

Food and nutrition for your cat : a fresh look at Tesco's complete range of cat food / Tesco.

Contributors

Tesco (Firm)

Publication/Creation

[Cheshunt] : Tesco, [1996?]

Persistent URL

<https://wellcomecollection.org/works/ybf2yhes>

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Cat Feeding Guide

An adult cat needs feeding at least twice a day, served with as much food as it will eat. Cats regulate their intake and seldom overeat. You should always ensure that fresh drinking water is readily available.

Queens feeding kittens may need up to four times as much food as normal.

Kittens have small mouths and stomachs but large appetites, so small amounts of food at regular times are required. Four or five meals of a tablespoon each time and a little fresh water (or milk) is ideal to start with, changing to two larger meals as they grow. Try to find out what the kitten has been fed on before taking it home.

A guide to meal size is given on all Tesco cat food labels and packaging.

Feeding Tips

- Leave unfinished food for 20 to 30 minutes, as cats tend to walk away and then come back to it.
- Particularly with kittens, make sure canned food is at room temperature.
- Serve food in the same place, in a clean bowl each time, leaving your cat alone while it is eating.
- Wash pet bowls and utensils separately to other crockery and cutlery.
- Cats often eat grass - this is quite normal and helps them to regurgitate unwanted matter such as furballs.

- Do vary the flavour of your cat's food, but avoid an abrupt change in food type.
- You can supplement the Tesco range of cat food with a little fresh meat or fish, but make sure any bones are removed first.

If your cat or kitten has difficulty in eating food, or keeping it down, loses its appetite or displays any other symptoms, you should take it to your vet immediately.

Other Items for your Pet

Larger Tesco stores stock a range of items for cats including bowls, baskets, collars, toys and some general, medical items.

Health Insurance

Tesco offer a Pet Health Insurance Scheme to customers, supported by the RSPCA, which can provide protection against expensive vets' bills - ask at your local store for details.

Food & Nutrition for your cat



A fresh look at Tesco's complete range of cat food

TESCO *Every little helps.*



Food & Nutrition

Although natural hunters, cats rarely eat anything they catch and rely on you, their owner, to provide them with a varied, nutritious and balanced diet.

Combined with grooming and affection, a good diet will result in a happy and contented cat. Although cats' feeding habits can vary enormously from animal to animal, they are all carnivorous and must have some meat and fish in their diet. As descendants of the "King of the Beasts", cats can be very particular about what they like to eat and your local Tesco store offers a wide range of products to tempt even the fussiest of cats.

Tesco's Cat Food

Tesco's range of food for cats is the result of extensive research between nutritional experts and manufacturers. A diet of Tesco's "Tried & Trusted" range of cat food provides all the vitamins and minerals your cat or kitten needs for a glossy coat, bright eyes and lots of energy. Convenient to buy, store and use, it provides a good choice of flavours, making meal times a real treat.



This leaflet has been written with and approved by a fully qualified Veterinary Surgeon acting as a Petcare Consultant to Tesco.

Canned Food

There are five Tesco varieties, and lots of flavours to choose from, to suit your purse and your particular cat's tastes.

Tesco Premium ~

400g size and 4 x 400g packs
Choose from fish, chicken or meat varieties.
Check with your local Tesco store for the full range.

Tesco Premium Cuts in Jelly ~

400g size and 4 x 400g packs
Juicy cuts of meat or fish in succulent jelly to tempt the most discerning of cats.
Flavours: Chicken and Turkey. Salmon and Plaice. Tuna and Prawn. Beef and Heart.

Tesco Chunks in Gravy ~

4 x 400g packs
Meaty chunks of goodness in succulent gravy.
Flavours: Rabbit and Turkey. Beef and Game. Chicken and Tuna. Lamb and Kidney.

Tesco Cat Dinners ~

400g size and 4 x 400g pack
All the choice you need at a value-for-money price.
Flavours: Tuna. Salmon. Rabbit. Sardine and Pilchard. Turkey and Chicken. Chicken and Tuna. Rabbit and Chicken. Beef.

Tesco Supreme ~ 150g size in foil trays

The choicest meats and fish, carefully prepared in its own foil tray.

Flavours: Beef with Chicken Livers. Chicken and Kidney. Turkey and Chicken. Salmon and Tuna.

Complete, Dry Food

Tesco Crunchies ~ 375g and 900g boxes, 2 kg and 4 kg bags

A 'whole food in one' providing goodness, variety and texture. Helps to keep your cat's teeth clean.

Flavours: Cod, Shrimp and Mackerel. Lamb, Beef and Chicken. Sardine, Cod and Salmon. Turkey, Duck and Lamb. Tuna, Herring and Pilchard.

Tesco Cat Milk ~ 225ml Tetrapak cartons, 3 x 225ml multipack

Healthier for your cat than cow's milk, this is low in lactose and an excellent source of calcium and phosphorus.



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