

☆  
**WELLFED.**  
**INSTINCat**  
**SLOW OVEN BAKED**

**NOT JUST ANOTHER  
DRY CAT FOOD!**

It's the most thoughtfully crafted cat food made with up to 97% animal protein, exceptional digestibility, and the nutritional expertise of WELLFED.



**We're changing the  
game in dry cat food!**

## YOUR NEEDS INSPIRE OUR INNOVATION



«According to research in the field of pet nutrition, many cat owners recognize the dietary benefits of wet food; it supports better hydration, contains higher levels of protein, and more closely aligns

with a cat's natural dietary needs. **However, for reasons of convenience, cost and storage, the majority still prefers to use dry food as the primary source of nutrition.»**

A survey by the Pet Food Manufacturers' Association (PFMA) in the UK found that around 70% of cat owners feed their pets primarily dry food, despite veterinary recommendations for a mixed or wet diet.

Similar findings have been reported by the American Pet Products Association (APPA) and academic institutions conducting research in veterinary nutrition.

**SMART PACKAGING**  
— ALWAYS FRESH —

**6x300gr – 1.8kg**



# THIS FOOD CHANGES EVERYTHING WE KNEW



Insticat Slow Oven Baked is made from ultra-fresh ingredients, gently baked in the oven at 60°C for 12 hours.

## COOKING MAKES ALL THE DIFFERENCE

We choose the slow roasting technique in the oven, a mild thermal processing method that:

- Keeps the protein intact, especially animal protein, offering high bioavailability and easy digestion.
- Protects valuable vitamins and sensitive micronutrients (such as B-complex vitamins and taurine), which are often destroyed at high temperatures.
- Highlights the natural flavor of the ingredients, making the food exceptionally tasty even for the most selective cats.

## INNOVATION

- Our smart packaging preserves the taste, aromas, and nutritional value unaltered until the very last meal.
- Every opening is like serving the food just prepared; fresh, flavorful, and full of nutrients.
- Low carbohydrates, exclusively from natural vegetables & superfoods with a low glycemic index.

# ADVANTAGES



UP TO

**97%**

ANIMAL PROTEIN  
CONTENT

**+92%**

DIGESTIBILITY

LOW

CARBOHYDRATES

**3-12%**

FROM FRUITS  
& SUPERFOODS

**95%**

OF METABOLIZABLE  
ENERGY COMES  
FROM ANIMAL  
PROTEINS & FATS



GENTLE

DEHYDRATION  
TECHNOLOGY  
IN OVEN AT 60°C  
FOR 12 HOURS



UNPROCESSED  
RAW  
MATERIALS



PORTIONED  
PACKAGING



SOFT TEXTURE  
(IDEAL FOR CATS  
WITH DENTAL ISSUES)

## HIGH PROTEIN FOR BABY & YOUNG 1-24M



TRUE CARNIVORE DIET  
LOW IN NATURAL CARBOHYDRATES\*



## CHICKEN & WHOLE SHEEP MILK

(Lactose-free)

THE FIRST 7  
INGREDIENTS  
ARE FROM  
ANIMAL ORIGIN

Ingredients: Fresh chicken 65%, whole sheep milk powder 10%, fresh chicken meat with bone 10%, egg yolk 5%, chicken liver 2%, chicken heart 2%, chicken cartilage 2%, cellulose (dietary fiber), fish oil (salmon oil) 1.5%, apple, pumpkin, brewer's yeast powder, broccoli, inulin, cranberry, milk calcium, sheep colostrum 0.2%, glucosamine hydrochloride 400mg/kg.



### WHOLE SHEEP MILK

Boosts immunity and protects against infections



### MILK CALCIUM

Strong bones, joints & teeth



### GLUCOSAMINE

Joint development

## HIGH PROTEIN FOR ALL LIFE STAGES

TRUE CARNIVORE DIET  
LOW IN NATURAL CARBOHYDRATES\*



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TRUE CARNIVORE DIET  
LOW IN NATURAL CARBOHYDRATES\*



### CHICKEN & EGG YOLK

THE FIRST 3  
INGREDIENTS  
ARE FROM  
ANIMAL ORIGIN

Ingredients: **Fresh chicken 82%**, **egg yolk powder 8%**, **fish (salmon meat) 5%**, brewer's yeast powder, fish oil (salmon oil) 1%, apple, carrot, whole sheep milk powder 0.5% (Lactose-free), inulin 0.5%, broccoli, celery, cranberries, spirulina powder, glucosamine hydrochloride 400mg/kg.



#### SPIRULINA

Immune support



#### CRANBERRY

Urinary tract protection



#### SHEEP MILK (lactose-free)

Rich in vitamins A, B, D & E



#### GLUCOSAMINE

Joint health & stiffness relief (great for senior cats or with arthritis)



#### CELERY

Natural essential oil helps freshen breath

### CHICKEN & SALMON

THE FIRST 3  
INGREDIENTS  
ARE FROM  
ANIMAL ORIGIN

Ingredients: **Fresh chicken 82%**, **fish (salmon meat) 5%**, **egg yolk powder 5%**, potato granules 3%, brewer's yeast powder, fish oil (salmon oil) 1%, apple, carrot, whole sheep milk powder 0.5% (Lactose-free), inulin 0.5%, broccoli, celery, cranberries, spirulina powder, glucosamine, hydro- chloride 400mg/kg.



#### EGG YOLK

Vitamins A, D, E, B12



#### BREWER'S YEAST

Increases appetite. Ideal for difficult cats



#### INULIN

Natural prebiotic for gut health

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**INSTINCAT**  
**SLOW OVEN BAKED**



**AVAILABLE IN 300g & 1.8kg.**  
**1,8kg PACKAGING CONTAINS**  
**6X300g BAGS.**



[wellfed.eu](http://wellfed.eu)

**PET-INTEREST®**

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