

RAWPLICITY

The Complete Guide to Feeding your Cat Raw Food

A T A B B Y ' S T A B L E P U B L I C A T I O N



WELCOME TO TABBYS TABLE AND OUR RAW REVOLUTION!

As the founder of Poppy's Picnic, makers of Tabby's Table raw cat food, I am delighted to share this guide with you. It's fair to say that my dog Poppy has completely changed my life - and in turn the lives of many others just like her. And now it's now time for us to bring everything we have learnt about raw feeding to the wonderful world of cats.

My business partner Louise is our resident cat expert (I have four dogs, she has four cats). Her cat Tabby - and yes that's the real Tabby in the photo - has inspired our cat food range, just like Poppy inspired me to set up Poppy's Picnic, and she has poured all her passion and tenacity into bringing it to life.

By choosing a raw food diet you have made the best feeding choice for your cat. Cats are obligate carnivores. This means that they have to eat meat. So unlike dogs, who can scavenge on all manner of foods, cats require meat in their diet to survive.

Our cat food range is made from simple, fresh ingredients, formulated to the highest nutritional standards by our vet Dr Charlotte Grey.

You may be a raw feeder already, or new to raw. Eitherway, in this handy guide you will learn about the many benefits of our food and what makes it such an amazing choice for your cat, and for you. We'll also take you step-by-step through how to switch your purry friend to the best and most delicious food they'll ever eat.

Happy feeding!

Love

Dylan, Louise and Tabby x



CONGRATULATIONS

on buying the very best
food for your cat



CATFACT

DID YOU KNOW?

Domestic cats share 95.6% of their genetic makeup with tigers. A cat stretching to wake up, stalking through the grass or scent marking, looks very much like a tiger or a lion doing the same thing. Now think about what those big cats eat, and you'll be one step closer to feeding your cat a raw diet

PROPER NUTRITION, THE WAY NATURE INTENDED

You have made an excellent decision - a raw food diet is the best choice for feeding your cat

Cats are obligate carnivores. This means that they have to eat meat. So unlike dogs, who can scavenge all manner of foods, cats require meat in their diet to survive. One of the reasons that some cats fed on standard tinned, sachet or dry food might seem to always be hungry - meowing every time you pass the kitchen cupboard - is that these processed foods include carb fillers and lower levels of natural meat protein, so they need to eat more to feel satisfied.

Once you switch your cat to a raw diet, which usually contains around 90% meat, this demand to eat repeatedly is likely to reduce in all but the real foodies. They will be getting the meat proteins they need in a more natural way - in other words, their diet will be closer to what they would eat in the wild.

Our food is free from artificial colours, preservatives and flavourings, and does not contain any fillers or chemicals. The recipes have been fine-tuned by vet and nutritional consultant Dr Charlotte Gray MA VetMB (cantab) MRCVS.

This is real nutritious food the way nature intended, which will make for a happier, healthier cat.

It's simple, and obvious when you think about it



WHY RAW?

Why raw?

Cats are carnivorous by nature. Anyone with a cat who goes out knows this - the offerings they bring home for you can range from mice to birds and frogs. And they all love catching a passing fly (AKA Sky Raisins).

Remember, your cat's body is much the same as their wild relatives, just smaller. They can digest raw foods better than humans because they have shorter, more acidic digestive systems. Fresh raw food is as close to this natural diet as possible.

POO!!

Eating a high-protein raw diet means your cat is digesting almost all the food it eats. The resulting poos are not only smaller and firmer, but also a lot less smelly. This is IDEAL if your cat uses a litter tray!

Being fully biodegradable, they will also disintegrate very quickly, which is great news for your garden. So your neighbours will thank you too

A health crisis for cats

According to the PFMA*, around 50% of UK cats are obese. Over the years a direct link between feline health and diet has become apparent as more and more people find themselves making regular trips to the vet for issues such as poor teeth, digestive problems and skin conditions that can often be linked to diet. So, arguably, fresh raw feeding should result in lower veterinary bills. It's what many of our customers are telling us anyway.

88% of vets interviewed by the PFMA for their report said the key reason for this rise was overfeeding. Sounds obvious, but actually it's more complicated than that. Owners need clear guidelines on feeding amounts and better information on a cat's dietary requirements. Our Tabby's Table Meatballs make feeding the correct amount of raw super easy and our ingredients are exactly what a cat needs, nothing more or less - just meat, offal, ground bone and a few extras to ensure a complete nutritional balance.

