

OSCAR

much more than pet food®

Cat Food Range

Madison, Sophie & Rusty
Content cats of the OSCAR family



With over 25 years of experience, producing quality food for cats, you can be sure we provide only the best ingredients to support head to tail nutrition for a happy, healthy and active life.

oscar.co.uk



much more than pet food®

At OSCAR we provide a diverse range of foods for all ages and lifestyles. This guide will help you to find the most suitable food for your special companion.

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At OSCAR we know how important your cat is to you and we want to provide you with a food that caters for all their needs from the day you bring them home as a kitten until the time they relax into their senior years.

Your cat's nutritional needs will change throughout the different stages of life. It is essential to feed a complete and balanced diet that delivers the right amount of nutrients to match the daily energy needs of your cat. You can be sure that OSCAR, with over 25 years of experience, source only quality ingredients for providing nutritionally beneficial nutrients that support your cat at specific lifestages to promote health and well-being from head to tail.

Why choose OSCAR?

- ✓ 25 years of experience
- ✓ Honestly labelled pet food
- ✓ Complete and balanced lifestage food
- ✓ High quality ingredients
- ✓ Highly palatable
- ✓ Made in the UK
- ✓ Personalised nutritional advice



Honestly Labelled

Hand on heart, honestly labelled.

We label all of our foods honestly, without compromise, giving you peace of mind that your pet's health and well-being is at the heart of all we do. This allows you to see exactly what is in your pet's food – because we believe only a complete list will do!



Hand on Heart
Honestly Labelled

- ✓ We list all the ingredients that make up your pet's OSCAR diet.
- ✓ We list the percentage of every ingredient that makes up your pet's OSCAR diet.
- ✓ We list the full breakdown of our analytical constituents that make up your pet's OSCAR diet. Legally, we don't have to show carbohydrates or moisture content – but we think you should know.



Kitten Care

Our complete kitten food is designed to give your kitten the most balanced nutrition for this crucial growth stage. It is packed with chicken and all the goodness your kitten needs to be active and happy! With air bubbles for easier crunch for developing teeth, hydrolysed chicken and prebiotics to aid digestion for sensitive tummies, specific minerals to support urinary health, and antioxidants for a developing immune system. We're confident that your cat will enjoy this delicious, wholesome food. The first year is so important for growth and development and we want to ensure your kitten gets the best start in life.

What goodness will you find in OSCAR Kitten Care food?

- ✓ Hydrolysed chicken
- ✓ Antioxidants
- ✓ Balanced vitamins and minerals
- ✓ Flavoursome kibble
- ✓ Dental care
- ✓ Skin support
- ✓ Urinary care
- ✓ Prebiotics for healthy digestion
- ✓ Support for strong, growing bones



Sophie





Kitten Care Chicken

400g & 2kg

Our Kitten Care Chicken recipe is designed to give your kitten the most balanced nutrition for this crucial growth stage. With air bubbles in each kibble allowing easier crunch for developing teeth, Chicken (a highly digestible protein), Beet pulp and prebiotics to aid digestion for sensitive tummies, specific minerals to support urinary health, and antioxidants to support a developing immune system. We're confident that your kitten will thrive on this delicious food.

The first year is so important for growth and development and we want to ensure your kitten gets the best start in life.



Air bubbles in each kibble allow the food to break down more easily. Easier to crunch, easier to digest and more flavoursome



Chicken (highly digestible), Beet pulp and FOS (a prebiotic) to aid healthy digestion



With Vitamin D, Calcium, Magnesium and Phosphorus needed for strong, healthy growing bones



Bitter orange extract offers dental support with an antibacterial effect that helps to limit the buildup of bacteria on teeth to support healthy gums



Added Biotin, Zinc and Omega 3 to help support skin and coat health



Natural antioxidants to support your cat's developing immune system

Composition

44.5% Chicken (Chicken meal (28%), Chicken fat (11%), Hydrolysed chicken meal (3%), Chicken stock (2.5%)), Rice (14%), Maize (11.5%), Wheat (10.5%), Maize gluten meal (7.5%), Beet pulp (3%), Yeast (Brewer's yeast and grains) (2%), Minerals (1.5%), Fish meal (1%), Dried egg (1%), Fructo-oligosaccharides (prebiotic FOS) (0.4%), Yeast (as a source of high nucleotide yeast extract) (0.12%)

Flavourings (for dental support)

Bitter orange extract of whole fruit 60 mg/kg

Analytical Constituents

Protein	32.0%
Carbohydrate	33.0%
Fat Content	17.0%
of which Omega 3	0.18%
Inorganic Matter	8.5%
of which Calcium	1.83%
of which Phosphorus	0.97%
of which Magnesium	0.09%
Crude Fibre	1.5%
Moisture Content	8.0%
Total	100%



Adult Cat Care

OSCAR understand that all cats are different and require a range of ingredients to suit their individual needs. With a variety of recipes and flavours we're confident your cat is sure to love this delicious, wholesome and healthy food.

