Chicken Feast | Freeze-Dried Cat Food

320g

NEW



INGREDIENTS
Chicken, Chicken Liver, New Zealand Green Mussel, **Hoki Oil**, Vitamin E Supplement, Dried Kelp, Taurine, Flaxseed Flakes, Choline Chloride, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1¼ cups
5 – 7.5kg | 11 – 16.5lb = 1¼ – 1⅔ cups

GUARANTEED ANALYSIS

Crude Protein (min)	48%
Crude Fat (min)	26%
Crude Fibre (max)	2%
Moisture (max)	8%
Taurine (min)	0.5%
Omega-3 Fatty Acids (min)	0.3%
Omega-6 Fatty Acids (min)	3.5%

CALORIE CONTENT ME (Calculated)
4665 kcal/kg, 196 kcal/cup
1 cup (240ml) = 42g

CURRENT



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.

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1½ cups
5 – 7.5kg | 11 – 16.5lb = 1½ – 2 cups

All changes to the original recipe are highlighted in **bold**.

GUARANTEED ANALYSIS

Minimum Crude Protein	45%
Minimum Crude Fat	28%
Maximum Crude Fibre	2.5%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.3%

CALORIE CONTENT ME (Calculated)
4288 kcal/kg, 172 kcal/cup
1 cup (240ml) = 40g

Key Changes

- **New enhanced recipe:** 98% Cage-free Chicken & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- Bags are made up of 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- **Lean, single protein and easy-to-digest** for all those fussy, picky eaters or those with sensitive stomachs
- Great for keeping pets **feel full** as our highest-protein-inclusion recipe
- **Lowest in fat and calories** of our recipes, for those less active pets.

Lamb Feast | Freeze-Dried Cat Food

320g

NEW



INGREDIENTS
Lamb, Lamb Tripe, Lamb Heart, **Lamb Lung**, Lamb Liver, Lamb Kidney, New Zealand Green Mussel, Ground Lamb Bone, Vitamin E Supplement, Dried Kelp, Taurine, Flaxseed Flakes, **Hoki Oil**, Dipotassium Phosphate, Choline Chloride, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1¼ cups
5 – 7.5kg | 11 – 16.5lb = 1¼ – 1 ⅔ cups

GUARANTEED ANALYSIS

Crude Protein (min)	42%
Crude Fat (min)	39%
Crude Fibre (max)	2%
Moisture (max)	8%
Taurine (min)	0.4%
Omega-3 Fatty Acids (min)	0.7%
Omega-6 Fatty Acids (min)	0.8%

CALORIE CONTENT ME (Calculated)
5245 kcal/kg, 199 kcal/cup
1 cup (240ml) = 38g

CURRENT



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.

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1½ cups
5 – 7.5kg | 11 – 16.5lb = 1½ – 2 cups

GUARANTEED ANALYSIS

Minimum Crude Protein	41%
Minimum Crude Fat	41%
Maximum Crude Fibre	2.5%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.3%

CALORIE CONTENT ME (Calculated)
5291 kcal/kg, 212 kcal/cup
1 cup (240ml) = 42g

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe:** 98% grass-fed, grass-finished, free-range Lamb & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- Bags now made up of 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- **Lean, single protein and easy-to-digest** for all those fussy, picky eaters.
- Great for keeping pets **feel full** as our highest-protein-inclusion recipe
- **High in healthy calories** ideal for active cats.

K9Natural FelineNatural

Beef Feast | Freeze-Dried Cat Food

320g

NEW



INGREDIENTS
Beef, Beef Heart, Beef Tripe, **Beef Lung**, Beef Kidney, Beef Liver, New Zealand Green Mussel, Vitamin E Supplement, Sunflower Oil, Dried Kelp, Taurine, Flaxseed Flakes, **Hoki Oil**, Dipotassium Phosphate, Choline Chloride, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1¼ cups
5 – 7.5kg | 11 – 16.5lb = 1¼ – 1 ⅔ cups

GUARANTEED ANALYSIS

Crude Protein (min)	42%
Crude Fat (min)	37%
Crude Fibre (max)	2%
Moisture (max)	8%
Taurine (min)	0.4%
Omega-3 Fatty Acids (min)	0.5%
Omega-6 Fatty Acids (min)	0.8%

CALORIE CONTENT ME (Calculated)
5115 kcal/kg, 194 kcal/cup
1 cup (240ml) = 38g

CURRENT



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.

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1½ cups
5 – 7.5kg | 11 – 16.5lb = 1½ – 2 cups

All changes to the original recipe are highlighted in **bold**.

GUARANTEED ANALYSIS

Minimum Crude Protein	40%
Minimum Crude Fat	40%
Maximum Crude Fibre	2.5%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.3%

CALORIE CONTENT ME (Calculated)
5333 kcal/kg, 213 kcal/cup
1 cup (240ml) = 48g

Kev Changes

- **New enhanced recipe:** 98% grass-fed and grass-finished, free-range Beef and Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- Bags now made up of 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- **Single protein** recipe – an ideal solution for fussy, picky eaters.
- Naturally occurring **Omega 3 and 6's** support healthy skin and a shiny coat.
- The perfect dose of **vitamin B12 and iron** providing your cat with long lasting energy.