Now you know the facts, we hope you'll help spread the word about fresh raw feeding and encourage other owners to make the switch too. I'm sure you'll now understand why we call it our RAW REVOLUTION

*Pet Food Manufacturers Association Obesity Report 2020



WHY IS FEEDING FRESH RAW FOOD SO GREAT?

Just as we are told that fresh food is the healthiest way to eat, the same applies to our purry friends. There are many health benefits that come with feeding a raw diet, but don't just take our word for it.

If you search online for 'benefits of raw food for cats' see what the experts have to say.

So what are the health benefits of feeding a raw diet?

Better digestion

Smaller, less smelly poo

Softer, shinier fur

Supports oral health

Fresher breath

More energy

Easier weight management

**Healthy coat, less shedding,
fewer hairballs**

Supports urinary health

**Can help reduce a cat's
drive to hunt birds and
small mammals***

Happier cat!

*Source: Martina Cecchetti, Sarah L. Crowley, Cecily E.D. Goodwin, Robbie A McDonald: 'Provision of High Meat Content Food and Object Play Reduce Predation of Wild Animals by Domestic Cats *Felis catus*', Current Biology, February 2021



WE WANT WHAT YOU WANT

We all want our cats to live a long, healthy and happy life. By giving them the best natural food nature can provide, you will be doing your very best to ensure this.

Now you know why switching to a fresh food diet was such a great decision

**It's time for a
FRESH start**





ETHICS AND PACKAGING

Reuse and recycle

Since 2019 we have reduced our new plastic use by over 90% and our aim is to remove it completely

In order to comply with our DEFRA licence the packs are still fully sealed and leak-proof. This is the reason we are still using the plastic film lid, but we are working on making this recyclable too. We use polystyrene to insulate our boxes in transit – this can be sent back to us for reuse via our Free Packaging Returns Scheme. Read all about it: poppyspicnic.co.uk/freereturns

Our Meatballs are now packed in recycled and recyclable clear trays. But as soon as we can source pulp trays for our Meatballs, these will be replaced.

Carbon footprint

As we source the majority of our ingredients from the surrounding countryside, our carbon footprint is very small. Granted, we can't buy everything we need from Wiltshire but wherever possible our added extras (berries, herbs, oils and seeds) are from the UK.

Ethical ingredients

As pet lovers, the welfare of all animals is of the utmost importance to us. We only source from local farmers who adhere to the strictest standards of rearing their meat.

The farmers we work with all carry the Red Tractor standard mark, which indicates that all the food is traceable, safe to eat and has been produced responsibly.

Our meat supplies are not enhanced with hormones (which have been banned in the EU since 1989) or other chemicals nasties. We prefer to buy free range meat and will introduce more and more organic ingredients to our recipes.



OUR FOOD

Our packs will create a rainbow in your freezer! The different products are colour-coordinated by protein, such as beef (red) and chicken (yellow), just like you see in the supermarket. All of this makes it easier for you to find what you need, quickly and easily.

Introducing our FEDIAF* balanced range

PURRY POWER MEATBALLS are perfectly-portioned for cats over 6 months contain mince meat, offal, ground bone, and a few nutritional extras. No fillers, no nasties. These Meatballs are convenient, mess-free, and make raw feeding a doddle.

Available in three delicious varieties



SERVING SUGGESTION: Take the defrosted meatballs out of the fridge. Leave them for around 20 mins to come to room temperature (Louise puts them in Tabby's bowl and covers it with a large tray to prevent prying paws!). Then at meal time break up the meatball with a knife to make it easy to eat. Yum :)

KITTY POWER - coming soon!

SUPER SPRINKLES are a crunchy topping for your cat's meal to add flavour and texture. Not just for the raw feeder, our tasty topper can be added to any food; raw, dry or canned. Made from whitefish skins, organic seaweed and parsley, they are a great source of nutrients, including essential omegas 3, 6 and 9 and offer a range of medicinal characteristics, which can support immunity and improve digestion.

TASTY BROTH is our superfood soup for cats (and dogs!), packed with minerals and nutrients for wellbeing. It can be served everyday as a complimentary food, or for enhanced hydration, particularly for those who have been sick and are recovering from surgery. Not only does it offer excellent support for joint care, it also contributes to maintaining a healthy gut and helps support a strong immune system.

* Poppy's Picnic is proud to say that all our raw cat food products are complete and balanced according to the FEDIAF standards and guidelines.