What goodness will you find in OSCAR Adult Cat Care food?

- ✓ Hydrolysed chicken
- ✓ Antioxidants
- ✓ Balanced vitamins and minerals
- ✓ Flavoursome kibble
- ✓ Skin support
- ✓ Urinary care
- ✓ Prebiotics for healthy digestion
- ✓ Dental care
- ✓ Support for strong bones



Aston



Madison



Benefits may vary across products. See individual product details.



Grain Free Chicken

400g, 2kg & 4kg

Our tasty Grain Free Chicken recipe has been developed to cater for your adult cat's specific needs offering optimal health and well-being. With a special blend of fibres to prevent hairballs, specific minerals and cranberry to promote urinary health, and added dental care, we're sure your cat will savour this complete chicken recipe.



Grain free recipe formulated to reduce the likelihood of skin and digestive problems associated with allergies to gluten



Hydrolysed chicken (less allergenic and highly digestible), Beet pulp and Chicory (a source of the prebiotic FOS) to aid healthy digestion



Special blend of fibres for added hairball defence



STAY-C® 50* is a specialist source of Vitamin C that dissolves in the saliva and is coated onto our kibble to help support healthy gums and manage plaque and tartar buildup



Added Biotin, Zinc and Omega 3 to help support skin and coat



Specific mineral and trace elements with added Cranberry to promote urinary health

Composition

47.6% Chicken (Chicken meal (36.3%), Chicken fat (8.8%), Chicken stock (2.5%)), Potato (14.1%), Sweet potato (11.8%), Lentils (5.9%), Chickpeas (5.9%), Tapioca (3.9%), Potato protein (3.4%), Beet pulp (2.9%), Linseed (2.5%), Minerals (0.7%), Cellulose (0.4%), Chicory extract (as a source of the prebiotic fructo-oligosaccharide) (0.1%), Yeasts (as a source of the prebiotic mannan-oligosaccharide) (0.1%), STAY-C® 50* (0.07%), Yucca schidigera extract (0.015%), Dried cranberry (0.005%)

*STAY-C® 50 is a trademark of DSM.

Analytical Constituents

Protein	32.3%
Carbohydrate	34.3%
Fat Content	15.3%
of which Omega 3	0.7%
Inorganic Matter	9.2%
of which Calcium	1.5%
of which Phosphorus	1.0%
of which Magnesium	0.09%
Crude Fibre	2.5%
Moisture Content	6.4%
Total	100%





Rich in Salmon & Chicken

400g, 2kg & 4kg

Our tasty Rich in Salmon & Chicken adult cat recipe is packed with all the goodness your cat needs to be active and happy! With air bubbles in each kibble for easier crunch and digestion, Omega 3 fatty acids to support joints, good eyesight, brain health and a healthy coat and added dental care, your cat is sure to love this delicious, wholesome and healthy food.



Air bubbles in each kibble allow the food to break down more easily. Easier to crunch, easier to digest and more flavoursome



Omega 3 fatty acids EPA and DHA to maintain joints, brain health and support good eyesight



Specific mineral and trace elements to promote urinary health



Bitter orange extract offers dental support with an antibacterial effect that helps to limit the buildup of bacteria on teeth to support healthy gums



Added Biotin, Zinc and Omega 3 to help support skin and coat health



With added Taurine for a healthy heart

Composition

Fish 22% (inc. Salmon (14%), Fish meal (8%)), 21.5% Chicken (Chicken meal (14%), Chicken fat (5.5%), Chicken stock (2%)), Maize (15.5%), Rice (14.5%), Wheat (14%), Maize gluten meal (7%), Beet pulp (3%), Minerals (1.5%), Yeast (Brewer's yeast and grains) (1%), Fructo-oligosaccharides (prebiotic FOS) (0.27%)

Flavourings (for dental support)

Bitter orange extract of whole fruit 60 mg/kg

Analytical Constituents

Protein	29.0%
Carbohydrate	41.5%
Fat Content	12.0%
of which Omega 3	0.23%
Inorganic Matter	8.0%
of which Calcium	1.54%
of which Phosphorus	0.87%
of which Magnesium	0.11%
Crude Fibre	1.5%
Moisture Content	8.0%
Total	100%





Rich in Chicken with Duck

400g, 2kg & 4kg

Our tasty Rich in Chicken with Duck adult recipe is made with the perfect balance of ingredients and nutrients to cater for your cat's specific needs. With specific minerals to promote urinary health, Chicken (a highly digestible protein source), Beet pulp and prebiotics to aid healthy digestion, and added dental support, your cat is sure to savour this delicious, wholesome food.



