



“UNTIL ONE HAS LOVED AN ANIMAL, A PART OF ONE’S SOUL REMAINS UNAWAKENED.” — ANTOULE FRANGE | DIVA FROM ALBERTA



— *Award-Winning* —

**BIOLOGICALLY  
APPROPRIATE**

**FOODS AND TREATS**

*For* **CATS**



# OUR MISSION. *Clear AND Strong*

TRUSTED BY PET LOVERS EVERYWHERE.

Since our humble beginnings in 1985 in the small town of Barrhead, Alberta, we've been making **BIOLOGICALLY APPROPRIATE** dog and cat foods for Pet Lovers who expect the highest quality. Made with an unmatched variety of ranch-raised meats, cage-free poultry, wild-caught fish and sun-ripened fruits, vegetables and botanicals, we use Fresh Regional Ingredients from close to home, grown and raised by people we know and trust.

**Frank Burdzy**, President & CEO  
CHAMPION PETFOODS LP



#### BIOLOGICALLY APPROPRIATE

Our foods mirror the richness, freshness and variety of WholePrey meats that cats are evolved to eat.



#### FRESH REGIONAL INGREDIENTS

We focus on local ingredients that are raised by people we know and trust, and delivered FRESH or RAW each day.



#### NEVER OUTSOURCED

We don't make foods for other companies and we don't allow our foods to be made by anyone else.

## WE MAKE BIOLOGICALLY APPROPRIATE CAT FOODS FROM FRESH REGIONAL INGREDIENTS.

## AWARD-WINNING CAT FOODS

Our relentless commitment to making — and never outsourcing — Biologically Appropriate cat foods from fresh regional ingredients has earned us an international reputation for leadership and innovation, and more awards than any other pet food maker.

### AWARD-WINNING BIOLOGICALLY APPROPRIATE CAT FOOD



#### LEADERSHIP AWARDS "FOOD INNOVATION"

For the first time in its history, Food in Canada magazine honoured a pet food maker with the 2014 Food Innovation award.

#### TOP PICK BEST CAT FOODS

Chosen for quality of ingredients, ingredient sources, formulas, reputation and customer satisfaction. Only 163 formulas out of 1,759 come from trustworthy brands with high-quality, risk-free ingredients.

#### PET FOOD INNOVATION AWARD

Recognizing our pioneering approach to producing innovative Biologically Appropriate foods.

#### ALBERTA AWARD OF DISTINCTION

A prestigious award recognizing our outstanding business achievements, leadership and community contributions.

#### EXPORT AND CONSUMER PRODUCT AWARDS

Two prestigious awards, including Exporter of the Year and the Consumer Products award recognizing our innovative approach to pet foods.



**NEVER  
OUTSOURCED.**

## OUR RECIPES. OUR KITCHENS. OUR FOODS.

MOST CAT FOOD BRANDS ARE OWNED BY MARKETING COMPANIES THAT OUTSOURCE THEIR FOOD PRODUCTION TO THIRD-PARTY FACTORIES, WHICH MAKE MANY DIFFERENT FOODS FOR MANY DIFFERENT BRANDS.



**WE DON'T MAKE FOODS FOR OTHER COMPANIES AND WE DON'T ALLOW OUR FOODS TO BE MADE BY ANYONE ELSE.**

WE ARE PROUD OF OUR REPUTATION AND PASSIONATE ABOUT OUR FOODS.

That's why we prepare ORIEN in our own kitchens where we control every detail, from recipe development and food safety to ingredient sourcing and food production.

When you choose ORIEN, you can be confident your cat's food has been prepared with care, attention and trust.

*Trusted*  
**EVERYWHERE**

At Champion Petfoods, we are dedicated to the highest standards of authenticity, nutritional integrity and food safety.

ORIEN meets the strictest standards anywhere, including the Government of Canada, the European Union and the United States Department of Agriculture.

MAINUL AND THERESA, COMMITTED TO QUALITY ASSURANCE AND FOOD SAFETY.

## NORTHSTAR OUR AWARD-WINNING KITCHENS

LOCATED AT THE NORTHERN CELESTIAL POLE, THE NORTH STAR IS KNOWN THROUGHOUT HUMAN HISTORY FOR HOLDING STILL IN THE SKY WITH THE ENTIRE NORTHERN SKY REVOLVING AROUND IT.

The North Star has come to symbolize our Canadian kitchens, representing a beacon of excellence in the global pet food industry. Located in Northern Alberta, Canada, and purpose-built to advance our Biologically Appropriate mission, NorthStar is the most advanced pet food kitchen in Canada.

Equipped with unmatched fresh meat capabilities, NorthStar features exceptional fresh regional ingredient capabilities with capacity for holding over 50 fresh regional meat ingredients, 10 whole vegetables and fruits, and six varieties of botanicals.

Resolute in fulfilling our mission, our NorthStar kitchens prepare ORIEN and ACANA foods only — no other brands, no private label.

Our Canadian kitchens are equipped with freeze-dryers and plate freezers to flash-freeze seasonal foods, from fresh wild-caught fish to our locally grown botanicals, preserving their goodness for future use.

### SAFE FOODS



Built to reflect our commitment to Pet Lovers, our NorthStar kitchens meet every international food safety standard, including the European Union and United States Food and Drug Administration (FDA). NorthStar Kitchens has the internationally recognized Safe Feed/Safe Food (SFSF) certification. We practice standards expected of the human food processing industry.