FEDIAF is the European Pet Food Industry Federation. It was created to ensure that processed pet food was made to meet the nutritional needs of pets.

FEDIAF guidelines are now a standard benchmark for the nutrients, vitamins and mineral levels needed for animals to survive and thrive.



OUR INGREDIENTS

We have spent a lot of time and effort developing and refining our recipes. We use the best ingredients we can buy to give your cat all the nutrition they need. If you are wondering exactly what goes into our food, then here's a quick guide

Raw Meat

All our meat is locally sourced off-cuts of good quality human-grade meat. Once it comes to us it can't be called human grade any more, but that's just to comply with regulations. We do not use any meat meal, meat render or meat derivative in any of our food

Bones

Our PURRY POWER Meatballs contain ground up bones which help to clean teeth, promote healthy gums and exercise the jaw (and brain!). Our meals must ALWAYS be fed uncooked - cooked bones splinter and can be very dangerous

Heart & Offal

We add heart, liver and kidney to our meals as they contain many essential minerals and vitamins not found in meat alone. Heart is a great source of protein, a natural source of taurine, and high in choline, a macronutrient that helps brain development and maintain a healthy metabolism. Liver and kidney are both high in vitamin A which acts as a digestive aid and a powerful antioxidant



Taurine

Why do we add a taurine supplement to our cat food? Because taurine is not just essential to a cats health, it's vital. We would never take any risks on something so fundamental to your cat and hope they get enough through the fresh ingredients alone.

So we've added it as a supplement - and as taurine is water-soluble any unused taurine will simply be wee'd away!

Seeds

Celery: rich in calcium, zinc and other essential amino acids

Berries

Rosehip: a source of vitamin C, packed with antioxidants

Oils

Wild Salmon oil: a source of vitamin D and healthy Omega 3 Fats.
Vegetable oil: a source of vitamin E

Nutritional Extras

We also add in a few things to fully balance the recipe: barley grass powder (source of fibre, vitamins A and C), organic crude wheat germ (source of manganese and B vitamins), wheatgrass powder (antioxidant), and sea kelp powder (source of iodine).





INTRODUCING



Follow our 5 steps for making the switch to raw



1

HOW
MUCH TO
FEED



2

GET THE
STORAGE
RIGHT



3

ALL ABOUT
THE
RHYTHM



4

HOW TO
MAKE THE
SWITCH —
RAW
FEEDERS



5

HOW TO
MAKE THE
SWITCH —
NEW TO
RAW





HOW MUCH TO FEED

Our unique PURRY POWER Meatballs make raw feeding your cat a doddle. It's an easy and convenient way to portion out the food, giving your cat a lifetime of wholesome, healthy raw meals.

When it comes to raw food, most guides say an adult cat should be fed around 2 - 3% of their body weight. Our Meatballs come in packs of 12 and each Meatball is 30g, so an average 4.5kg cat will need around 3 to 5 Meatballs per day.

On each pack of Tabby's Table there is a feeding guide as the calories in each variety are different. Read the pack to make sure you are feeding the correct amount based on your cat's body weight.

If you have an exceptionally large cat (Maine Coon owners, we're talking to you) then give us a call to chat about your maxi-cat's specific needs.

RAW FEEDING MEANS FEEDING LESS

If you are switching to raw from processed food you will notice that you are feeding less than you used to. This may seem mean, but remember that processed food includes fillers to bulk it up, and contains less actual meat, so your cat had to eat more of it. When you raw feed your cat you are giving them around 90% meat, which is also more dense, so their body requires less to feel full and satisfied.

Cats should not be given regular treats, but they can be used as an incentive. The occasional bit of meat leftover from the Sunday roast is fine, or you may need something to tempt them inside if they're locked in at night.

Know your cat's weight

If you are not sure how much your cat weighs, either call your vet or get on the scales with and without the cat - the difference between each measurement is their weight

As an attentive owner you are already watching your cat's weight and understand that if they are becoming a little heavy you need to feed less, or if they are looking a little lean, a bit more. That said, 100% raw-fed cats are generally leaner than 100% dry food fed cats. Your cat should be a lean shape and when you stroke them you should be able to feel their back bone through padded skin. If you can't it's time to feed then a little less until you can.