K9Natural™ FelineNatural™

Chicken & Lamb Feast | Freeze-Dried Cat Food

100g | 320g | 800g

NEW



INGREDIENTS
Chicken, Lamb, Lamb Heart, Lamb Liver, **Lamb Lung**, Lamb Kidney, New Zealand Green Mussel, Vitamin E Supplement, Dried Kelp, Taurine, Flaxseed Flakes, **Dipotassium Phosphate**, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1¼ cups
5 – 7.5kg | 11 – 16.5lb = 1¼ – 1 ⅔ cups

GUARANTEED ANALYSIS

Crude Protein (min)	48%
Crude Fat (min)	31%
Crude Fibre (max)	2%
Moisture (max)	8%
Taurine (min)	0.5%
Omega-3 Fatty Acids (min)	0.5%
Omega-6 Fatty Acids (min)	1.3%

CALORIE CONTENT ME (Calculated)
4870 kcal/kg , 200 kcal/cup
1 cup (240ml) = 41g

CURRENT



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.

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1½ cups
5 – 7.5kg | 11 – 16.5lb = 1½ – 2 cups

All changes to the original recipe are highlighted in **bold**.

GUARANTEED ANALYSIS

Minimum Crude Protein	48%
Minimum Crude Fat	31%
Maximum Crude Fibre	1%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.52%

CALORIE CONTENT ME (Calculated)
4857 kcal/kg, 185 kcal/cup
1 cup (240ml) = 44g

Kev Changes

- **New enhanced recipe:** 98% Cage-free Chicken, free-range, grass-fed and grass-finished Lamb.
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- Bags are made up of 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- Naturally occurring **Omega 3's and 6's** support healthy skin and a shiny coat.
- **Healthy vision** and a **strong immune system** supported by Vitamin A.
- **Lowest in fat and calories** of our recipes, for those less active pets.

K9Natural™ FelineNatural™

Beef & Hoki Feast | Freeze-Dried Cat Food

100g | 320g | 800g

NEW



INGREDIENTS
Beef, Beef Heart, Hoki Fish, **Beef Tripe**, Beef Kidney, Beef Liver, **Beef Lung**, New Zealand Green Mussel, Vitamin E Supplement, Sunflower Oil, Dried Kelp, Taurine, Flaxseed Flakes, Dipotassium Phosphate, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1¼ cups
5 – 7.5kg | 11 – 16.5lb = 1¼ – 1 ⅔ cups

GUARANTEED ANALYSIS

Crude Protein (min)	47%
Crude Fat (min)	34%
Crude Fibre (max)	2%
Moisture (max)	8%
Taurine (min)	0.4%
Omega-3 Fatty Acids (min)	0.5%
Omega-6 Fatty Acids (min)	2.4%

CALORIE CONTENT ME (Calculated)
5035 kcal/kg, 180 kcal/cup
1 cup (240ml) = 36g

CURRENT



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.

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1½ cups
5 – 7.5kg | 11 – 16.5lb = 1½ – 2 cups

GUARANTEED ANALYSIS

Minimum Crude Protein	47%
Minimum Crude Fat	32%
Maximum Crude Fibre	1%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.34%

CALORIE CONTENT ME (Calculated)
4762 kcal/kg, 205 kcal/cup
1 cup (240ml) = 49g

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe:** 98% grass-fed, grass-finished, free-range Beef & hOrgans, wild-caught Hoki fish
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- Bags now made up of 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- High in DHA content supporting **healthy brain & eye function**, beneficial for kittens & senior cats.
- Low in fat, high in protein, ideal for maintaining cat's **healthy weight**.
- A perfect blend of meat and fish, a **nutritional and balanced diet**.

K9Natural FelineNatural

Lamb & King Salmon Feast | Freeze-Dried Cat Food

100g | 320g | 800g

NEW



INGREDIENTS
Lamb, **Lamb Tripe**, **Lamb Lung**, New Zealand King Salmon, Lamb Liver, Lamb Kidney, Lamb Heart, Ground Lamb Bone, New Zealand Green Mussel, Vitamin E Supplement, Dried Kelp, Taurine, Flaxseed Flakes, Dipotassium Phosphate, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

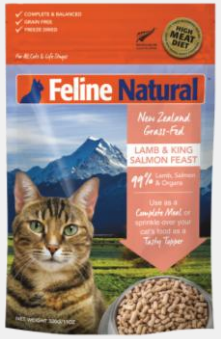
FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1¼ cups
5 – 7.5kg | 11 – 16.5lb = 1¼ – 1 ⅔ cups

GUARANTEED ANALYSIS

Crude Protein (min)	45%
Crude Fat (min)	36%
Crude Fibre (max)	2%
Moisture (max)	8%
Taurine (min)	0.5%
Omega-3 Fatty Acids (min)	1%
Omega-6 Fatty Acids (min)	1.3%

CALORIE CONTENT ME (Calculated)
5120 kcal/kg, 205 kcal/cup
1 cup (240ml) = 40g

CURRENT



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.

FEEDING GUIDE (Complete Meal)
1 – 2.5kg | 2.2 – 5.5lb = ⅓ – ¾ cup
2.5 – 5kg | 5.5 – 11lb = ¾ – 1½ cups
5 – 7.5kg | 11 – 16.5lb = 1½ – 2 cups

GUARANTEED ANALYSIS

Minimum Crude Protein	44%
Minimum Crude Fat	37%
Maximum Crude Fibre	1%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.46%

CALORIE CONTENT ME (Calculated)
5197 kcal/kg, 239 kcal/cup
1 cup (240ml) = 54g

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe:** 98% grass-fed, grass-finished, free-range Lamb & Organs, sustainably caught Salmon
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- Bags now made up of 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- Highest in Omega 3's, supporting **natural anti-inflammatory benefits**, healthy skin and shiny coat.
- High in DHA content, supporting **healthy brain & eye function**, beneficial for kittens & senior cats.
- **Healthy bones and skeletal development** in kittens from vitamin D inclusion.