Air bubbles in each kibble allow the food to break down more easily. Easier to crunch, easier to digest and more flavoursome



Chicken (highly digestible), Beet pulp and FOS (a prebiotic) to aid healthy digestion



Specific mineral and trace elements to help promote urinary health



Bitter orange extract offers dental support with an antibacterial effect that helps to limit the buildup of bacteria on teeth to support healthy gums



Added Biotin, Zinc and Omega 3 to help support skin and coat health



With added Taurine for a healthy heart

Composition

30% Chicken (Chicken meal (20.5%), Chicken fat (5.5%), Chicken stock (2.5%), Hydrolysed chicken meal (1.5%)), Maize (20.5%), Rice (15.5%), Wheat (11.5%), Maize gluten meal (9%), Duck meal (4%), Beet pulp (3%), Fish meal (2%), Minerals (1.5%), Yeast (Brewer's yeast and grains) (1%), Fructo-oligosaccharides (prebiotic FOS) (0.3%)

Flavourings (for dental support)

Bitter orange extract of whole fruit 60 mg/kg

Analytical Constituents

Protein	29.5%
Carbohydrate	42.0%
Fat Content	11.0%
of which Omega 3	0.13%
Inorganic Matter	7.5%
of which Calcium	1.64%
of which Phosphorus	0.9%
of which Magnesium	0.09%
Crude Fibre	2.0%
Moisture Content	8.0%
Total	100%





Rich in Turkey

400g, 2kg & 4kg

Our Rich in Turkey recipe is packed with all the goodness an adult cat needs for a healthy diet! Suitable for less active, indoor or overweight cats requiring calorie or fat restriction to help them lose weight. With specific minerals to promote urinary health, added dental support, Turkey (highly digestible protein), Beet pulp and prebiotics to aid healthy digestion and Biotin, Zinc and Omega 3 to support healthy skin and coat. We're confident your cat will love this delicious and healthy food.



Suitable for less active, indoor and overweight cats requiring fat and calorie restriction



Turkey (highly digestible), Beet pulp and FOS (a prebiotic) to aid healthy digestion



Special blend of fibres for added hairball defence



Bitter orange extract offers dental support with an antibacterial effect that helps to limit the buildup of bacteria on teeth to support healthy gums



Added Biotin, Zinc and Omega 3 to help support skin and coat health



Specific mineral and trace elements to promote urinary health

Composition

Turkey meal (15%), Rice (15%), Maize (14%), Wheat (13.5%), Chicken meal (10%), Maize gluten meal (7%), Chicken fat (5%), Lignocellulose (4%), Hydrolysed poultry meal (3%), Beet pulp (3%), Chicken stock (2.5%), Dried peas (2.5%), Minerals (1.5%), Yeast (Brewer's yeast and grains) (1%), Dried egg (1%), Fructo-oligosaccharides (prebiotic FOS) (0.3%)

Flavourings (for dental support)

Bitter orange extract of whole fruit 60 mg/kg

Analytical Constituents

Protein	30.0%
Carbohydrate	39.0%
Fat Content	11.0%
of which Omega 3	0.1%
Inorganic Matter	7.5%
of which Calcium	1.53%
of which Phosphorus	0.81%
of which Magnesium	0.09%
Crude Fibre	4.5%
Moisture Content	8.0%
Total	100%



Senior Cat Care

OSCAR understand how the needs of an ageing cat differ from those in other lifestages. Our Senior Cat Care recipe is packed with all the goodness your cat needs to remain active. With added glucosamine to help support older joints, added cranberry to promote urinary health, and natural antioxidants to support the immune system, we're confident that your cat will enjoy this delicious, wholesome and healthy food.

What goodness will you find in OSCAR Senior Cat Care food?

- ✓ Hydrolysed proteins
- ✓ Dental care
- ✓ Joint support
- ✓ Balanced vitamins and minerals
- ✓ Antioxidants
- ✓ Flavoursome kibble
- ✓ Skin support
- ✓ Prebiotics for healthy digestion



Rusty

Benefits may vary across products. See individual product details.



