



# Kitten

MADE WITH FRESH OR RAW\*\* CHICKEN,  
TURKEY & WILD-CAUGHT FISH



## MARKET INFORMATION

**+4 MLN**

by 2026\*

**THE KITTEN  
POPULATION  
IS GROWING**

\*Source : Euromonitor data 2021 Total EMEA

**90% HIGH QUALITY  
ANIMAL INGREDIENTS\***

11 FRESH & RAW INGREDIENTS

### WHOLEPREY DIET



CHICKEN



TURKEY



SALMON



WHOLE HERRING



CHICKEN LIVER

**2/3 FRESH  
OR RAW\*\***



## SUPPORT DIGESTION

Helps support digestion with prebiotics such as dried chicory root and natural sources of fibre from whole pumpkin, turnip greens, whole apples and whole pears.



## SUPPORT MUSCLE DEVELOPMENT

Formulated with 90%\* animal ingredients such as chicken, turkey and salmon to support muscle development for your growing kitten.



## SUPPORT BRAIN DEVELOPMENT

Naturally-occurring DHA and EPA from salmon, whole mackerel and herring, and pollock oil helps support brain development and cognitive function.

\*Approximate and derived from the unprocessed state of the ingredients.

\*\* Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness.



# Kitten

ORIJEN® Kitten diet is a natural entry point for new Pet Lovers to the ORIJEN family. This diet will be fed for approximately 12 months and will be differentiated from other ORIJEN products as it will be kitten-focused with claims such as brain/cognitive development, muscle and eye development, and small kibble in an easy to digest form.

## BIOLOGICALLY APPROPRIATE NUTRITION

## INGREDIENTS

### NO GRAIN INGREDIENTS\*

Fresh chicken (31%), raw turkey (8%), raw salmon (6%), raw whole herring (5%), fresh chicken giblets (liver, heart) (4.5%), raw turkey liver (4%), raw whole mackerel (4%), fresh eggs (4%), dehydrated chicken (4%), dehydrated turkey (4%), dehydrated herring (4%), dehydrated chicken liver (4%), dehydrated egg (4%), whole red lentils, whole peas, pollock oil (3%), whole chickpeas, whole green lentils, whole pinto beans, whole navy beans, pea starch, ground miscanthus grass, chicken fat (0.5%), fresh whole pumpkin, fresh whole butternut squash, dried kelp, dried chicory root, fresh whole apples, fresh whole carrots, fresh whole pears, fresh whole zucchini, fresh beet greens, fresh kale, fresh spinach, fresh turnip greens, whole blueberries, whole cranberries, whole saskatoon berries, burdock root, lavender, marshmallow root, milk thistle, rosehips, turmeric.

**ADDITIVES** (per kg) Technological additives: Tocopherol extract from vegetable oils: 121 mg, citric acid: 40 mg. Sensory additives: Rosemary extract: 80 mg. Nutritional additives: 3a890 Choline chloride (choline): 500 mg, 3a370 Taurine: 400 mg, 3b606 (Zinc: 80 mg), 3b406 (Copper: 11 mg), 3a821 Vitamin B1: 12.5 mg, 3a825i Vitamin B2: 5 mg, 3a314 Vitamin B3: 25 mg, 3a841 Vitamin B5: 4 mg, 3a831 Vitamin B6: 3.75 mg, 3a880 Vitamin B7: 0.03 mg, 3a316 Vitamin B9: 0.4 mg, Vitamin B12: 0.05 mg, Vitamin E: 60 IU. Zootechnical additives: 4b1707 Enterococcus faecium NCIMB 10415 1x10<sup>9</sup> CFU.

## CALORIE CONTENT

Calorie content (calculated): Metabolizable Energy is 4 120 Kcal/kg (536 kcal per 250ml/130g cup). Calories distributed to support peak conditioning with 39% from protein, 17% from carbohydrates, and 44% from fat.



## ANALYTICAL CONSTITUENTS

Crude protein	40 %
Fat content	20 %
Crude ash	9 %
Crude fibre	3 %
Moisture	10 %
Calcium	1.3 %
Phosphorus	1 %
Magnesium	0.1 %
Taurine	0.2 %
Omega-6 FA	4 %
Omega-3 FA	1.2 %
DHA/EPA	0.4 % / 0.4 %

340 G



RRP\*\*: €6.99

340 G CASE



1.8 KG



RRP\*\*: €34.99

1.8 KG CASE



AVAILABLE SIZES: 340G AND 1.8KG

\*Produced in a facility that also processes grains.

\*\* We acknowledge that price is at the sole discretion of the retailer. VAT rate is 20%