GET THE STORAGE RIGHT

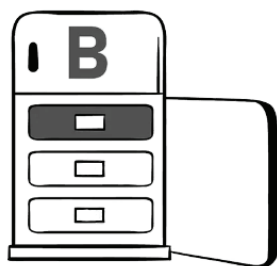
Freezing is great!

It's nature's own (and best) preserver as it locks in the flavour, preserves the nutrients and keeps your Tabby's Table food in peak condition. Remember, you'll be able to start feeding fresh whatever your storage capacity.

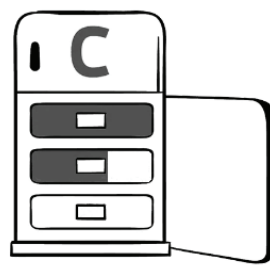
What size freezer do you have?



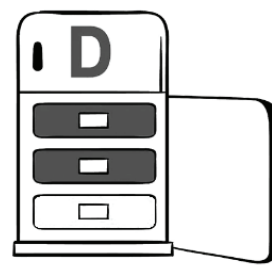
8 Packs



16 Packs



24 Packs



32 Packs

A or B

One drawer will fit up to 16 packs

C

Two drawers will fit up to 36 packs

D

Loads of space (Tabby's coming to live with you!)

Simply pop your packs into the freezer and defrost as required!

Home Delivery

Our courier boxes are designed to keep your food cold in transit for up to 48 hours. If the food arrives cold to the touch but not frozen, it is safe and should be put straight into the freezer. Only the food you have fully defrosted at home should not be refrozen



ALL ABOUT THE RHYTHM

Raw feeding is all about rhythm

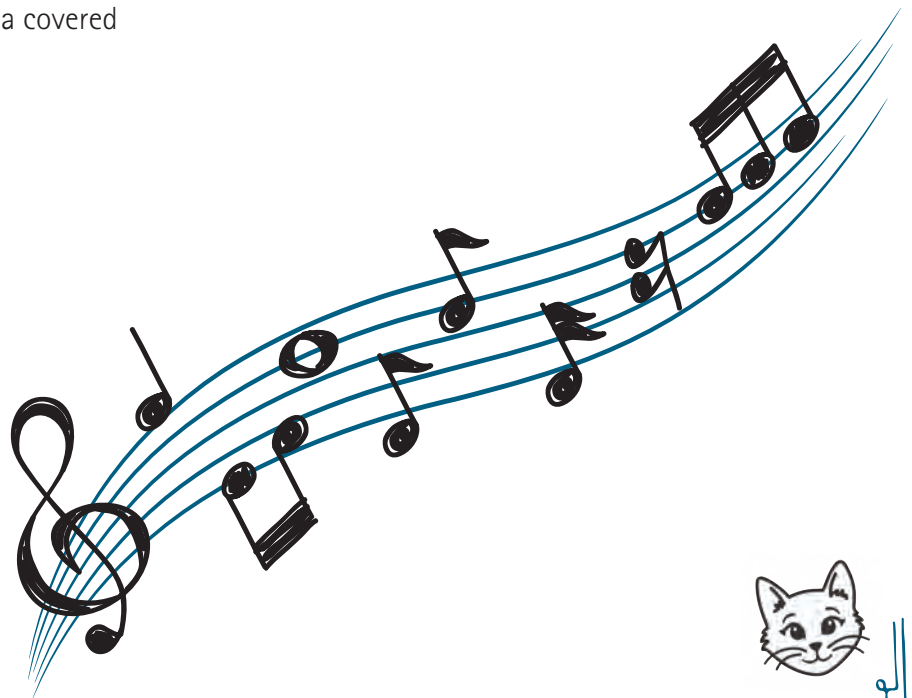
And we don't mean you have to dance along to your favourite tunes while you're feeding your cat - although you can if you want! We mean that it's about getting into a new rhythm of defrosting and feeding, defrosting and feeding :)

You will quickly learn how fast the food defrosts in your house. Most people take out a pack (or packs for multiple cat households) one day and start using it the next. For one cat a pack will last several days.

If you do forget to defrost the food (we've all done it!) then simply put a whole pack in a bowl of cold water. Replace the water twice and within 10 minutes you will be able to serve.

It goes without saying that it is essential to take normal hygiene precautions when handling any raw meat. Clean the utensils and surfaces it comes into contact with carefully and wash your hands thoroughly after handling. Store defrosted food in the bottom of the refrigerator away from other foods, and consume within four days.

Raw cat food should always be fed at room temperature. We suggest leaving it out in a covered bowl 20 to 30 minutes before dinner time.