*Innovation*  
**OUR BIOLOGICALLY  
APPROPRIATE RESEARCH  
AND INNOVATION CENTRE**

JENNIFER AND ARSHDEEP, COMMITTED TO INNOVATING OUR AWARD-WINNING FOODS. STATE-OF-THE-ART BAFRINO RESEARCH AND INNOVATION CENTRE, MORINVILLE, ALBERTA.

## OUR COMMITMENT TO INNOVATION HAS NEVER BEEN STRONGER.

Adjacent to our NorthStar Kitchens, our Biologically Appropriate Research and Innovation Centre is a state-of-the-art innovation hub focused on advancing our award-winning foods in four areas:

### 1. BIOLOGICALLY APPROPRIATE

Aligned with our drive for innovation, we are dedicated to the continual advancement of our Biologically Appropriate foods.

### 2. FRESH MEAT TECHNOLOGIES

Low temperature meat separation technologies enable us to include far more fresh meats in our foods than conventional kitchens.

### 3. FOOD PERFORMANCE

Starting with fresh local liver and tripe, our pilot freeze-drying and hydrolyzing technologies enhance ORIEN's all-natural flavours.

### 4. VALIDATION AND NUTRIENT TESTING

Our sophisticated on-site laboratory sets the standard in verifying safety and nutritional properties of our foods.

# OUR BIOLOGICALLY APPROPRIATE

*philosophy*

BIOLOGICALLY APPROPRIATE FOODS MIRROR THE FRESHNESS AND VARIETY OF MEATS THAT CATS AND KITTENS ARE BUILT TO EAT.

The Near Eastern wildcat is the ancestor and closest relative of all domestic cats, and while years of breeding have produced hundreds of 'different looking wildcats', the internal workings – and nutritional requirements – of wild and domestic cats have not changed.

That's why ORIJEN features 85% meat in richly nourishing WholePrey ratios, and excludes GMOs, plant proteins and high-glycemic carbohydrates that are common in today's cat foods, but don't belong in your cat's natural diet.

**MODERN CATS ARE BUILT LIKE THEIR ANCESTORS. WE BELIEVE THEY SHOULD EAT LIKE THEM TOO.**

"OF ALL THE THINGS GOD CREATED, CATS ARE THE MOST FASCINATING TO ME." — JAROD KINTZ | SALANDER FROM ALBERTA

BIOLOGICALLY  
APPROPRIATE

## PRINCIPLES

THESE FIVE PRINCIPLES REFLECT OUR  
BIOLOGICALLY APPROPRIATE COMMITMENT

1

### RICH IN MEAT AND PROTEIN

To meet your cat's biological need for a meat and protein-rich diet, ORIJEN is loaded with 85% meat (3 or 4 times as much as conventional cat foods) and is free of inappropriate plant concentrates like potato or pea protein.

2

### FRESH MEAT INCLUSIONS

Unrivaled by any other dry cat food, two-thirds of the meats in ORIJEN are FRESH or RAW, providing essential nutrients in their most nourishing form and the goodness all cats instinctively crave.

3

### AN ABUNDANT VARIETY OF MEATS

In nature, cats benefit from an assortment of foods, so ORIJEN features an unmatched diversity of fresh free-run poultry, whole nest-laid eggs, free-range meats and whole wild-caught fish.

4

### WHOLEPREY MEAT RATIOS

Nature matched the nutrients in whole animals to perfectly meet your cat's needs. ORIJEN's WholePrey ratios of fresh meat, organs and cartilage mimic Mother Nature, virtually eliminating the need for synthetic ingredients.

5

### CARBOHYDRATE AND GLYCEMIC-LIMITED

Your cat's natural diet contains few, if any, carbohydrates. That's why ORIJEN limits carbohydrates and replaces fast sugars like potato and tapioca with whole, low-glycemic fruits and vegetables such as fresh pumpkin and squash.

BIOLOGICALLY APPROPRIATE

RULE NO.

# Rich in MEAT AND PROTEIN

VICKY AND SHAYNE OF TANGLE RIDGE RANCH IN THORSBY, ALBERTA. TRUSTED SUPPLIERS OF FRESH RANCH-RAISED LAMB.

85% MEAT

up to 44% PROTEIN

**DOMESTIC CATS ARE NOT ONLY CAPABLE OF EATING THE FOODS OF THEIR ANCESTORS, THEY REQUIRE IT FOR PEAK HEALTH.**

All cats have sharp teeth and bodies built to metabolize protein and fat from meat. Loaded with 85% nourishing meat ingredients, all from animals deemed fit for human consumption prior to inclusion in our foods, ORIJEN nourishes cats according to their biological needs.

## 2/3 OF MEATS ARE FRESH OR RAW

ORIJEN'S AUTHENTICALLY FRESH AND RAW MEATS ARE BRIMMING WITH PROTEINS AND FATS IN THEIR MOST NATURAL AND NOURISHING FORM.

**Fresh** | The only way we preserve our fresh meats is through refrigeration — no preservatives.

**Raw** | We flash-freeze our fresh ingredients at peak season to preserve goodness — no preservatives.

## 1/3 OF MEATS ARE GENTLY DEHYDRATED

CONVENTIONAL MEAT MEALS ARE RENDERED AT HIGH TEMPERATURES FROM WASTE BY-PRODUCTS UNFIT FOR HUMAN CONSUMPTION.