K9Natural™ FelineNatural™

Chicken Feast | Freeze-Dried Dog Food

100g | 500g | 1.8kg | 3.6kg

NEW



INGREDIENTS
Chicken, **Chicken Liver**, Flaxseed Flakes, Hoki Oil, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, **Dried Kelp**, Dipotassium Phosphate, Vitamin E Supplement, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
2 – 5kg | 4.4 – 11lb=¾ – 1½ cup
5 – 10kg | 11 – 22lb = 1½ – 2¼ cups
10 – 25kg | 22 – 55lb = 2¼ – 4½ cups
25kg+ | 55lb+ = 4½ cups

GUARANTEED ANALYSIS

Crude Protein (min)	48%
Crude Fat (min)	27%
Crude Fibre (max)	2.5%
Moisture (max)	8%
EPA & DHA (min)	0.02%
Omega-3 Fatty Acids (min)	0.6%
Omega-6 Fatty Acids (min)	4.5%

CALORIE CONTENT ME (Calculated)
4650 kcal/kg, 195 kcal/cup

CURRENT



INGREDIENTS
Chicken, **Eggs**, Flaxseed Flakes, Hoki Oil, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, **Sunflower Oil**, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
5 – 10kg | 11 – 22lb = 1 – 2 cups
11 – 25kg | 23 – 55lb = 2 – 3½ cups
26kg+ | 56lb+ = 3½ cups

GUARANTEED ANALYSIS

Minimum Crude Protein	48%
Minimum Crude Fat	34%
Maximum Crude Fibre	2%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.28%

CALORIE CONTENT ME (Calculated)
4986 kcal/kg, 174 kcal/cup

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe:** with higher protein: 94% Cage-free Chicken & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- All our bags are now made with 36% or 42% **recycled plastic**
- **plastic**
- **Refreshed new look**

Recipe Highlights

- **Lean, single protein** and easy-to-digest for all those fussy, picky eaters or those with sensitive stomachs.
- Naturally occurring **omega 3 and 6's** support healthy skin and a shiny coat.
- **Lowest in fat and calories, highest in protein –** ideal for those loess active dogs and weight management.

Beef Feast | Freeze-Dried Dog Food

100g | 500g | 1.8kg | 3.6kg

NEW



INGREDIENTS
Beef, Beef Heart, Beef Tripe, Beef Kidney, Beef Liver, **Beef Lung**, Sunflower Oil, Flaxseed Flakes, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, Dipotassium Phosphate, Vitamin E Supplement, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
2 – 5kg | 4.4 – 11lb=¾ – 1½ cup
5 – 10kg | 11 – 22lb = 1½ – 2¼ cups
10 – 25kg | 22 – 55lb = 2¼ – 4½ cups
25kg+ | 55lb+ = 4½ cups

GUARANTEED ANALYSIS

Crude Protein (min)	40%
Crude Fat (min)	33%
Crude Fibre (max)	2.5%
Moisture (max)	8%
EPA & DHA (min)	0.08%
Omega-3 Fatty Acids (min)	0.5%
Omega-6 Fatty Acids (min)	2%

CALORIE CONTENT ME (Calculated)
4905 kcal/kg, 211 kcal/cup

CURRENT



INGREDIENTS
Beef, Beef Liver, Beef Tripe, Beef Kidney, Beef Heart, **Beef Blood**, **Eggs**, **Beef Spleen**, **Ground Beef Bone**, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement

FEEDING GUIDE (Complete Meal)
5 – 10kg | 11 – 22lb = 1 – 2 cups
11 – 25kg | 23 – 55lb = 2 – 3½ cups
26kg+ | 56lb+ = 3½ cups

GUARANTEED ANALYSIS

Minimum Crude Protein	35%
Minimum Crude Fat	37%
Maximum Crude Fibre	2%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.55%

CALORIE CONTENT ME (Calculated)
5269 kcal/kg, 237 kcal/cup

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe,** with higher protein: 94% Grass-fed & Grass-finished Beef & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Improved taste** from more heart, tripe and kidney inclusions
- **Reduced** fat levels
- All our bags are now made with 36% or 42% **recycled plastic**
- **Refreshed new look**

Recipe Highlights

- **Single protein recipe** – an ideal solution for fussy, picky eaters
- Naturally occurring **omega 3 and 6's** support healthy skin and a shiny coat.
- The perfect dose of vitamin B12 and iron providing your dog with **long lasting energy**

K9Natural™ FelineNatural™

Lamb Feast | Freeze-Dried Dog Food

100g | 500g | 1.8kg | 3.6kg

NEW



INGREDIENTS
Lamb, Lamb Tripe, Lamb Heart, **Lamb Lung**, Lamb Liver, Lamb Kidney, Sunflower Oil, Flaxseed Flakes, Ground Lamb Bone, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, Dipotassium Phosphate, Vitamin E Supplement, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
2 – 5kg | 4.4 – 11lb=¾ – 1½ cup
5 – 10kg | 11 – 22lb = 1½ – 2¼ cups
10 – 25kg | 22 – 55lb = 2¼ – 4½ cups
25kg+ | 55lb+ = 4½ cups

GUARANTEED ANALYSIS

Crude Protein (min)	41%
Crude Fat (min)	34%
Crude Fibre (max)	2.5%
Moisture (max)	8%
EPA & DHA (min)	0.15%
Omega-3 Fatty Acids (min)	0.75%
Omega-6 Fatty Acids (min)	2.25%

