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# A fresh new cat food

German company Terra Canis highlights the use of 100 per cent food-grade raw ingredients in its new Terra Felis cat food.

Cats love nature and the great outdoors. For them, the world outside is a paradise replete with possibilities, in which they can roam freely and follow their feline instincts. Here they will find a wealth of prey and culinary delights that are healthy, tasty and suited to their species. Cats hunt prey in order to consume it, with

each pursuit signifying a meal fresh from the catch. This is how felines instinctively provide themselves with high-quality, totally fresh nutrients. "At home, this paradise must be offered to them in the food bowl," explains Terra Canis with regard to the creation of its new Terra Felis cat food line.

The menus are based on the concept of natural nutrition. According to Terra Canis, this means that "fresh, raw food-grade ingredients, species-specific, grain-free recipes and a very high meat content imitate prey in a natural manner, offering cats a healthy diet based on nature's model".



## All fresh

Emphasis is placed on the fact that Terra Felis is the first cat food in which all ingredients are of 100 per cent food-grade quality. This sets it apart from "virtually all other cat products on the market in terms of quality". Quality and freshness are also reflected in the "fine, appetising aroma" of the food and a high level of acceptance among cats. The Terra Felis menus have been developed together with veterinarians. They contain no sugar or other flavour enhancers and are manufactured at the company's facility near Munich in conformity with food standards. A high meat content of 90 per cent delivers important Omega-6 fatty acids and animal protein, which cats require to provide energy and support all meta-

Ten varieties are available in 80 and 200 g cans.



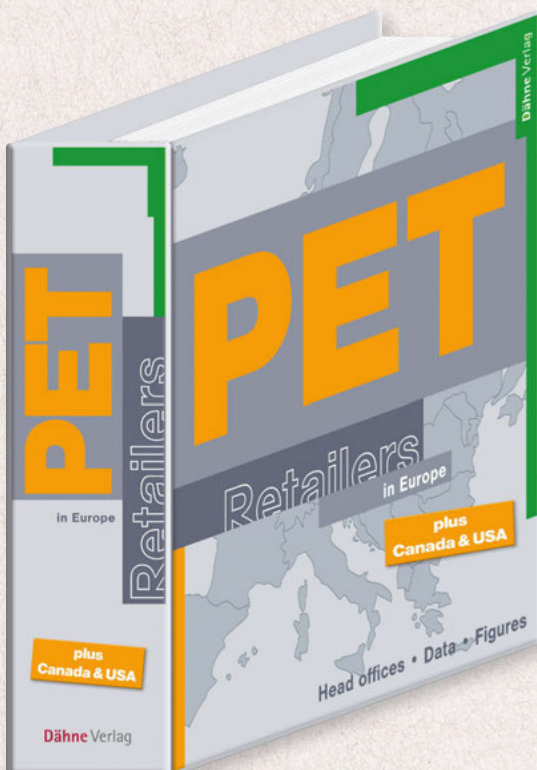
Terra Felis is a new cat food being marketed.

bolic processes. All menus also contain one variety of vegetable and catmint to aid a healthy gut function and peristalsis.

“It is only possible to create a food appropriate for the feline species by eliminating cereal, sugar and artificial aromas,”

states Terra Canis. The Terra Felis menus are now available in ten varieties in 80 and 200 g cans. ■

# ALL YOU NEED TO KNOW



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