**LOW TEMP 90°C** Our dried meats are prepared at 90°C, from fresh meats, concentrating their goodness into a rich source of protein that cannot be supplied by fresh meats alone.

**DRIED POULTRY** | Prepared from fresh chicken, turkey and duck, with additional liver and kidney, exceeding the industry standard of bones and scraps.

**DRIED MEATS** | Prepared from fresh lamb, beef, goat, pork and mutton, with additional liver, kidney and tripe, surpassing the industry standard of bones and offal.

**DRIED FISH** | Prepared from fresh, whole, wild-caught fish, surpassing the industry standard of bones and trimmings.

## 10 FRESH OR RAW TOP 10 FRESH OR RAW

**FRESH MEATS ARE THE FOUNDATION OF OUR AWARD-WINNING ORIJEN FOODS.**

A full two-thirds of the meat, fish, poultry and eggs that go into ORIJEN are FRESH or RAW, so they're brimming with protein and fat in their most nourishing form.

To preserve the natural goodness and health benefits of our fresh meats, our NorthStar kitchens feature state-of-the-art low temperature cooking techniques to prepare ORIJEN foods.

**PLANT PROTEIN CONCENTRATES ARE INCREASINGLY COMMON IN CAT FOODS.**

Many cat foods feature pea and potato protein concentrates that raise protein levels, so they appear more wholesome than they really are.

The problem is that plant concentrates are low in the essential amino acids cats need, so these foods rely on heavy synthetic amino acid supplementation.

Prepared with 85% meat, ORIJEN naturally contains virtually every amino acid required for your cat's peak health.

## 85% MEAT INCLUSIONS\*

\*Except for ORIJEN freeze-dried treats (100%)



JAMES OF KELTIC SEAFOODS IN PORT HARDY, BRITISH COLUMBIA. TRUSTED SUPPLIER OF FRESH WILD-CAUGHT PILCHARD.

2 RULE NO. BIOLOGICALLY APPROPRIATE

# Unmatched FRESH MEAT INCLUSIONS

## 2/3 OF MEATS ARE FRESH OR RAW

## 1/3 OF MEATS ARE GENTLY DEHYDRATED

ALL ANIMAL INGREDIENTS ARE PREPARED FROM MEATS, POULTRY OR FISH DEEMED FIT FOR HUMAN CONSUMPTION PRIOR TO INCLUSION IN OUR INGREDIENTS OR FOODS.

BIOLOGICALLY APPROPRIATE

RULE NO.



# AN ABUNDANT Variety of MEATS



ROGER OF CANADIAN RANGELAND BISON IN LACOMBE, ALBERTA. TRUSTED SUPPLIER OF PLAINS BISON.

## AN UNMATCHED VARIETY OF FRESH REGIONAL MEATS

**CONSIDER THE VARIATION IN A CAT'S NATURAL DIET — WHOLE EGGS TODAY, A BIRD TOMORROW, WHOLE FISH THE NEXT. THAT'S WHY A RICH VARIETY OF FRESH REGIONAL MEATS IS A KEY PRINCIPLE IN OUR BIOLOGICALLY APPROPRIATE PHILOSOPHY.**

This essential variety of fresh whole meats delivers a natural balance of essential proteins and fats, but is often lost in conventional cat foods, which typically contain a single highly processed animal ingredient and rarely feature nutrient-rich organs and cartilage.

Biologically Appropriate ORIJEN is different. Loaded with up to 10 different fresh ranch-raised meats, free-run poultry, whole nest-laid eggs and whole wild-caught fish, ORIJEN provides cats with the richly nourishing diversity of protein and fat they need for peak health.

## INGREDIENTS WE LOVE. PEOPLE WE TRUST.

**YOU KNOW WHERE YOUR FOOD COMES FROM. WE THINK YOU OUGHT TO KNOW WHERE YOUR CAT'S FOOD COMES FROM TOO.**

That's why we make ORIJEN in our own award-winning kitchens with fresh ingredients raised by farmers and fishers we know and trust.



ASTRID OF PINE PARK FARMS NEAR EDMONTON, ALBERTA. TRUSTED SUPPLIER OF FRESH FREE-RUN TURKEY.

*Fresh from our Region*

### RANCH-RAISED MEATS

Raised naturally on local farms in the heart of Canada's vast ranching country, our Angus beef, wild boar, Plains bison, grass-fed lamb and mutton, Yorkshire pork, ranch-raised goat and venison are delivered fresh each day, so they're bursting with goodness and savoury taste.



ANGUS BEEF  
ALBERTA RANCHES



WILD BOAR  
ALBERTA RANCHES



PLAINS BISON  
ALBERTA RANCHES



ROMNEY LAMB  
ALBERTA FARMS



YORKSHIRE PORK  
ALBERTA FARMS



BOER GOAT  
ALBERTA RANCHES



VENISON  
ALBERTA RANCHES

DEEMED FIT FOR HUMAN CONSUMPTION BEFORE INCLUSION INTO ORIJEN INGREDIENTS

### FREE-RUN POULTRY AND NEST-LAID EGGS

Raised free-run on local prairie farms, our chicken, turkey, duck and whole eggs are classified fit for human consumption and delivered fresh so they're full of nourishing proteins and fats.