CALORIE CONTENT ME (Calculated)
5030 kcal/kg, 211 kcal/cup

CURRENT



INGREDIENTS
Lamb, Lamb Liver, Lamb Heart, Lamb Tripe, **Lamb Blood**, **Eggs**, **Lamb Spleen**, Lamb Kidney, Ground Lamb Bone, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
5 – 10kg | 11 – 22lb = 1 – 2 cups
11 – 25kg | 23 – 55lb = 2 – 3½ cups
26kg+ | 56lb+ = 3½ cups

GUARANTEED ANALYSIS

Minimum Crude Protein	35.5%
Minimum Crude Fat	37%
Maximum Crude Fibre	2.5%
Maximum Moisture	8%
Minimum Omega-3 Fatty Acids	0.97%

CALORIE CONTENT ME (Calculated)
5725 kcal/kg, 258 kcal/cup

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe,** with higher protein: 94% Grass-fed & Grass-finished Lamb & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Improved taste** from increased heart, tripe and kidney inclusions
- All our bags are now made with 36% or 42% **recycled plastic**
- **Refreshed new look**

Recipe Highlights

- An ideal solution for dogs with sensitivities as a single protein recipe. **Easy-to-digest** and great for fussy eaters!
- **High in healthy calories**, our lamb recipe is ideal for active dogs
- Your dog will benefit from antioxidants, that come from the **grass-fed and grass-finished Lamb**

K9Natural™ FelineNatural™

Beef & Hoki Feast | Freeze-Dried Dog Food

100g | 500g | 1.8kg | 3.6kg

NEW



INGREDIENTS
Beef, Beef Heart, Beef Tripe, Hoki Fish, Beef Liver, **Beef Lung**, Sunflower Oil, Flaxseed Flakes, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, Dipotassium Phosphate, Vitamin E Supplement, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
2 – 5kg | 4.4 – 11lb=¾ – 1½ cup
5 – 10kg | 11 – 22lb = 1½ – 2¼ cups
10 – 25kg | 22 – 55lb = 2¼ – 4½ cups
25kg+ | 55lb+ = 4½ cups

GUARANTEED ANALYSIS

Crude Protein (min)	46%
Crude Fat (min)	32%
Crude Fibre (max)	2.5%
Moisture (max)	8%
EPA & DHA (min)	0.15%
Omega-3 Fatty Acids (min)	0.5%
Omega-6 Fatty Acids (min)	2.25%

CALORIE CONTENT ME (Calculated)
4840 kcal/kg, 203 kcal/cup

CURRENT



INGREDIENTS
Hoki, Beef, Beef Tripe, Beef Liver, **Beef Kidney**, Beef Heart, **Beef Blood**, **Beef Spleen**, **Eggs**, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
5 – 10kg | 11 – 22lb = 1 – 2 cups
11 – 25kg | 23 – 55lb = 2 – 3½ cups
26kg+ | 56lb+ = 3½ cups

GUARANTEED ANALYSIS

Minimum Crude Protein	46%
Minimum Crude Fat	35%
Maximum Crude Fibre	2.5%
Maximum Moisture	8%
Minimum EPA & DHA	0.33%
Minimum Omega-3 Fatty Acids	0.7%

CALORIE CONTENT ME (Calculated)
5280 kcal/kg, 216 kcal/cup

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe**, with higher protein: 94% Grass-fed & Grass-finished Beef & Organs, and Wild-caught Hoki Fish
- **Beef protein** is now the lead ingredient, improving smell & texture
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- All our bags now made up of 36% or 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- **A perfect blend of meat and fish** for a nutritional and balanced diet
- **High in DHA** content supporting healthy brain & eye function, beneficial for puppies & senior dogs
- **Low in fat, high in protein** – ideal for maintaining your dog's healthy weight

K9Natural™ FelineNatural™

Lamb & King Salmon Feast | Freeze-Dried Dog Food

100g | 500g | 1.8kg | 3.6kg

NEW



INGREDIENTS
Lamb, New Zealand King Salmon, Lamb Tripe, **Lamb Lung**, Lamb Liver, Lamb Kidney, Lamb Heart, Flaxseed Flakes, **Carrot**, New Zealand Green Mussel, Ground Lamb Bone, Pumpkin, Sunflower Oil, Broccoli, Dried Kelp, Dipotassium Phosphate, Vitamin E Supplement, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
2 – 5kg | 4.4 – 11lb=¾ – 1½ cup
5 – 10kg | 11 – 22lb = 1½ – 2¼ cups
10 – 25kg | 22 – 55lb = 2¼ – 4½ cups
25kg+ | 55lb+ = 4½ cups

GUARANTEED ANALYSIS

Crude Protein (min)	40%
Crude Fat (min)	38%
Crude Fibre (max)	2.5%
Moisture (max)	8%
EPA & DHA (min)	0.3%
Omega-3 Fatty Acids (min)	1.1%
Omega-6 Fatty Acids (min)	2.25%

CALORIE CONTENT ME (Calculated)
5150 kcal/kg, 221 kcal/cup

CURRENT



INGREDIENTS
Lamb, Lamb Tripe, Lamb Heart, Salmon, Lamb Kidney, Lamb Liver, **Lamb Blood**, **Eggs**, **Lamb Spleen**, Ground Lamb Bone, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
5 – 10kg | 11 – 22lb = 1 – 2 cups
11 – 25kg | 23 – 55lb = 2 – 3½ cups
26kg+ | 56lb+ = 3½ cups