Rich in Chicken with Turkey

400g, 2kg & 4kg

Our Rich in Chicken with Turkey senior cat recipe is made with the perfect balance of ingredients and nutrients to cater for your cat's specific ageing needs. With glucosamine to support joints, Cranberry and specific minerals to promote urinary health, Chicken (highly digestible protein), Beet pulp and prebiotics to aid digestive health, natural antioxidants to support the immune system and dental support, it is perfect for adult and mature cats who may need a little extra care.



Air bubbles in each kibble allow the food to break down more easily. Easier to crunch, easier to digest and more flavoursome



Chicken (highly digestible), Beet pulp and FOS (a prebiotic) to aid healthy digestion



Natural antioxidants to support your cat's immune system



Bitter orange extract offers dental support with an antibacterial effect that helps to limit the buildup of bacteria on teeth to support healthy gums



With added Glucosamine to help support and maintain healthy joint tissues



Specific mineral and trace elements with added Cranberry to promote urinary health

Composition

32.5 Chicken (Chicken meal (22%), Chicken fat (5%), Hydrolysed chicken meal (3%), Chicken stock (2.5%)), Maize (16.5%), Rice (15%), Wheat (14.5%), Maize gluten meal (7.5%), Turkey (4%), Beet pulp (3%), Minerals (1.5%), Yeast (Brewer's yeast and grains) (1%), Fish meal (1%), Dried egg, Fructo-oligosaccharides (prebiotic FOS) (0.3%), Dried cranberry (0.06%), Glucosamine (0.03%)

Flavourings (for dental support)

Bitter orange extract of whole fruit 60 mg/kg

Analytical Constituents

Protein	31.0%
Carbohydrate	40.5%
Fat Content	11.0%
of which Omega 3	0.12%
Inorganic Matter	8.0%
of which Calcium	1.65%
of which Phosphorus	0.91%
of which Magnesium	0.09%
Crude Fibre	1.5%
Moisture Content	8.0%
Total	100%



Feeding Guides

It is important to feed the right amount each day for your cat. Ideally, weigh out the correct amount of food on digital scales or ask for a FREE measuring scoop marked with your cat's total feeding volume. When feeding for the first time introduce gradually over 4-7 days.

We recommend that you divide the total amount of food into a minimum of 3-4 meals per day.

Do not be tempted to overfeed as your cat may become overweight and less healthy. Daily amounts may need to be adjusted to meet the needs of your cat according to activity, body condition, seasonal changes and current weight.

Beware that additional supplements, treats and chews can contain food allergens, unbalance the diet or lead to obesity.

Please ensure that fresh drinking water is available at all times.

Kitten Care Chicken*

Feeding Guide

5 - 10 weeks	20g - 45g
10 - 16 weeks	45g - 75g
4 - 9 months	65g - 95g
9 - 12 months	80g - 100g

Adult Rich in Chicken with Duck* Adult Rich in Salmon & Chicken*

Feeding Guide

Less than 2kg	25g or less
2kg - 3kg	25g - 35g
3kg - 4kg	35g - 45g
4kg - 5kg	45g - 60g
5kg - 6kg	60g - 70g

Adult Rich in Turkey*

Feeding Guide

Less than 2kg	25g or less
2kg - 3kg	25g - 35g
3kg - 4kg	35g - 50g
4kg - 5kg	50g - 60g
5kg - 6kg	60g - 75g

Adult Grain free Chicken*

Feeding Guide

Less than 2kg	25g or less
2kg - 3kg	25g - 35g
3kg - 4kg	35g - 45g
4kg - 5kg	45g - 55g
5kg - 6kg	55g - 70g

Senior Rich in Chicken with Turkey*

Feeding Guide

Less than 2kg	25g or less
2kg - 3kg	25g - 35g
3kg - 4kg	35g - 45g
4kg - 5kg	45g - 55g
5kg - 6kg	55g - 70g

*For the complete feeding guide speak to your OSCAR Nutritional Advisor

Only the best for an OSCAR cat
Designed with nutrition as our priority, our foods contain all of these natural ingredients for an all round healthy cat.



