranteed Analysis	
Crude Protein (min):	40.0%	Crude Protein (min):	40.5%
Crude Fat (min):	23.0%	Crude Fat (min):	22.5%
Crude Fiber (max):	3.5%	Crude Fiber (max):	3.0%
Moisture (max):	9.0%	Moisture (max):	9.0%
Vitamin E (min):	100 IU/kg	Vitamin E (min):	100 IU/kg
Ascorbic Acid (Vitamin C) (min):	85 mg/kg	Ascorbic Acid (Vitamin C) (min):	85 mg/kg
*Omega 3 Fatty Acids (min):	0.75%	*Omega 3 Fatty Acids (min):	0.75%
*Omega 6 Fatty Acids (min):	3.1%	*Omega 6 Fatty Acids (min):	3.4%
*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 (fed)		Calorie Content (calculated)	
Metabolizable Energy 4,160 kcal/kg; 489 kcal/cup		Metabolizable Energy 4,346 kcal/kg; 511 kcal/cup	
Daily Feeding Guidelines		Daily Feeding Guidelines	
(cups per day*)	5 lb	10 lb	15 lb
Adult Maintenance	¾	½	¾
Weight Loss	¼	⅓	½
*Standard 8 oz dry measuring cup		*Standard 8 oz dry measuring cup	