GUARANTEED ANALYSIS

Minimum Crude Protein	38%
Minimum Crude Fat	38%
Maximum Crude Fibre	2.5%
Maximum Moisture	8%
Minimum EPA & DHA	0.3%
Minimum Omega-3 Fatty Acids	1.1%

CALORIE CONTENT ME (Calculated)
5350 kcal/kg, 214 kcal/cup

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe,** with higher protein: 94% Grass-fed & Grass-finished Lamb & Organs, and sustainably caught New Zealand King Salmon
- **New recipe** has increased Lamb protein inclusions with Lamb meat & New Zealand King Salmon as the lead ingredients
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- All our bags are now made with 36% or 42% **recycled plastic**
- **Refreshed** new look

Recipe Highlights

- The rich combination of grass-fed & finished Lamb and King Salmon, has the **highest Omega 3's** of our recipes. Supporting natural anti-inflammatory benefits, healthy skin and shiny coat too.
- **High in DHA** content supporting healthy brain & eye function, beneficial for puppies & senior dogs
- Healthy bones and skeletal development in puppies from a good **source of vitamin D**

K9Natural™ FelineNatural™

Chicken & Lamb Feast | Canned Cat Food

85g | 170g

NEW



INGREDIENTS
Chicken, Water Sufficient for Processing, Lamb, Lamb Heart, Lamb Liver, **Lamb Lung**, Lamb Kidney, New Zealand Green Mussel, Dried Kelp, Taurine, Flaxseed Flakes, **Dipotassium Phosphate**, **Choline Chloride**, **Salt**, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9.6%
Crude Fat (min)	6%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
Omega-3 Fatty Acids (min)	0.1%
Omega-6 Fatty Acids (min)	0.3%

CALORIE CONTENT ME (Calculated)
1010 kcal/kg, 86 kcal/can (85g/3oz),
172 kcal/can (170g/6oz)

CURRENT



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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

GUARANTEED ANALYSIS

Minimum Crude Protein	9.6%
Minimum Crude Fat	5%
Maximum Crude Fibre	0.3%
Maximum Moisture	82.5%
Minimum Taurine	0.06%

CALORIE CONTENT ME (Calculated)
76 kcal/85g, 152 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe:** 98% Cage-free Chicken, free-range, grass-fed and grass-finished Lamb.
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- **Refreshed** new look

Recipe Highlights

- Naturally occurring **Omega 3's and 6's** support healthy skin and a shiny coat.
- **Healthy vision** and a **strong immune system** supported by Vitamin A.
- **Lowest in fat and calories** of our recipes, for those less active pets.

Chicken Feast | Canned Cat Food

85g | 170g

NEW



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

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS

Crude Protein (min)	10%
Crude Fat (min)	5%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
Omega-3 Fatty Acids (min)	0.05%
Omega-6 Fatty Acids (min)	0.4%

CALORIE CONTENT ME (Calculated)
930 kcal/kg, 79 kcal/can (85g/3oz),
158 kcal/can (170g/6oz)

CURRENT



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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

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 (Calculated)
86 kcal/85g, 172 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe:** 98% Cage-free Chicken & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- **Refreshed** new look

Recipe Highlights

- **Lean, single protein and easy-to-digest** for all those fussy, picky eaters or those with sensitive stomachs
- Great for keeping pets **feel full** as our highest-protein-inclusion recipe
- **Lowest in fat and calories** of our recipes, for those less active pets.

Lamb Feast | Canned Cat Food

85g | 170g

NEW



INGREDIENTS
Lamb, Water Sufficient for Processing, Lamb Tripe, Lamb Heart, **Lamb Lung**, Lamb Liver, Lamb Kidney, Ground Lamb Bone, New Zealand Green Mussel, Dried Kelp, Taurine, Flaxseed Flakes, **Hoki Oil**, Dipotassium Phosphate, Choline **Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9%
Crude Fat (min)	8%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
Omega-3 Fatty Acids (min)	0.15%
Omega-6 Fatty Acids (min)	0.2%

CALORIE CONTENT ME (Calculated)
1225 kcal/kg, 104 kcal/can (85g/3oz),
208 kcal/can (170g/6oz)

CURRENT



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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

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 (Calculated)
103 kcal/85g
206 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe:** 98% grass-fed, grass-finished, free-range Lamb & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- **Refreshed** new look

Recipe Highlights

- **Lean, single protein and easy-to-digest** for all those fussy, picky eaters.
- Great for keeping pets **feel full** as our highest-protein-inclusion recipe
- **High in healthy calories** ideal for active cats.

K9Natural FelineNatural

Beef Feast | Canned Cat Food

85g | 170g

NEW



INGREDIENTS
Beef, Water Sufficient for Processing, Beef Heart, Beef Tripe, **Beef Lung**, Beef Kidney, Beef Liver, New Zealand Green Mussel, Sunflower Oil, Dried Kelp, Taurine, Flaxseed Flakes, **Hoki Oil**, Dipotassium Phosphate, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9%
Crude Fat (min)	7%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
Omega-3 Fatty Acids (min)	0.1%
Omega-6 Fatty Acids (min)	0.2%

CALORIE CONTENT ME (Calculated)
1065 kcal/kg, 91 kcal/can (85g/3oz),
181 kcal/can (170g/6oz)

CURRENT



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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

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 (Calculated)
95 kcal/85g, 191 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe:** 98% grass-fed and grass-finished, free-range Beef and Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- **Refreshed** new look

Recipe Highlights

- **Single protein** recipe – an ideal solution for fussy, picky eaters.
- Naturally occurring **Omega 3 and 6's** support healthy skin and a shiny coat.
- The perfect dose of **vitamin B12 and iron** providing your cat with long lasting energy.

