

PRODUCT PROFILE - NOW FRESH

Now Fresh™ Grain Free Shredded Chicken, Duck & Broth Blend for Cats

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	736 kcal	4326 kcal/kg	n/a
ME per pouch (71g)	52 kcal	307 kcal/pouch	n/a
Energy from protein	45 %	45 %	n/a
Energy from fat	46 %	46 %	n/a
Energy from carbs	9 %	9 %	n/a
Proximates:			
Moisture	83 %	0 %	1128.5 g
Protein	10 %	56 %	129.2 g
Fat	4 %	24 %	54.4 g
Fiber	0.2 %	1 %	2.7 g
Ash	15 %	9 %	20.4 g
Carbohydrates	2 %	11 %	24 g
Amino acids:			
Arginine	0.72 %	4.24 %	9.79 g
Lysine	1.16 %	6.82 %	15.77 g
Met + Cys	0.35 %	2.06 %	4.76 g
Phe + Tyr	0.77 %	4.53 %	10.47 g
Tryptophan	0.14 %	0.82 %	1.90 g
Taurine	0.06 %	0.35 %	0.82 g
Fatty acids:			
Omega-6	4.00 %	23.53 %	54.38 g
Omega-3	0.30 %	1.76 %	4.08 g
DHA	0.26 %	1.53 %	3.54 g
Linoleic acid	3.89 %	22.88 %	52.89 g
Minerals:			
Calcium	0.26 %	1.5 %	3.51 g
Phosphorus	0.21 %	1.2 %	2.86 g
Potassium	0.18 %	1.1 %	2.45 g
Sodium	0.34 %	2.0 %	4.55 g
Chloride	0.12 %	0.7 %	1.63 g
Magnesium	0.02 %	0.1 %	0.27 g
Iron	32.1 mg/kg	188.7 mg/kg	43.6 mg
Copper	2.05 mg/kg	12.1 mg/kg	2.79 mg
Manganese	2.18 mg/kg	12.8 mg/kg	2.96 mg
Zinc	35.7 mg/kg	210.1 mg/kg	48.6 mg
Iodine	0.47 mg/kg	2.8 mg/kg	0.64 mg
Selenium	0.09 mg/kg	0.5 mg/kg	0.12 mg
Vitamins:			
Vitamin A	10611 IU/kg	62418 IU/kg	14427 IU
Vitamin D	225 IU/kg	1324 IU/kg	306 IU
Vitamin E	50 IU/kg	294 IU/kg	68.0 IU
Thiamine	15.3 mg/kg	90 mg/kg	20.80 mg
Riboflavin	1.7 mg/kg	10 mg/kg	2.31 mg
Pantothenic acid	2.4 mg/kg	14 mg/kg	3.20 mg
Niacin	23 mg/kg	135 mg/kg	31.3 mg
Pyridoxine	3.2 mg/kg	19 mg/kg	4.35 mg
Folic acid	0.7 mg/kg	4 mg/kg	0.95 mg
Biotin	0.03 mg/kg	0 mg/kg	0.04 mg
Vitamin B12	0.01 mg/kg	0.06 mg/kg	0.014 mg

Ingredients

De-boned chicken, chicken broth, duck broth, sunflower oil, de-boned duck, tapioca, calcium sulphate, natural flavour, marine microalgae oil, sodium tripolyphosphate, flaxseed, guar gum, choline chloride, potassium chloride, minerals (zinc proteinate, ferrous fumarate, copper proteinate, manganese proteinate, potassium iodide, sodium selenite), taurine, magnesium sulphate, vitamins (vitamin A supplement, vitamin D3 supplement, vitamin E supplement, niacin, thiamine mononitrate, d-calcium pantothenate, riboflavin, pyridoxine hydrochloride, folic acid, biotin, vitamin B12 supplement), salt.

Now Fresh™ Grain Free Shredded Chicken, Duck & Broth Blend for Cats is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for All Life Stages.