FREE-RUN CHICKEN  
ALBERTA FARMS



FREE-RUN TURKEY  
ALBERTA FARMS



FREE-RUN DUCK  
ONTARIO FARMS



NEST-LAID EGGS  
ALBERTA FARMS

DEEMED FIT FOR HUMAN CONSUMPTION BEFORE INCLUSION INTO ORIJEN INGREDIENTS

### WILD AND SUSTAINABLY CAUGHT WHOLE FISH

Wild and sustainably caught off North Vancouver Island's pristine Pacific waters, our wild-caught fish are whisked to our kitchens cold, fresh, flavourful and whole.



PACIFIC PILCHARD  
VANCOUVER ISLAND



PACIFIC MACKEREL  
VANCOUVER ISLAND



PACIFIC HAKE  
VANCOUVER ISLAND



PACIFIC FLOUNDER  
VANCOUVER ISLAND



PACIFIC HERRING  
VANCOUVER ISLAND



PACIFIC ROCK SOLE  
VANCOUVER ISLAND



PACIFIC ROCKFISH  
VANCOUVER ISLAND

DEEMED FIT FOR HUMAN CONSUMPTION BEFORE INCLUSION INTO ORIJEN INGREDIENTS

BIOLOGICALLY APPROPRIATE

RULE NO.



# Whole Prey MEATS



"IF MAN COULD BE CROSSED WITH THE CAT IT WOULD IMPROVE THE MAN, BUT IT WOULD DETERIORATE THE CAT." — MARK TWAIN  
DISCO FROM SASKATCHEWAN

**SUPERFOOD FOR CATS**

**OUR WHOLEPREY FOODS MIRROR THE DIET THAT MOTHER NATURE EVOLVED ALL CATS TO EAT — A RICHLy NOURISHING BALANCE OF MEAT, ORGANS AND CARTILAGE TO PERFECTLY MEET YOUR CAT'S NUTRITIONAL NEEDS, WITHOUT LONG LISTS OF SYNTHETIC ADDITIVES.**

## YOUR CAT'S ANATOMY REMAINS UNCHANGED.

**NATURE MATCHED THE NUTRIENTS IN WHOLE ANIMALS TO PERFECTLY MEET THE NEEDS OF WILD AND DOMESTIC CATS.**



WholePrey represents ORIJEN's commitment to nourishing cats according to their biological needs by incorporating meat, organs and cartilage in ratios that mirror their natural diet.

**Meat** | Essential source of protein and fat as well as vitamins A, B, D and K, and copper, chromium, folic acid, iron, magnesium, potassium, selenium and zinc.

**Organs** | Densely packed with virtually every nutrient your cat needs to thrive, including vitamins, minerals, healthy fats and amino acids.

**Edible Bone** | A rich source of minerals like calcium, phosphorus, magnesium and potassium in natural form your cat's body can easily absorb.

## LIMITED ADDITIVES

**IN NATURE, CATS AND WILDCATS MEET THEIR NUTRITIONAL NEEDS NATURALLY, BY CONSUMING WHOLE ANIMALS.**

ORIJEN mirrors the evolutionary diet with WholePrey ratios that deliver nutrients naturally, reducing the need to add a long list of synthetic vitamins, minerals and amino acids, so only choline, zinc and copper are added.

## YOUR CAT'S NATURAL DIET IS LOW IN CARBOHYDRATES.

The relationship between protein and carbohydrates is simple: when one goes up, the other goes down. That's why ORIJEN foods are packed with a minimum of 40% protein, leaving less room for carbohydrates.

While protein is essential to maintaining good health, cats have no biological need for carbohydrates and excessive consumption can lead to obesity and diabetes.

### NOT ALL CARBOHYDRATES ARE CREATED EQUAL.

The GLYCEMIC INDEX (GI) is a system of ranking carbohydrates based on their effect on blood sugar.

**HIGH-GLYCEMIC** carbohydrates such as tapioca and potato digest quickly, causing spikes in blood glucose levels and an increase in fat storage.

**LOW-GLYCEMIC** carbohydrates like lentils and chickpeas enter the blood slowly, reducing the potential for fat storage.

### NO HIGH-GLYCEMIC CARBOHYDRATES.

ORIJEN foods feature healthy fruits and vegetables such as whole pumpkin and butternut squash, sources of low-glycemic carbohydrates that help promote stable blood sugar levels.

"THE SMALLEST FELINE IS A MASTERPIECE." — LEONARDO DA VINCI | PIP FROM NOVA SCOTIA



# CARBOHYDRATE Limited

**CARBOHYDRATES LIMITED TO 20%**

**CARBOHYDRATES ARE RECOGNIZED AS A LEADING CAUSE OF OBESITY AND DIABETES. STILL, MOST CONVENTIONAL CAT FOODS FEATURE 40 - 50% CARBOHYDRATES, OFTEN FROM FAST SUGARS SUCH AS POTATO AND TAPIOCA, WHICH CAUSE SPIKES IN BLOOD SUGAR AND AN INCREASE IN FAT STORAGE.**



RULE NO.

BIOLOGICALLY APPROPRIATE

# AWARD-WINNING Cat Foods

## BIOLOGICALLY APPROPRIATE CAT FOODS

OUR AWARD-WINNING BIOLOGICALLY APPROPRIATE PHILOSOPHY REPRESENTS A NEW CLASS OF CAT FOODS, DESIGNED TO NOURISH CATS ACCORDING TO THEIR BIOLOGICAL NEED FOR A FRESH MEAT AND PROTEIN-RICH DIET.

