

Barentz.



PET FOOD PRODUCT

Kibbles for weight control

- Cellulose fiber
- Insect protein
- Pea protein
- Pea fiber
- Omega 3 - DHA
- Probiotic
- Yeast extract
- Natural color

Kibbles for cats

This is a concept with many recipe varieties. It is meant to use as a base to identify customer's best solution.



Concept description

Protein and fiber selection

Selecting the right proteins and providing fibers is key for cats who are overweighted. For the protein selection, it is important to choose 'light' proteins, which don't contain a lot of fat. Next to these light meat-based proteins, the diet can be completed with plant-based proteins like pea, which is good digestible. Pea protein contributes to a balanced diet, offering additional amino acids. Providing enough proteins is key to retain muscle mass. Cellulose fibers, but also fibers from pea, help in increasing satiety for the cat, so that it reduces their food intake, and lowers the calorie intake. Insect protein brings highly digestible protein and fibers with it, making it a double win.

Gut health supporting

Quite often overweighted cats have a higher risk for bowel diseases, so they will benefit from supporting their digestive health. Fibers play a role in here to help to regulate bowel movements. Also providing Omega 3 in the form of DHA will support, as it will result in a better balance of the Omega 3 to Omega 6 ratio, which reduces the risk for inflammation. Adding a probiotic makes the support for gut health even stronger. Yeast extracts support gut health as well and it strengthens their immune system. Next to that it contributes also to improve the palatability. Natural colors will contribute to provide the right color to make the kibbles even more attractive for the cat. To make the eating moment a joyful moment!

Benefits

- Lowering calories
- High fiber
- Lean protein
- Supporting gut health
- Sustainable ingredients

Total recipe

Animal proteins (chicken), Fiber (cellulose, pea), Insect protein, Pea protein, Chick peas, Sweet potato, Lentils, DHA (microalgae), Yeast extract, Vitamins, Minerals, Taurine, Probiotic, Natural color.