Beef & Hoki Feast | Canned Cat Food

85g | 170g

NEW



INGREDIENTS
Beef, Water Sufficient for Processing, Hoki Fish, **Beef Lung**, Beef Heart, Beef Kidney, Beef Liver, Beef Tripe, New Zealand Green Mussel, Sunflower Oil, Dried Kelp, Taurine, Flaxseed Flakes, Dipotassium Phosphate, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS	
Crude Protein (min)	9.5%
Crude Fat (min)	7%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
EPA & DHA (min)	0.03%
Omega-3 Fatty Acids (min)	0.1%
Omega-6 Fatty Acids (min)	0.2%

CALORIE CONTENT ME (Calculated)
1045 kcal/kg, 89 kcal/can (85g/3oz),
178 kcal/can (170g/6oz)

CURRENT



INGREDIENTS
Beef Heart, Water Sufficient for Processing, Hoki, Beef, Beef Kidney, Beef Liver, **Beef Blood**, Sunflower Oil, **Calcium Carbonate**, Dipotassium Phosphate, 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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

GUARANTEED ANALYSIS	
Minimum Crude Protein	9.1%
Minimum Crude Fat	6.3%
Maximum Crude Fibre	0.2%
Maximum Moisture	81%

CALORIE CONTENT ME (Calculated)
80 kcal/85g, 161 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe:** 98% grass-fed, grass-finished, free-range Beef & Organs, wild-caught Hoki fish
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- **Refreshed** new look

Recipe Highlights

- High in DHA content supporting **healthy brain & eye function**, beneficial for kittens & senior cats.
- Low in fat, high in protein, ideal for maintaining cat's **healthy weight**.
- A perfect blend of meat and fish, a **nutritional and balanced diet**.

K9Natural FelineNatural

Lamb & King Salmon Feast | Canned Cat Food

85g | 170g

NEW



INGREDIENTS
Lamb, Water Sufficient for Processing, **Lamb Tripe**, **Lamb Lung**, New Zealand King Salmon, Lamb Liver, Lamb Kidney, Lamb Heart, Ground Lamb Bone, New Zealand Green Mussel, Dried Kelp, Taurine, Flaxseed Flakes, Dipotassium Phosphate, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9.6%
Crude Fat (min)	6.5%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
EPA & DHA (min)	0.04%
Omega-3 Fatty Acids (min)	0.2%
Omega-6 Fatty Acids (min)	0.35%

CALORIE CONTENT ME (Calculated)
1160 kcal/kg, 99 kcal/can (85g/3oz), 196 kcal/can (170g/6oz)

CURRENT



INGREDIENTS
Lamb Heart, Water Sufficient for Processing, Salmon, Lamb Kidney, Lamb Liver, **Lamb Blood**, **Calcium Carbonate**, Dipotassium Phosphate, 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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

GUARANTEED ANALYSIS

Minimum Crude Protein	8.5%
Minimum Crude Fat	7.5%
Maximum Crude Fibre	1.6%
Maximum Moisture	81%
Minimum Taurine	0.06%

CALORIE CONTENT ME (Calculated)
90 kcal/85g, 180 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe:** 98% grass-fed, grass-finished, free-range Lamb & Organs, sustainably caught Salmon
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Balanced macronutrients** with fat-to-protein rations for optimal nutrition
- **Refreshed** new look

Recipe Highlights

- Highest in Omega 3's, supporting **natural anti-inflammatory benefits**, healthy skin and shiny coat.
- High in DHA content, supporting **healthy brain & eye function**, beneficial for kittens & senior cats.
- **Healthy bones and skeletal development** in kittens from vitamin D inclusion.

K9Natural™ FelineNatural™

Chicken & Venison Feast | Canned Cat Food

85g | 170g

NEW



INGREDIENTS
Chicken, Water Sufficient for Processing, **Venison**, Venison Kidney, Venison Liver, New Zealand Green Mussel, Dried Kelp, Taurine, Flaxseed Flakes, Dipotassium Phosphate, **Choline Chloride**, Salt, Minerals (Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, **Pyridoxine Hydrochloride**, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
85g: For every 3kg (6.6lb) of cat's weight feed 2 cans per day.
170g: For every 3kg (6.6lb) of cat's weight feed 1 can per day.

GUARANTEED ANALYSIS

Crude Protein (min)	10%
Crude Fat (min)	5%
Crude Fibre (max)	1.6%
Moisture (max)	82%
Taurine (min)	0.1%
Omega-3 Fatty Acids (min)	0.08%
Omega-6 Fatty Acids (min)	0.4%

CALORIE CONTENT ME (Calculated)
925 kcal/kg, 79 kcal/can (85g/3oz),
157 kcal/can (170g/6oz)

CURRENT



INGREDIENTS
Chicken, **Chicken Heart**, 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.

FEEDING GUIDE (Complete Meal)
Based on a 170g can. These feeding recommendations are a guide only.
- Small Cat (1-2kg) ½ - ¾ cans per day
- Medium Cat (3-4kg) 1 - 1¼ cans per day
- Large Cat (5kg+) 1½+ cans per day

GUARANTEED ANALYSIS

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

CALORIE CONTENT ME (Calculated)
90 kcal/85g, 180 kcal/170g can

All changes to the original recipe are highlighted in **bold**.