TRUSTED BY PET LOVERS EVERYWHERE, ORIJEN IS THE FULLEST EXPRESSION OF OUR COMMITMENT TO BIOLOGICALLY APPROPRIATE CAT FOODS MADE WITH FRESH REGIONAL INGREDIENTS.

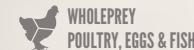
"CATS RANDOMLY REFUSE TO FOLLOW ORDERS TO PROVE THEY CAN." — ILONA ANDREWS | MINNIE FROM ONTARIO



**85%** POULTRY | FISH | EGGS  
INGREDIENTS

**15%** VEGETABLES | FRUITS |  
BOTANICALS

**0%** GRAIN | POTATO | TAPIOCA |  
PLANT PROTEIN CONCENTRATES



340 G / 12 OZ  
1.8 KG / 4 LB  
5.4 KG / 12 LB

## ORIJEN CAT & KITTEN

MODERN CATS AND KITTENS ARE BUILT LIKE THEIR ANCESTORS. WE BELIEVE THEY SHOULD EAT LIKE THEM TOO.

That's why ORIJEN CAT & KITTEN is loaded with nourishing protein and fat from free-run chicken and turkey, wild-caught fish and whole eggs, delivered FRESH or RAW in WholePrey ratios.

### INGREDIENTS

Fresh chicken meat (18%), fresh turkey meat (7%), fresh whole eggs (5%), fresh chicken liver (5%), fresh whole flounder (4%), fresh whole herring (4%), fresh turkey liver (4%), fresh chicken heart (4%), fresh turkey heart (4%), fresh chicken necks (4%), chicken (dehydrated, 4%), turkey (dehydrated, 4%), whole mackerel (dehydrated, 4%), whole sardine (dehydrated, 4%), whole herring (dehydrated, 4%), chicken fat (3%), whole red lentils, whole green peas, whole green lentils, whole chickpeas, whole yellow peas, lentil fiber, whole pinto beans, whole navy beans, chicken cartilage (dehydrated, 1%), herring oil (1%), chicken liver (freeze-dried), turkey liver (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole red delicious apples, fresh whole bartlett pears, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, whole saskatoon berries, chicory root, turmeric root, milk thistle, burdock root, lavender, marshmallow root, rosehips. ADDITIVES (per kg): Technological additives: Tocopherol rich extract of natural origin. Nutritional additives: Zinc chelate: 100 mg; Copper chelate: 11 mg; Choline chloride: 1200 mg. Zootechnical additives: Enterococcus faecium NCIMB10415: 600x10<sup>6</sup> CFU.

### ANALYSIS

Crude protein	40 %	Calcium/Phosphorus	1.4 % / 1.1%
Fat content	20 %	Magnesium (max.)	0.1 %
Crude ash	8 %	Taurine (min.)	0.2 %
Crude fibers	3 %	Omega-6/3	3.1 % / 1 %
Moisture	10 %	DHA/EPA	0.3 % / 0.2 %

Calorie distribution: Metabolizable Energy is 4160 kcal/kg (540 kcal per 250ml/130g cup) with calories distributed to support peak conditioning; 39% from protein, 18% from vegetables and fruits, and 43% from fat.

WHOLEPREY POULTRY, EGGS & FISH | 2/3 FRESH OR RAW AND 1/3 DEHYDRATED | ONLY ZINC, COPPER AND CHOLINE ARE ADDED



**85%** WILD-CAUGHT FISH  
INGREDIENTS

**15%** VEGETABLES | FRUITS |  
BOTANICALS

**0%** GRAIN | POTATO | TAPIOCA |  
PLANT PROTEIN CONCENTRATES



340 G / 12 OZ  
1.8 KG / 4 LB  
5.4 KG / 12 LB

for All Life Stages

BIOLOGICALLY  
APPROPRIATE

## ORIJEN SIX FISH

INSPIRED BY THE RICH DIVERSITY OF WILD AND SUSTAINABLE FISH INDIGENOUS TO OUR PRISTINE PACIFIC WATERS.

That's why ORIJEN SIX FISH is brimming with unmatched inclusions of six different whole saltwater fish, wild and sustainably caught off North Vancouver Island, and whisked to our kitchens, FRESH and WHOLE.

### INGREDIENTS

Fresh whole pacific pilchard (26%), fresh whole pacific hake (9%), fresh whole pacific mackerel (8%), fresh whole pacific flounder (5%), fresh whole rockfish (5%), fresh whole sole (5%), whole mackerel (dehydrated, 5%), whole herring (dehydrated, 5%), whole blue whiting (dehydrated, 5%), herring oil (5%), alaskan cod (dehydrated, 5%), whole red lentils, whole green lentils, whole green peas, sunflower oil (cold-pressed), whole sardines (dehydrated, 1.5%), lentil fiber, whole chickpeas, whole yellow peas, whole pinto beans, cod liver (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole red delicious apples, fresh whole bartlett pears, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, whole saskatoon berries, chicory root, turmeric root, milk thistle, burdock root, lavender, marshmallow root, rosehips. ADDITIVES (per kg): Technological additives: Tocopherol rich extract of natural origin. Nutritional additives (per kg): Zinc chelate: 100 mg; Copper chelate: 11 mg; Choline chloride: 1200 mg. Zootechnical additives: Enterococcus faecium NCIMB10415: 600x10<sup>6</sup> CFU.

