

# PRODUCT PROFILE - NOW FRESH

## NOW FRESH™ Minced Chicken Cat Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
<b>Energy:</b>			
ME per kg	974 kcal/kg	5126 kcal/kg	n/a
ME per carton	177 kcal/182 g carton	n/a	n/a
Energy from protein	39 %	39 %	n/a
Energy from fat	51 %	51 %	n/a
Energy from carbs	10 %	10 %	n/a
<b>Proximates:</b>			
Moisture	81 %	0 %	831.6 g
Protein	9 %	49 %	96.5 g
Fat	6 %	29 %	56.5 g
Fibre	0.2 %	1.1 %	2.05 g
Ash	1.4 %	7.4 %	14.4 g
Carbohydrates	3 %	13 %	26 g
<b>Amino acids:</b>			
Arginine	0.56 %	2.95 %	5.75 g
Lysine	0.64 %	3.37 %	6.57 g
Met + Cys	0.32 %	1.68 %	3.29 g
Phe + Tyr	0.66 %	3.47 %	6.78 g
Taurine	0.08 %	0.42 %	0.82 g
<b>Fatty acids:</b>			
Omega-6	1.25 %	6.58 %	12.83 g
Omega-3	0.23 %	1.21 %	2.36 g
DHA	0.04 %	0.21 %	0.41 g
Linoleic acid	1.2 %	6.1 %	11.91 g
<b>Minerals:</b>			
Calcium	0.3 %	1.3 %	2.57 g
Phosphorus	0.3 %	1.3 %	2.57 g
Potassium	0.2 %	0.8 %	1.54 g
Sodium	0.15 %	0.79 %	1.54 g
Chloride	0.11 %	0.58 %	1.13 g
Magnesium	0.02 %	0.11 %	0.21 g
Iron	33 mg/kg	174 mg/kg	34.0 mg
Copper	4 mg/kg	20 mg/kg	3.90 mg
Manganese	2.5 mg/kg	13.2 mg/kg	2.57 mg
Zinc	28 mg/kg	146 mg/kg	28.4 mg
Iodine	0.4 mg/kg	2.3 mg/kg	0.45 mg
Selenium	0.14 mg/kg	0.74 mg/kg	0.14 mg
<b>Vitamins:</b>			
Vitamin A	7080 IU/kg	37263 IU/kg	7269 IU
Vitamin D	193 IU/kg	1016 IU/kg	198 IU
Vitamin E	16 IU/kg	86 IU/kg	16.7 IU
Thiamine	6.6 mg/kg	34.6 mg/kg	6.75 mg
Riboflavin	1.9 mg/kg	10.2 mg/kg	1.99 mg
Pantothenic acid	5.1 mg/kg	26.9 mg/kg	5.25 mg
Niacin	36 mg/kg	188 mg/kg	36.6 mg
Pyridoxine	2.0 mg/kg	10.5 mg/kg	2.05 mg
Folic acid	0.6 mg/kg	2.9 mg/kg	0.56 mg
Biotin	0.03 mg/kg	0.14 mg/kg	0.03 mg
Vitamin B12	0.01 mg/kg	0.06 mg/kg	0.011 mg

## Ingredients

Chicken, chicken bone broth, turkey bone broth, chicken liver, pork plasma, tapioca, cod liver, sodium tripolyphosphate, cassia gum, guar gum, cranberries, coconut oil, taurine, choline chloride, salt, vitamins (vitamin E supplement, niacin, thiamine mononitrate, d-calcium pantothenate, riboflavin, pyridoxine hydrochloride, folic acid, biotin, vitamin B12 supplement), minerals (zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate, sodium selenite).

NOW FRESH Minced Chicken Recipe for cats is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for All Life Stages.