Key Changes

- **New enhanced recipe:** 98% cage-free Chicken, and grass-fed, grass-finished, free-range Venison & Organs.
- **Increased** New Zealand Green Mussels to support functional health.
- **Reduced** fat globules for improved appearance.
- **Refreshed** new look

Recipe Highlights

- **Higher** protein levels achieved.
- Recipe leads with **Chicken and Venison meat** not Chicken meat and Venison Organs.
- **Improved palatability** with increased liver inclusions.

Chicken Feast | Canned Dog Food

170g | 370g

NEW



INGREDIENTS
Chicken, Water Sufficient for Processing, **Chicken Liver**, Flaxseed Flakes, Hoki Oil, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, **Dipotassium Phosphate**, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Beta-Carotene, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1.5 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9.5%
Crude Fat (min)	6%
Crude Fibre (max)	2%
Moisture (max)	82%
EPA & DHA (min)	0.03%
Omega-3 Fatty Acids (min)	0.12%
Omega-6 Fatty Acids (min)	0.8%

CALORIE CONTENT ME (Calculated)
1045 kcal/kg, 177 kcal/can (170g/6oz), 385 kcal/can (370g/13oz)

CURRENT



INGREDIENTS
Chicken, Water Sufficient for Processing, **Eggs**, Flaxseed Flakes, Hoki Oil, **Brown Kelp**, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, New Zealand Green Mussel, **Apples**, **Pears**, Dried Kelp, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, **Sunflower Oil**, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Minimum Crude Protein	9%
Minimum Crude Fat	6.5%
Maximum Crude Fibre	1.6%
Maximum Moisture	81.2%

CALORIE CONTENT ME (Calculated)
170 kcal/170g, 371 kcal/370g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe:** with higher protein: 94% Cage-free Chicken & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Refreshed new look**

Recipe Highlights

- **Lean, single protein** and easy-to-digest for all those fussy, picky eaters or those with sensitive stomachs.
- Naturally occurring **omega 3 and 6's** support healthy skin and a shiny coat.
- **Lowest in fat and calories, highest in protein –** ideal for those loess active dogs and weight management.

Beef Feast | Canned Dog Food

170g | 370g

NEW



INGREDIENTS
Beef, Water Sufficient for Processing, Beef Heart, Beef Tripe, Beef Lung, Beef Kidney, Beef Liver, Sunflower oil, Flaxseed Flakes, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, **Dipotassium Phosphate**, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Beta-Carotene, Folic Acid, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1.5 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Crude Protein (min)	8.5%
Crude Fat (min)	7%
Crude Fibre (max)	2%
Moisture (max)	82%
EPA & DHA (min)	0.03%
Omega-3 Fatty Acids (min)	0.1%
Omega-6 Fatty Acids (min)	0.4%

CALORIE CONTENT ME (Calculated)
1190 kcal/kg, 202 kcal/can (170g/6oz), 440 kcal/can (370g/13oz)

CURRENT



INGREDIENTS
Beef, Water Sufficient for Processing, Beef Tripe, Beef Liver, Beef Kidney, Beef Heart, **Beef Blood**, **Eggs**, **Beef Spleen**, Sunflower Oil, Flaxseed Flakes, **Ground Beef Bone**, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Minimum Crude Protein	8.5%
Minimum Crude Fat	9%
Maximum Crude Fibre	2%
Maximum Moisture	77%

CALORIE CONTENT ME (Calculated)
220 kcal/170g, 479 kcal/370g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe,** with higher protein: 94% Grass-fed & Grass-finished Beef & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Improved taste** from more heart, tripe and kidney inclusions
- **Reduced** fat levels
- **Refreshed new look**

Recipe Highlights

- **Single protein recipe** – an ideal solution for fussy, picky eaters
- Naturally occurring **omega 3 and 6's** support healthy skin and a shiny coat.
- The perfect dose of vitamin B12 and iron providing your dog with **long lasting energy**

K9Natural™ FelineNatural™

Lamb Feast | Canned Dog Food

170g | 370g

NEW



INGREDIENTS
Lamb, Water Sufficient for Processing, Lamb Tripe, Lamb Heart, **Lamb Lung**, Lamb Liver, Lamb Kidney, Sunflower Oil, Flaxseed Flakes, Ground Lamb Bone, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, Dipotassium Phosphate, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1.5 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9.5%
Crude Fat (min)	8%
Crude Fibre (max)	2%
Moisture (max)	82%
EPA & DHA (min)	0.03%
Omega-3 Fatty Acids (min)	0.15%
Omega-6 Fatty Acids (min)	0.4%

CALORIE CONTENT ME (Calculated)
1190 kcal/kg, 202 kcal/can (170g/6oz), 440 kcal/can (370g/13oz)

CURRENT



INGREDIENTS
Lamb, Water Sufficient for Processing, Lamb Liver, Lamb Heart, Lamb Tripe, **Lamb Blood**, **Eggs**, **Lamb Spleen**, Lamb Kidney, Ground Lamb Bone, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Minimum Crude Protein	8.8%
Minimum Crude Fat	9%
Maximum Crude Fibre	2%
Maximum Moisture	77.5%

CALORIE CONTENT ME (Calculated)
234 kcal/170g, 508 kcal/370g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe,** with higher protein: 94% Grass-fed & Grass-finished Lamb & Organs
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Improved taste** from increased heart, tripe and kidney inclusions
- **Refreshed new look**