### ANALYSIS

Crude protein	42 %	Calcium/Phosphorus	1.7 % / 1.3%
Fat content	20 %	Magnesium (max.)	0.1 %
Crude ash	9 %	Taurine (min.)	0.3 %
Crude fibers	3 %	Omega-6/3	2.1 % / 2.1 %
Moisture	10 %	DHA/EPA	0.8 % / 0.5 %

Calorie distribution: Metabolizable Energy is 4120 kcal/kg (535 kcal per 250ml/130g cup) with calories distributed to support peak conditioning; 41% from protein, 15% from vegetables and fruits, and 44% from fat.

WHOLEPREY FISH | 2/3 FRESH OR RAW AND 1/3 DEHYDRATED | ONLY ZINC, COPPER AND CHOLINE ARE ADDED

BIOLOGICALLY APPROPRIATE

for All Life Stages



## ORIJEN REGIONAL RED

AN UNMATCHED DIVERSITY OF RED MEATS IN WHOLEPREY RATIOS TO MIRROR THE EVOLUTIONARY DIET OF CATS.

ORIJEN REGIONAL RED is packed with Angus beef, wild boar, Plains bison, Romney lamb and Yorkshire pork, raised on Alberta ranches, delivered FRESH or RAW, and incorporated in WholePrey ratios that nourish your cat completely.

### INGREDIENTS

Fresh angus beef meat (8%), fresh wild boar meat (4%), fresh plains bison meat (4%), fresh or raw romney lamb meat (4%), fresh yorkshire pork meat (4%), fresh beef liver (4%), fresh wild boar liver (4%), fresh beef tripe (4%), fresh whole pilchard (4%), fresh whole eggs (4%), lamb (dehydrated, 4%), beef (dehydrated, 4%), whole herring (dehydrated, 3.5%), whole sardine (dehydrated, 3.5%), mutton (dehydrated, 3.5%), beef fat (3.5%), fresh beef kidney (3.5%), fresh beef heart (3.5%), pork (dehydrated, 3.5%), whole red lentils, whole green lentils, whole green peas, lentil fiber, whole chickpeas, whole yellow peas, whole pinto beans, fresh pork liver (1.5%), fresh lamb liver (1.5%), alaskan cod (dehydrated, 1.5%), herring oil (1%), lamb tripe (1%), beef cartilage (dehydrated, 1%), sun-cured alfalfa, beef liver (freeze-dried), beef tripe (freeze-dried), lamb liver (freeze-dried), lamb tripe (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole red delicious apples, fresh whole bartlett pears, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, whole saskatoon berries, chicory root, turmeric root, milk thistle, burdock root, lavender, marshmallow root, rosehips. ADDITIVES (per kg): Technological additives: Tocopherol rich extract of natural origin. Nutritional additives: Zinc chelate: 100 mg; Copper chelate: 11 mg; Choline chloride: 1200 mg. Zootechnical additives: Enterococcus faecium NCIMB10415: 600x10^6 CFU.

### ANALYSIS

Crude protein	40 %	Calcium/Phosphorus	2.1 % / 1.6 %
Fat content	20 %	Magnesium (max.)	0.1 %
Crude ash	9.5 %	Taurine (min.)	0.2 %
Crude fibers	3 %	Omega-6/3	2.5 % / 1.1 %
Moisture	10 %	DHA/EPA	0.25 % / 0.2 %

**Calorie distribution:** Metabolizable Energy is 4120 kcal/kg (535 kcal per 250ml/130g cup) with calories distributed to support peak conditioning; 39% from protein, 44% from vegetables and fruits, and 17% from fat.

WHOLEPREY RED MEATS & FISH | 2/3 FRESH OR RAW AND 1/3 DEHYDRATED | ONLY ZINC, COPPER AND CHOLINE ARE ADDED



## ORIJEN TUNDRA

LIKE THEIR WILD ANCESTORS, CATS REQUIRE A DIET OF WHOLE MEATS WITH SMALLER AMOUNTS OF FRUITS AND GRASSES.

That's why we've loaded ORIJEN TUNDRA with fresh goat, wild boar, ranch-raised venison, whole arctic char, duck, mutton, steelhead trout and whole pilchard – all delivered FRESH or RAW in WholePrey ratios so they're loaded with goodness.

### INGREDIENTS

Fresh goat meat (5%), fresh wild boar meat (5%), fresh venison meat (5%), fresh arctic char (5%), fresh duck meat (5%), fresh mutton meat (4%), fresh steelhead trout (4%), fresh duck liver (4%), fresh wild boar liver (4%), fresh wild boar kidney (4%), whole mackerel (dehydrated, 4%), fresh whole pilchard (4%), lamb (dehydrated, 4%), mutton (dehydrated, 4%), alaskan cod (dehydrated, 4%), whole blue whiting (dehydrated, 4%), duck fat (4%), whole herring (dehydrated, 4%), whole red lentils, whole green lentils, whole green peas, whole chickpeas, whole yellow peas, whole pinto beans, lentil fiber, fresh mutton tripe (1.5%), herring oil (1%), fresh goat heart (1%), fresh goat kidney (1%), fresh goat liver (0.5%), fresh venison heart (0.5%), fresh venison liver (0.5%), fresh mutton liver (0.5%), fresh wild boar heart (0.5%), whole navy beans, goat liver (freeze-dried), venison liver (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole red delicious apples, fresh whole bartlett pears, fresh kale, fresh spinach greens, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, chicory root, turmeric, sarsaparilla root, althea root, rosehips, juniper berries. ADDITIVES (per kg): Technological Additives: Tocopherol rich extract of natural origin. Nutritional Additives: Zinc chelate of amino acid hydrate: 100 mg; Copper chelate: 11 mg; Choline chloride: 1200 mg. Zootechnical additives: Enterococcus faecium NCIMB10415: 600x10^6 CFU.

