



DETAILED NUTRITIONAL ANALYSIS – CAT

FACT SHEET 28B

How to use this information

The information contained within this fact sheet is designed to make it easier for you to make an accurate comparison between different Denes recipes and to compare our products with those of other pet food manufacturers. This can be useful if your cat has specific dietary needs, such as a recipe that is low in protein or one which is high in fibre.

The statutory statement

The nutritional information supplied on the side of each can, bag or packet is part of the statutory statement and gives the typical levels of moisture, protein, oil (fat) and fibre, as a percentage, and the amount of added vitamins. This is done on what is called an "as is basis" or an **As fed basis**, and is essentially based on the product just as it comes straight out of the packaging.

Unfortunately you cannot use this information to make an accurate comparison between different products, as pet foods differ considerably in the levels of moisture they contain. Canned foods, for example, contain a much higher level of moisture than dry products. The greater relative percentage of moisture on the statutory statement therefore reflects on the percentage of other remaining components, such as protein.

Dry matter analysis

To overcome this problem it is best to compare products on what is known as a **Dry matter basis**. This type of analysis provides a nutritional breakdown of each recipe with the water (moisture) content removed. In this way it is possible to accurately compare both dry and canned products and to check the levels of protein, fat and fibre between different products.

If you have any queries concerning your pet's health or feeding problems, you can contact us for free pet care advice by:

- Visiting our website www.denes.com
- Emailing us at info@denes.com
- Calling us on **01273 325364** Mon-Fri, 9am – 12Noon
- Writing to us at:
Denes Natural Pet Care Ltd
2 Osmond Road
Hove, East Sussex BN3 1TE

DETAILED NUTRITIONAL ANALYSIS – CAT

CANNED RECIPES 1

	KITTEN WITH RABBIT & CHICKEN 400g		ADULT CHICKEN & TURKEY 400g		ADULT OCEAN FISH 400g	
	AS FED	DRY MATTER	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	81.00	-	81.00	-	81.00	-
Protein %	9.50	50.0	9.00	47.4	8.00	42.1
Oil %	7.00	36.8	5.00	26.3	6.50	34.2
Ash %	2.00	10.5	2.00	10.5	2.00	10.5
Fibre %	0.50	2.6	0.50	2.6	0.50	2.6
ME kcal/100g	93	489	74	389	83	437
Calcium %	0.54	2.48	0.34	1.79	0.39	2.05
Phosphorus %	0.39	2.05	0.31	1.63	0.34	1.79
Potassium %	0.38	2.0	0.38	2.0	0.38	2.0
Sodium %	0.19	1.0	0.19	1.0	0.2	1.05
Magnesium %	0.03	0.16	0.01	0.05	0.01	0.05
Copper mg/kg	4.2	22.1	4.2	22.1	4.3	22.6
Iron mg/kg	54.0	284.0	53.0	279.0	53.0	279.0
Vitamin A iu/kg	2000	10526	2000	10526	2000	10526
Vitamin D3 iu/kg	200.0	1053	200.0	1053	200.0	1053
Vitamin E mg/kg	25.0	132	30.0	132	25.0	132
Taurine %	0.05	0.26	0.05	0.26	0.05	0.26

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CANNED RECIPES 2

	ADULT WITH RABBIT & CHICKEN <i>In jelly, 400g</i>		OLDER WITH TURKEY & LAMB 400g	
	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	81.00	-	84.00	-
Protein %	8.0	42.1	6.5	40.6
Oil %	6.5	34.2	5.5	34.4
Ash %	2.0	10.5	2.0	12.5
Fibre %	0.3	1.6	0.5	3.1
ME kcal/100g	80	458	70	438
Calcium %	0.6	3.16	0.48	3.0
Phosphorus %	0.37	1.95	0.34	2.13
Potassium %	0.21	1.11	0.37	2.31
Sodium %	0.27	1.42	0.19	1.19
Magnesium %	0.03	0.16	0.02	0.13
Copper mg/kg	4.2	22.1	3.0	18.8
Iron mg/kg	48	253	46	178.78
Vitamin A iu/kg	2000	10526	2000	12500
Vitamin D3 iu/kg	200.0	631.57	200.0	1250
Vitamin E mg/kg	25.0	1053	25.0	156
Taurine %	0.07	0.37	0.05	0.31
Vitamin C mg/kg	-	-	-	-

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GOURMET CANNED RECIPES

	WITH RABBIT & TURKEY 195g	
	AS FED	DRY MATTER
Moisture %	80.00	-
Protein %	9.50	47.50
Oil %	5.50	27.50
Ash %	2.00	10.00
Fibre %	0.50	2.50
ME kcal/100g	82.00	410.0
Calcium %	0.36	1.80
Phosphorus %	0.35	1.75
Potassium %	0.130	0.65
Sodium %	0.21	1.03
Magnesium %	0.015	0.08
Copper mg/kg	4.70	23.50
Iron mg/kg	45.20	226.00
Vitamin A iu/kg	2000	10000
Vitamin D3 iu/kg	130.0	650.00
Vitamin E mg/kg	30.00	150.00
Taurine %	0.06	0.30
Vitamin C mg/kg	-	-

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SELECT SINGLE SERVE TRAYS

	SELECT WITH DUCK & RABBIT 100g		SELECT WITH RABBIT & CHICKEN 100g	
	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	80.00	-	80.00	-
Protein %	10.00	50	10.00	50
Oil %	4.00	20.0	4.00	20.0
Ash %	2.00	10.0	2.00	10.0
Fibre %	0.4	2.0	0.4	2.0
ME kcal/100g	77.00	358	77.00	358
Calcium %	0.3	1.5	0.3	1.5
Phosphorus %	0.2	1.25	0.2	1.25
Potassium %	0.19	0.95	0.19	0.95
Sodium %	0.2	1.0	0.2	1.0
Magnesium %	0.02	0.1	0.02	0.1
Copper mg/kg	3.9	19.5	3.9	19.5
Iron mg/kg	51.00	255	51.00	255
Vitamin A iu/kg	200	1000	200	1000
Vitamin D3 iu/kg	20	100	20	100
Vitamin E mg/kg	10	50	10	50
Taurine mg	400	2000	400	2000
Vitamin C mg/kg	-	-	-	-

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DRY RECIPES

	OPTIONS HEALTHY SKIN 500g, 2kg		OPTIONS DENTAL CARE 500g, 2kg	
	AS FED	DRY MATTER	AS FED	DRY MATTER
Moisture %	8.0	-	8.0	-
Protein %	30.0	32.61	30.0	32.61
Oil %	18.0	19.57	18.0	19.57
Ash %	9.0	9.78	8.5	9.24
Fibre %	2.5	2.72	2.5	2.72
ME kcal/100g	410	445	415	451
Calcium %	2.62	2.85	4.22	4.59
Phosphorus %	1.10	1.20	1.07	1.20
Potassium %	0.64	0.70	0.64	0.70
Sodium %	0.38	0.41	2.93	3.18
Magnesium %	0.12	0.13	0.11	0.12
Copper mg/kg	25.9	28.15	25.5	27.7
Iron mg/kg	445	483	455	483
Vitamin A iu/kg	25860	28108	26000	28260
Vitamin D3 iu/kg	1710	1858	1900	2065
Vitamin E iu/kg	160	173	165	179
Taurine %	0.27	0.29	0.27	0.29
Vitamin C mg/kg	70	76	71	76