Recipe Highlights

- An ideal solution for dogs with sensitivities as a single protein recipe. **Easy-to-digest** and great for fussy eaters!
- **High in healthy calories**, our lamb recipe is ideal for active dogs
- Your dog will benefit from antioxidants, that come from the **grass-fed and grass-finished Lamb**

K9Natural™ FelineNatural™

Beef & Hoki Feast | Canned Dog Food

170g | 370g

NEW



INGREDIENTS
Beef, Water Sufficient for Processing, Beef Tripe, Hoki Fish, Beef Heart, **Beef Lung**, Beef Liver, Sunflower Oil, Flaxseed Flakes, **Carrot**, New Zealand Green Mussel, Pumpkin, Broccoli, Dried Kelp, Dipotassium Phosphate, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1.5 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9%
Crude Fat (min)	6.5%
Crude Fibre (max)	2%
Moisture (max)	82%
EPA & DHA (min)	0.06%
Omega-3 Fatty Acids (min)	0.1%
Omega-6 Fatty Acids (min)	0.4%

CALORIE CONTENT ME (Calculated)
1170 kcal/kg, 199 kcal/can (170g/6oz), 433 kcal/can (370g/13oz)

CURRENT



INGREDIENTS
Hoki, Water Sufficient for Processing, Beef, Beef Tripe, Beef Liver, **Beef Kidney**, Beef Heart, **Beef Blood**, **Beef Spleen**, **Eggs**, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Minimum Crude Protein	10%
Minimum Crude Fat	7%
Maximum Crude Fibre	1.8%
Maximum Moisture	80%

CALORIE CONTENT ME (Calculated)
206 kcal/170g, 448 kcal/370g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe**, with higher protein: 94% Grass-fed & Grass-finished Beef & Organs, and Wild-caught Hoki Fish
- **Beef protein** is now the lead ingredient, improving smell & texture
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Refreshed** new look

Recipe Highlights

- **A perfect blend of meat and fish** for a nutritional and balanced diet
- **High in DHA** content supporting healthy brain & eye function, beneficial for puppies & senior dogs
- **Low in fat, high in protein** – ideal for maintaining your dog's healthy weight

K9Natural™ FelineNatural™

Lamb & King Salmon Feast | Canned Dog Food

170g | 370g

NEW



INGREDIENTS
Lamb, Water Sufficient for Processing, New Zealand King Salmon, Lamb Tripe, **Lamb Lung**, Lamb Liver, Lamb Kidney, Lamb Heart, Flaxseed Flakes, **Carrot**, New Zealand Green Mussel, Ground Lamb Bone, Pumpkin, Sunflower Oil, Broccoli, Dried Kelp, Dipotassium Phosphate, Salt, Minerals (Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate), Vitamins (Vitamin E Supplement, Thiamine Mononitrate, Beta-Carotene, **Folic Acid**, Vitamin D3 Supplement).

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1.5 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Crude Protein (min)	9%
Crude Fat (min)	8%
Crude Fibre (max)	2%
Moisture (max)	82%
EPA & DHA (min)	0.09%
Omega-3 Fatty Acids (min)	0.2%
Omega-6 Fatty Acids (min)	0.45%

CALORIE CONTENT ME (Calculated)
1225 kcal/kg, 208 kcal/can (170g/6oz), 453 kcal/can (370g/13oz)

CURRENT



INGREDIENTS
Lamb, Water Sufficient for Processing, Lamb Tripe, Lamb Heart, Salmon, Lamb Kidney, Lamb Liver, **Lamb Blood**, **Eggs**, **Lamb Spleen**, Ground Lamb Bone, Sunflower Oil, Flaxseed Flakes, **Brown Kelp**, New Zealand Green Mussel, Pumpkin, Broccoli, **Cauliflower**, **Cabbage**, Dipotassium Phosphate, Dried Kelp, **Apples**, **Pears**, Salt, Vitamin E Supplement, Zinc Proteinate, Iron Proteinate, Magnesium Oxide, Selenium Yeast, Copper Proteinate, Manganese Proteinate, Beta-Carotene, Thiamine Mononitrate, Vitamin D3 Supplement.

FEEDING GUIDE (Complete Meal)
170g: For an average small dog weighing approximately 5kg (11lb), feed 1 cans per day.
370g: For an average medium dog weighing approximately 20kg (44lb), feed 2 cans per day.

GUARANTEED ANALYSIS

Minimum Crude Protein	8.5%
Minimum Crude Fat	8.5%
Maximum Crude Fibre	1.8%
Maximum Moisture	80%

CALORIE CONTENT ME (Calculated)
226 kcal/170g, 493 kcal/370g can

All changes to the original recipe are highlighted in **bold**.

Kev Changes

- **New enhanced recipe,** with higher protein: 94% Grass-fed & Grass-finished Lamb & Organs, and sustainably caught New Zealand King Salmon
- **New recipe** has increased Lamb protein inclusions with Lamb meat & New Zealand King Salmon as the lead ingredients
- **Increased** New Zealand Green Mussels to support functional health
- **Reduced** fat levels
- **Refreshed** new look

Recipe Highlights

- The rich combination of grass-fed & finished Lamb and King Salmon, has the **highest Omega 3's** of our recipes. Supporting natural anti-inflammatory benefits, healthy skin and shiny coat too.
- **High in DHA** content supporting healthy brain & eye function, beneficial for puppies & senior dogs
- Healthy bones and skeletal development in puppies from a good **source of vitamin D**

K9Natural™ FelineNatural™