

Palatability is key in cat food. It's usually well known that cats have fussy appetites, that's why they seem so difficult to satisfy!

Our Pro Plan cat range has been specially designed to satisfy even to fussiest appetite:

## PRO PLAN CAT RANGE: THE BEST TASTE FOR CATS!

We design specific shapes to ensure that kibbles will be well accepted by kittens, adult cats or older cats.

NEW

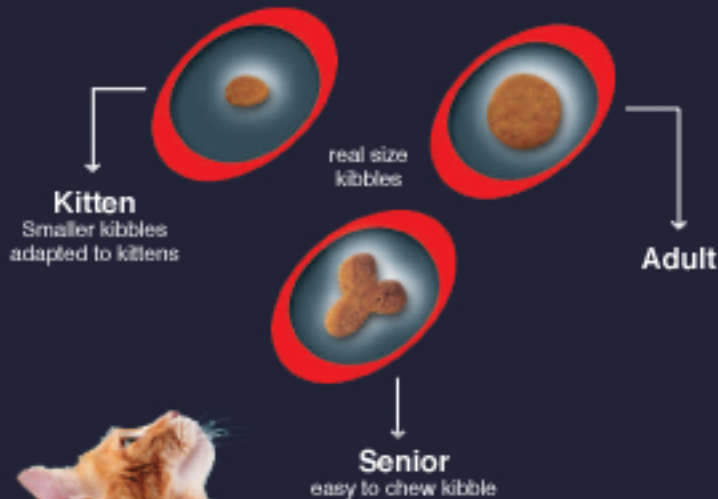


Up to **88%**

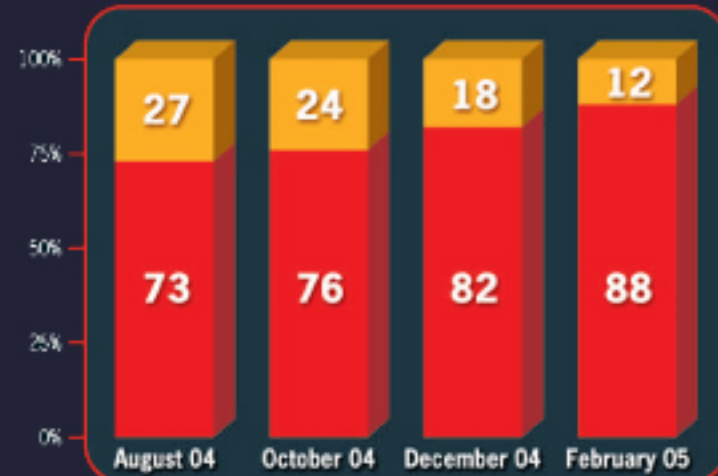
of cats prefers Pro Plan !\*

Min. **18%**

We include a **high level of fish or meat** as first ingredients and a highly palatable liver coating in all varieties.



We have developed **specific resealable packaging** to preserve the aroma, nutritional qualities and freshness of food.



Competitor Pro Plan

\*Source, Purina research, April 2005. Palatability trial conducted with 40 cats. 1 day test with dry products given to cats from 19 hours/day. Test between Pro Plan Adult Chicken&Rice and a similar product from competitor (same cat population target, same).