

From the oven, for the cat

The Swedish pet food manufacturer Magnusson Petfood is expanding its range and is now launching oven-baked cat food onto the market.

As with the company's oven-baked dog food, Magnusson promises that the cat food will be made from pure Swedish ingredients of the best food quality. Fresh meat, vegetables and eggs can be traced back to the original farm. "The cat food is gently cooked in the oven at low temperatures in a tried and tested way to preserve all the important nutrients," says managing director Kåre Magnusson. This ensures that the individual ingredients retain their natural, intensive flavour, so that unnatural flavour enhancers can be dispensed with completely.

With 63 per cent fresh meat and seven per cent fresh beef liver, the meat content of Magnusson cat food is high, making it a special treat for cats. It is initially available in the two varieties Innekatt and Utekatt. They differ in terms of the energy content for domestic cats and outdoor cats. Utekatt is a complete food for outdoor cats and has a particularly high energy content of 70 per cent meat. It is suitable for animals with a large movement pattern and thus a high energy requirement. For domestic cats and castrated or older an-

imals, there is Innekatt, a complete food with 65 per cent meat content that satisfies a lower energy requirement due to less movement. Pack sizes of 0.8, 1.8 and 4.8 kg are available.

An experienced company

For more than 60 years and three generations, the Magnusson family has been producing dog food on the family's own farm in Bro. Today's managing directors Kåre and Jonas Magnusson believe in sustainably produced, oven-baked dry food with a nat-

ural smell, which is characterised by its high proportion of fresh Swedish meat and fresh Swedish ingredients of the highest quality. The recipe for the new cat food also goes back to a family tradition.

"Our pet food is a complete healthy food without added sugar. It does not contain any flavourings or aromatic substances. Eggs and meat come exclusively from farms without factory farming," emphasise the Magnussons, who also speak out against animal experiments and the use of genetic engineering. ■



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