### ANALYSIS

Crude protein	40 %	Calcium/Phosphorus	1.9 % / 1.4 %
Fat content	20 %	Magnesium (max.)	0.1 %
Crude ash	9 %	Taurine (min.)	0.2 %
Crude fibers	3 %	Omega-6/3	2.4 % / 1 %
Moisture	10 %	DHA/EPA	0.3 % / 0.2 %

**Calorie distribution:** Metabolizable Energy is 4120 kcal/kg (535 kcal per 250ml/130g cup) with calories distributed to support peak conditioning; 39% from protein, 17% from vegetables and fruits, and 44% from fat.

WHOLEPREY RED MEATS, FISH & GAME | 2/3 FRESH OR RAW AND 1/3 DEHYDRATED | ONLY ZINC, COPPER AND CHOLINE ARE ADDED

for Overweight Cats

BIOLOGICALLY APPROPRIATE



## ORIJEN FIT & TRIM

OVERWEIGHT CATS NEED A PROTEIN-RICH DIET WITH LIMITED CALORIES TO PROMOTE PEAK BODY CONDITIONING IN ADULT CATS.

Fat and carbohydrate-limited, with a unique blend of fibre from pumpkin, apples and squash, ORIJEN FIT & TRIM is packed with nourishing meat protein from free-run poultry, wild-caught fish and nest-laid eggs delivered FRESH or RAW in WholePrey ratios.

### INGREDIENTS

Fresh chicken meat (14%), fresh whole eggs (6%), fresh whole herring (6%), fresh turkey meat (6%), fresh chicken liver (6%), fresh whole flounder (4%), fresh whole mackerel (4%), fresh whole pacific hake (4%), fresh turkey liver (4%), fresh chicken heart (4%), chicken (dehydrated, 4%), turkey (dehydrated, 4%), whole mackerel (dehydrated, 4%), whole sardine (dehydrated, 4%), whole herring (dehydrated, 4%), alaskan pollock (dehydrated, 4%), lentil fiber, whole red lentils, whole green lentils, whole green peas, whole chickpeas, whole yellow peas, whole pinto beans, whole navy beans, chicken cartilage (dehydrated, 1%), fresh turkey heart (1%), whole blue whiting (dehydrated, 1%), chicken fat (0.5%), apple fiber, dried algae (source of DHA and EPA), pumpkin (dehydrated), butternut squash (dehydrated), carrots (dehydrated), chicken liver (freeze-dried), turkey liver (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole red delicious apples, fresh whole bartlett pears, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, whole saskatoon berries, chicory root, turmeric root, milk thistle, burdock root, lavender, marshmallow root, rosehips. ADDITIVES (per kg): Technological additives: Tocopherol rich extract of natural origin. Nutritional additives: Zinc chelate: 100 mg; Copper chelate: 11 mg; Choline chloride: 1200 mg. Zootechnical additives: Enterococcus faecium NCIMB10415: 600x10^6 CFU.

### ANALYSIS

Crude protein	44 %	Phosphorus	1.1 %
Fat content	15 %	Magnesium (max.)	0.1 %
Crude ash	10 %	Taurine (min.)	0.2 %
Crude fibers	6 %	Omega-6/3	2.4 % / 1 %
Moisture	10 %	DHA/EPA	0.3 % / 0.2 %
Calcium	1.4 %	L-Carnitine	33 mg/kg

**Calorie distribution:** Metabolizable Energy is 3710 kcal/kg (445 kcal per 250ml/130g cup) with calories distributed to support peak conditioning; 47% from protein, 16% from vegetables and fruits, and 36% from fat.

WHOLEPREY POULTRY, EGGS & FISH | 2/3 FRESH OR RAW AND 1/3 DEHYDRATED | ONLY ZINC, COPPER AND CHOLINE ARE ADDED



"I HAVE FOUND IT IS SURPRISINGLY DIFFICULT TO REMAIN SAD WHEN A CAT IS DOING ITS LEVEL BEST TO SANDPAPER ONE'S CHEEKS."  
— R.L. LAFEVERS | DIXIE FROM SASKATCHEWAN

BIOLOGICALLY APPROPRIATE  
*A New Class*

MEAT-BASED FOODS THAT MIRROR YOUR CAT'S EVOLUTIONARY DIET



# ORIJEN FREEZE-DRIED

## OUR ULTIMATE BIOLOGICALLY APPROPRIATE CAT TREATS

**FEATURING 100% MEAT, ORIJEN TREATS OFFER ALL THE FLAVOUR AND NUTRITIONAL BENEFITS OF RAW MEATS, JUST AS NATURE INTENDED.**

Prepared without cooking, we flash-freeze our fresh meats to lock in their goodness. Then, our 18-hour state-of-the-art freeze-drying process gently removes water, leaving behind all the natural goodness and taste.

