



Welcome to the world of RUDYRAW

PREMIUM RAW CAT FOOD

Firstly thank you so much for your order! We are a small business and every single order is really appreciated.

At **Rudyraw**, we believe feeding your pet a species appropriate diet is the best way to keep them happy and healthy. As Maine Coon breeders (www.rudycats.co.uk) **we've seen and smelt the benefits** over the years, and we wanted to create a **cost effective, complete, cat specific raw food** for breeders and owners alike!

Transitioning to RudyRaw is no different from transitioning your cats onto any new food. Some cats will take to raw instantly, for others it might take you and your cat some time to get used to it. **Patience and persistence is key.** Kittens on the other hand usually take to a raw diet like ducks to water, especially those who have tried raw with their breeder.

RAW TIP

Always offer Rudyraw in a small bowl **when they're hungry**, not straight after a meal. If they like it, BINGO! You can go ahead and switch straight to raw! If not, **read our transition guide overleaf**, all is not lost!

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We will help answer your questions and ensure the move to a fully raw fed diet is as smooth as possible.

Jess & the Rudycrew

WWW.RUDYRAW.COM



feeding guide

KITTENS

up until around 12 months

All kittens should be free fed – meaning they can eat as much as they'd like! Kittens are fabulous at self-regulating and cannot overeat with raw food.

CATS

12 months plus

Cats need between 3-5% of their total weight per day. For example, a 5KG cat would need between 150-250g per day, split between 2 meals.

TEXTURE

chunky or loose

RudyRaw is designed so that it can be served part frozen for a chunkier texture (we find most cats prefer this!) or fully defrosted for a more succulent meal!

MIXING RAW

with dry food

It isn't necessary, but it's absolutely fine to feed dry food alongside raw, should you or your cat want the option. Just make sure the dry food is grain free.

RUDYRAW

TRANSITION PLAN

for Fussy Felines

Even though **raw food** is hands down, the most **healthy and natural way to feed our obligate carnivore cats**, some cats unfortunately don't always agree that raw is great. They'd much prefer their usual wet or dry commercial food. Transitioning your baby **might take a few weeks**, but please, follow this guide and **stick with it**. Your cat might put up a fight, but it will be **SO worth it in the end!**

DAY
1-3

Mix **one teaspoon of RudyRaw** in per meal, thoroughly mixed so that they won't even notice,

DAY
4-6

Continue to mix the raw with their meal but up the intake to **two teaspoons**.

DAY
7-9

Slowly does it, try mixing **three teaspoons**.

DAY
10-17

Around **25% should be RudyRaw** and **75% usual wet food**.

DAY
18-24

Around **50% should be RudyRaw** and **50% usual wet food**.

DAY
25-30

Around **75% should be RudyRaw** and **25% usual wet food**.

DAY 30

YOU SHOULD NOW BE READY TO SWITCH TO ALL RAW!

SOME KEY POINTERS

During this transition period, **do not swap their usual wet for anything else**, and **do not offer any additional treats or titbits whatsoever**.

Your cat may well refuse to eat. If they do, **leave the bowl down for 8 or so hours**, most times you will usually find they give in and try it!

Your cat may have days of eating lots more than others, **this is very normal**, especially for kittens!

You may find it **easier if you remove the dry food**. It isn't essential, but usually helps. It can be put down again at the end of the transition period.

Always ensure **access to fresh water at all times**, however your cat may drink less than before, especially if they had a mainly dry food diet.

You may notice a change of smell in the litter trays, this is totally normal while transitioning. Within a week or two of being purely on raw food, you will notice the **poo smell completely disappears**, and you may also find that they **don't use the tray as much!** This is because raw food contains considerably **less fillers & waste**, therefore **more of the food is utilised in the body**.