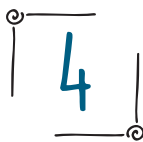
HOW TO MAKE THE SWITCH

First things first...

Congrats! You are all set up to switch your cat to raw and we salute you for making this first step.

When your order arrives, put it all in the freezer. It might be tempting to start feeding just raw straight away, but with cats you need to do things a certain way (as you well know) so read our helpful instructions first and share them with anyone who is likely to feed the cat.





HOW TO MAKE THE SWITCH

EXPERIENCED RAW FEEDER

Our food is designed to fit you and your cat's lifestyle and our PURRY POWER Meatballs are suitable for all cats over 6 months (our specialist Kitten food range is coming soon)

If you already feed a raw diet, your cat already knows and loves raw food, but you'll know that changing even the slightest thing in their diet will be noticed. When you get your first order of Tabby's Table, start by adding half - or even just a quarter - of a Meatball with their old raw food and then over a few days (or as long as it takes to use it up) blend in more Meatball and less of the old food until they are eating 100% Tabby's Table

Anything to watch out for?

With any change of diet, the body can sometimes take a little time to adjust. Whilst your cat's digestive system adjusts, their poo can be a little different for a few days. This is completely normal. Once they are fully transitioned to raw, your cat may sometimes strain to poo, but that's because more of what they've eaten has been digested and their poos are far smaller and harder to expel. This again is perfectly normal

If your cat is straining without pooing, or passing odd looking stools at other times once they are regularly eating raw, it could be a sign of an underlying medical condition and you should check with your vet



HOW TO MAKE THE SWITCH

NEW TO RAW?

SWITCHING A CAT FROM DRY OR WET FOOD

So you want to change your cat's diet for the better and switch to raw.

Cats are habitual creatures. In the case of their food this is because they tend to default to whatever they were fed as kittens and are naturally suspicious of anything new. They also have highly addictive, conservative appetites and they crave salt, fat and carbs, or even the specific shapes of their dry processed food!

So, while we're not going to say that making the switch is going to be as easy as it is with dogs (being a cat owner you'll have already guessed that), switching a cat to raw food is always worth it. And with Tabby's Table it's easier than most.

This is because our unique Meatballs offer an easy, convenient and mess-free way to portion out the food and gently switch your cat over to wholesome, healthy raw meals. And as our Meatballs are just 30g each, this means you won't be defrosting and potentially wasting whole packs of mince they won't eat.

If you are lucky you may find your cat is happy to try it and happy to switch straight over. If so, hurrah! It's worth just giving it a go to save time and effort. But if that doesn't work then read on.

IMPORTANT! MEALTIMES ARE KEY

If you currently leave food down for your cat all day, especially dry food, you will need to re-focus on feeding them at a set time, because raw food should not be left out for more than around 30 mins

Get them eating two meals, morning and evening, or three, even four meals (e.g. with much older cats who might prefer to eat little and often). Pick times that suit you and stick to them from now on

Do this **BEFORE** you start feeding raw. Your cat won't be impressed, and they will probably pester you for food, but they will quickly work out that they have to eat their meal in one go

If you can, pick up any leftover food after around 15 - 30 mins. This will discourage all-day grazing and make the switch easier, preparing the way for raw





HOW TO MAKE THE SWITCH

Start Small

This is going to be a step-by-step process, offering small bits of raw food first and building up to whole bowls.

Take out an individual Meatball and defrost to room temperature - in some cases eating cold food can upset a cat's stomach. However, never be tempted to put the food in the microwave to defrost or warm it! The food contains bone and heating or cooking it can be dangerous.

You will probably need just one Meatball at a time for a while, before you graduate to a couple, and eventually get to the point where you can take out a pack at a time - or more if you have multiple cats. The great thing about Tabby's Table is that there is so little wastage, which makes switching a lot easier and less stressful.

First offer a few small bits of the raw food as a taster when they are hungry.

Don't put it in their food bowl, put it somewhere neutral - on the floor, outside, or on a plate. They are likely to be more excited by an illicit bit of 'off menu' food than something unexpected arriving in their bowl at meal time. Try doing this when you are cooking and they are hanging around, attracted by the nice smells (thinking like a cat will help you get the best results).

See how they react - what comes next depends on how ready they are to accept these samples of food. Keep going! Some cats may need more time to give their new food a try. Once they accept these new food offerings, then you can start introducing raw to their meals.