Trusted by cat lovers everywhere, ORIJEN treats are a naturally delicious and nutritious way to reward your cherished cat — read our ingredients and we think you'll agree!

"WHAT GREATER GIFT THAN THE LOVE OF A CAT?" CHARLES DICKENS | DIVA FROM SASKATCHEWAN



35 G / 1.25 OZ

### ORIGINAL

Loaded with goodness from fresh free-run chicken and turkey raised on local prairie farms plus fresh flounder, wild-caught off North Vancouver Island.

**INGREDIENTS:** Fresh chicken liver (30%), fresh turkey liver (30%), fresh chicken (18%), fresh turkey (18%), fresh arrowtooth flounder (4%).  
**ANALYSIS:** Protein 45%, fat 35%, fiber 1%, moisture 5%.



35 G / 1.25 OZ

### SIX FISH

Brimming with six wild and sustainably caught fish from North Vancouver Island's pristine waters, these treats are chock full of flavour and goodness.

**INGREDIENTS:** Fresh flounder (22%), fresh pacific pilchard (22%), fresh rock sole (19%), fresh rockfish (18%), fresh pacific mackerel (15%), fresh silver hake (4%).  
**ANALYSIS:** Protein 58%, fat 22%, fiber 1%, moisture 5%.



35 G / 1.25 OZ

### REGIONAL RED

Raised on Western Canadian ranches our Angus beef, Romney lamb, wild boar and Yorkshire pork are delivered fresh — for a nutritious and delicious treat.

**INGREDIENTS:** Fresh beef liver (19%), fresh lamb liver (17%), fresh boar liver (14%), fresh pork liver (13%), fresh beef (13%), fresh pork (12%), fresh lamb (12%).  
**ANALYSIS:** Protein 45%, fat 35%, fiber 1%, moisture 5%.



35 G / 1.25 OZ

### TUNDRA

This special treat features wild boar, goat, venison and Arctic char delivered fresh from our region and brimming with natural goodness and taste.

**INGREDIENTS:** Fresh wild boar liver (24%), fresh wild boar (24%), fresh goat liver (12%), fresh venison liver (12%), fresh goat (12%), fresh venison (12%), fresh arctic char (4%).  
**ANALYSIS:** Protein 45%, fat 35%, fiber 1%, moisture 5%.



35 G / 1.25 OZ

### ROMNEY LAMB

Grass-fed on Alberta meadows and New Zealand grasslands and delivered fresh or raw daily, our Romney lamb is bursting with natural goodness.

**INGREDIENTS:** Lamb liver (fresh or raw, 55%), lamb meat (fresh or raw, 35%), lamb tripe (fresh or raw, 10%).  
**ANALYSIS:** Protein 40%, fat 40%, fiber 1%, moisture 5%.



35 G / 1.25 OZ

### WILD BOAR

Raised on a diet of acorns and grasses on Alberta woodland farms, our wild boar is paired with heritage pork for a treat that's loaded with savoury flavour.

**INGREDIENTS:** Fresh wild boar liver (45%), fresh heritage pork liver (35%), fresh wild boar meat (20%), fresh heritage pork meat (10%).  
**ANALYSIS:** Protein 40%, fat 40%, fiber 1%, moisture 5%.

# Cat TREATS

Featuring the same meats, poultry and fish as our award-winning dry foods, ORIJEN's treats are loaded with 100% free-run poultry, whole nest-laid eggs, wild-caught fish and ranch-raised meats. Containing only 1 calorie each, ORIJEN treats deliver taste and goodness to cats and peace-of-mind to their human companions.

## 100% MEAT. 100% NATURAL.

ORIJEN cat treats feature 100% meat — included in Biologically Appropriate WholePrey ratios of meat, organs and cartilage to guarantee a pure and natural treat you can trust and that your cat or kitten will love.



"I REGARD CATS AS ONE OF THE GREAT JOYS IN THE WORLD. I SEE THEM AS A GIFT OF THE HIGHEST ORDER." — TRISHA MCCAGH | SALANDER FROM ALBERTA

DISTRIBUTED BY:

**NORTHSTAR**  
KITCHENS

PROUDLY MADE IN CANADA BY CHAMPION PETFOODS LP  
9503-90 AVENUE, MORINVILLE, ALBERTA, CANADA T8R 1K7  
TOLL FREE 1.877.939.0006 (NORTH AMERICA)  
CHAMPIONPETFOODS.COM

FOLLOW US ONLINE



@ORIJENPETFOOD  
@CHAMPIONPETFOOD

**ORIJEN.CA**

JULY 2018

— Award-Winning —  
**BIOLOGICALLY  
APPROPRIATE**  
**FOODS AND TREATS**  
*For* **CATS**

**WE MAKE BIOLOGICALLY  
APPROPRIATE CAT FOODS FROM  
FRESH REGIONAL INGREDIENTS.**

From dry foods to freeze-dried treats, ORIJEN is brimming with ranch-raised meats, free-run poultry, nest-laid eggs and wild-caught fish, raised or fished close to home and delivered FRESH OR RAW, and bursting with goodness and taste.

Made from Canada's best and freshest ingredients in our award-winning NorthStar kitchens, ORIJEN is guaranteed to keep your cherished cat happy, healthy and strong.

**We wouldn't have it any other way  
and believe you wouldn't either.**

 **Champion Petfoods**  
World's Best Petfood