Never allow your cat to starve themselves as this can lead to dangerous kidney and liver problems

If they are refusing raw completely then feed them what they need of their existing food and try again another day



HOW TO MAKE THE SWITCH

If your cat currently eats wet only (cans or pouches) or a mix of wet/dry food

This is the easier switch to make, as your cat is used to the texture of wet food which is more similar to raw mince than dry food.

1. The first time you add raw to their bowl, mix a small amount of raw food with their usual wet food (no more than half a Meatball). For the next meal, do the same. Repeat this for a few days
2. Once you've started mixing in the raw food stop offering dry food so they have a consistent type of food to eat (the raw and the wet food)
3. When your cat is happily eating this mix - it might take a while - start to increase the amount of raw food while reducing the amount of their old wet food
4. Continue offering a little more raw, and less old food, until you are feeding only raw food

If your cat currently eats dry food ONLY

If your cat is only used to dry food this whole experience might be a bit of a surprise to them. Ultimately a pleasant surprise, as cats enjoy the texture of raw food, but one that needs some introduction.

- 1) Take a Meatball and cut it into quarters. Put one piece into your cat's bowl. Then crush up and sprinkle some dry food on top. Offer this when they are hungry as they are more likely to eat the raw food
- 2) Continue with Step 1 before each meal, every day, increasing the amount of raw you add over a few days. Don't give them any more dry food until they have eaten the mixed food in the bowl or rejected it completely
- 3) As you increase the amount of raw food over time, reduce the amount of dry food you put on top until you have cut the dry part out all together
- 4) If your cat refuses the raw food completely, you will have to switch them from dry food to wet food first. Why? Because the pungent smell of a processed wet food will be familiar and not so much of a leap for them to make. Buy some high quality wet food (low carb, high protein) and go through the process above using this wet food - or you may find your cat takes to this new wet food quite happily. Once they are eating wet food regularly then start the raw switchover using the steps in the section above





HOW TO MAKE THE SWITCH

Be persistent... and patient

You know all too well that cats are fickle beasts. Some days they will eat all their food happily, while on others they will give you THAT LOOK of utter disappointment and walk off in disgust. This will be the same with raw feeding. We are changing your cat's diet - we can't change your cat :-)

The whole switching process can take a minimum of a few weeks (this is not an instant fix). The occasional stubborn cat might take even longer. That said, some cats will take to the new diet pretty quickly.

Be patient. You know what cats can be like - and you know exactly what your own cat is like. Even after years of a raw food diet they would switch back to their old food in a heartbeat. So make sure everyone responsible for feeding your cat knows that this is the new order - from now on the tins, sachets and dry food are out.

Don't worry if you notice your cat drinking less once they are fully on a raw diet - they will be getting more water from their food as raw meat naturally contains about 60 - 70% water.

Don't give up after a couple of days! This may take a while. And remember, we are always here to help - email your questions to meow@poppyspicnic.co.uk or give us a call on 01380 716599

LOUISE'S CATS

Our MD Louise has four cats, now all raw fed. But it was not always this way. When she first made the switch she had three adult cats and her attempts to switch met with mixed success: one cat would eat the raw food (hurrah! good ol' Tabby), the oldest cat would try the raw for a bit then go back to pouches, while the third refused to have anything to do with raw at all and would not eat anything but the most famous brand of tinned cat food. Years later, after her eldest cat had sadly died, the household got two kittens. The kittens were fed a raw diet from day one. Interestingly it was only at this point that the adult cats showed an interest. And yes, even the super-strict, brand-loving cat is now 100% raw fed, having made the switch all by himself. The moral of this story? The cats control the humans, not the other way around





HOW TO MAKE THE SWITCH

TRY ADDING SMELL

- Compared to dry or pouch cat food – both of which have a strong smell – fresh raw meat has a very faint odour and quite a different texture. As a result, some cats simply won't recognise raw meat as actually being food when they're first exposed to it. For this reason it's sometimes necessary to increase the smell a bit with another, more pungent addition.
- You can use whatever favorite food you know your cat likes as a bribe to encourage them to take the raw plunge. Some suggestions are:
 - Add our SUPER SPRINKLES
 - A drizzling of oil from a tin of plain sardines or mackerel (don't use tuna as it is too high in mercury and therefore not good for cats)
 - A smear of processed cat food jelly or sprinkling of crushed kibble
 - Some smashed canned sardines, anchovies or herring
 - A teaspoon of our TASTY BROTH
 - Whatever other favorite treat you know your kitty loves (don't use dairy as cats are naturally lactose intolerant)

IF YOUR CAT IS REALLY STUBBORN

What if you have given this your best and have been trying to switch without success? If you get to this point, dear reader, you may have to accept defeat. So if they absolutely REFUSE and will not switch – which will be true for a small percentage of cats – opt for a premium wet food with the highest meat/lowest carb content you can find.



TABBY'S TABLE TOP SWITCHING TIPS

- Always serve raw cat food at room temperature - so leave it covered on the side to warm up. This will enhance the natural smell of the meat, making it more appealing which will encourage your cat to eat it. Cats don't generally accept cold food - and certainly won't eat it straight out of the fridge
- Always try all the varieties - you may find they like some proteins much more than others
- Mix up the smell and texture with our SUPER SPRINKLES or TASTY BROTH
- It's important to keep on offering raw food to your cat even if they initially turn their nose up. Some cats need time to get used to this new raw stuff, so repeated exposure will be key
- Never allow your cat to starve themselves (as this can lead to dangerous kidney and liver problems). If at first you don't succeed and they are refusing raw completely, then feed them what they need of their existing food and try again another day
- Don't get stressed! It doesn't have to be a big deal. And if you try too hard you and your cat will become stressed. In the end this has to be their decision - and you know perfectly that they will not have it any other way
- Remember, We are always here to help so if you have any questions please get in touch at meow@poppyspicnic.co.uk or give us a call on 01380 716599
- Once you have fully switched to raw you will have given your cat the best gift possible - a natural, healthy diet with all the associated benefits

Happy cat, happy owner!



FEEDING KITTENS

KITTEN FEEDING GUIDE

Happily kittens take to raw food very easily - as long as you wean them directly onto raw food they won't know anything else. Even if you bring a new kitten home at 12 weeks and it's been fed another diet, it can be quickly be transitioned to raw food over a few meals. They don't necessarily need to be introduced gradually as adults cats.

The main guidance you need to follow is about quantity and frequency.

Kittens need to be fed around 10 - 14% of their body weight initially, and adults as they get older to around 4 - 8%

Feed kittens often, every 4 - 6 hours initially weaning down to 2 meals a day by the time they reach 12 months

It is important to keep a close eye on your kitten's body condition during this period as you may need to adjust the amount and feeding schedule based on individual requirements.

	Kitten weight		
Weaning Phase - 3 Weeks - 4 months	kg	g per day	Meatball/day
	1	110	4
	2	185	6
	3	251	8
Growing Phase - 4 - 12 months	kg	g per day	Meatball/day
	1	79	3
	2	133	4
	3	181	6
	4	224	7
	5	265	9



HOW TO MAKE THE SWITCH

IF YOU ARE FEEDING A LITTER OF TEENY WEENY KITTIES

Weaning is a slow and gradual process starting at 3 or 4 weeks of age and finishing at 6 (assuming that mum's milk holds out)

First 3 Weeks

For the first 3 weeks of their lives, your kittens need nothing more than milk and they should keep having it for as long as possible throughout weaning

Weeks 3 to 4

To begin weaning at 3 to 4 weeks, start by slowly introducing a small amount of our KITTY POWER Weaning+ Paste on a flat plate and let the kittens explore the food. Don't leave the food down for more than 20 minutes, even if they haven't tried it - and allow mum to finish off any food that remains

Then let them feed as usual from mum

Repeat throughout the day for a week. Always serve a small portion each time you offer it to try.

Weeks 5 to 6

After 6 or 7 weeks the kittens should be nearly weaned, meaning they will be eating more food than milk. They may still be drinking mum's milk and this should be encouraged, but it won't be their main source of nutrition

Weeks 6 to 7

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Week 8

Hooray! You have successfully weaned your kittens

You can now introduce your kittens to our brand new KITTY POWER Growing-Up Mince. Feed this super-charged kitten food to support their growth over the next few months. From around 6 months you can also introduce them to the rest of our adult range



We know your cat will love eating our delicious Tabby's Table raw food. And if you have any questions we would love to help. Call or email our VIP (Very Important Paws) team on 01380 716599 or meow@poppyspicnic.co.uk

You can also check our FAQ section here: poppyspicnic.co.uk/faq

Big meows and much kindness

Poppy and The VIP (Very Important Paws) Team



You can also find us on
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