Hairball Control
Rich in Turkey, Contains Lignocellulose fibre to promote the removal of hair through the intestinal tract

Shiny Coat
All have balanced fats, oils and supplements to provide essential fatty acids for a healthy shiny coat

Healthy Urinary Function
All diets contain specific mineral and trace element formulas to help reduce urinary stones. Senior Cat Care also contains cranberry, a natural way to reduce urinary tract infections

Maintaining Strong Bones and Teeth
Fortified with calcium for healthy growing bones and teeth

Maintaining Healthy Joints
Senior Cat Care has added glucosamine to support and maintain joint tissue

Optimum Meat Content
All ingredients selected to suit your carnivorous cat's digestive needs

Weight Control
Rich in Turkey has a lower fat content to aid weight control for less active overweight cats

Healthy Digestion
Rich in Turkey Contains prebiotics to aid healthy digestion

Cell Regeneration
Kitten Care contains Nucleotides (the building blocks of DNA) to promote cell regeneration and the growth

Immune Support
Natural antioxidants to support the developing immune system

Maintains Clean Teeth
Slightly abrasive natural fibres to help keep your cat's teeth clean

Dental Support
Bitter orange extract to help reduce bacteria buildup on the teeth

Easy Crunch
Integral tiny air pockets make it easier to crunch and far more palatable

Healthy Heart
Added Taurine for a healthy heart

Supporting Muscle Growth
High quality protein for developing and supporting lean muscle growth

Optimum Nutrition
Correct balance of Vitamins and minerals to suit all life stages

Benefits may vary across products. See individual product details.

Cat Feeding Behaviours

Solitary Feeders

Cats are naturally solitary hunters and do not see meal times as a social activity. They prefer privacy and seclusion for security. Providing a designated quiet area for the food bowl, which is not in a busy part of the house, is important so that the cat isn't disturbed. If in a multi-cat household, cats should be fed in separate areas.

Regular Meals

In the natural environment, cats can consume up to 16 meals a day from hunting. Food intake at each meal would be small due to the size of prey but energy expenditure would be high due to the exertion used in the hunting process; therefore, it is more suitable to feed several small meals throughout the day. Only feed the right amount of food your cat needs to avoid your cat becoming overweight.

Stimulation

Presenting food in a bowl at every mealtime does not enable cats to exhibit natural hunting behaviours (exploratory behaviour). Meeting nutrient needs in ways that mimic cats' natural preferences can provide additional enrichment.

Owners can increase their cat's daily activity and natural eating habits by offering food in puzzle toys, interactive feeders, or devices used to stimulate natural hunting behaviour. Simple measures such as scatter feeding or hide and seek, and placing food in toilet rolls or cardboard boxes can help to mimic natural hunting behaviours and stimulate physical and mental activities in cats. These measures also help to keep cats fit and active - reducing their chances of obesity.



Cat Facts

Jaw

Cats are unable to move their lower jaw sideways. Instead, their upper and lower jaws pass over each other and shear like scissors; therefore, cats crunch, slice and tear their food.



Norman

Dental Care

Bitter orange extract offers dental support from the flavonoids contained within the orange. The flavonoids provide an anti-inflammatory effect which helps to reduce inflammation of the gums linked with periodontal disease. They also provide antiviral and antibacterial support; with studies showing they help limit the buildup of bacteria on teeth that lead to plaque and tartar buildup. The flavonoids also provide antioxidants, which help to protect cells and tissues against damage from free radicals and provide support to the immune system to support healthy gums.

Shape and texture

Shape and texture are really important for cats when they pick up food to put into their mouths. They also prefer an 'easy crunch' kibble which is why the OSCAR Cat Care range contains air bubbles: allowing food to be broken down more easily, and enabling easier crunch, improved digestion and richer flavour.



Madison

Resources

Feeding bowls, water bowls, resting areas and litter trays should all be separated from each other. Water bowls should be wide and shallow and fresh water should be offered daily. Feeding bowls should be cleaned regularly to avoid contamination.

Quick Cat Tips

- ✓ Food, water, resting areas and litter trays should all be in separate places
- ✓ Individual cats should have their own feeding area away from other cats and in a quiet, secluded area
- ✓ Cats prefer dishes that are shallow and wide so that their whiskers do not touch the sides
- ✓ Ensure dishes are kept clean
- ✓ Fresh water should always be available; some cats prefer water fountains, tap water or rain water, so allow for choice
- ✓ Feed for the cat's ideal weight and regularly assess body condition and weight
- ✓ Offer enrichment at mealtimes by encouraging cats to hunt for their food or to use interactive feeders



Freddie - Burgess Hill



Rocco & Tino - Cambridge



Freddie - Burgess Hill

Free Helpline Service

Do you need help and advice for your pets? Contact us on our FREE helpline number 0800 195 8000 or email helpline@oscars.co.uk and we will do our best to assist.

Our friendly and knowledgeable team of experts offer bespoke veterinary, behavioural and nutritional advice. This is a valuable asset to our customers, franchisees and veterinary community and we're proud of the service we offer.

We recognise each pet is an individual and all advice is personally tailored; therefore, we aim to answer your requests within 5 working days and we're available Monday-Friday 9-5pm.

Our Free OSCAR Helpline has helped thousands of pet families over the years.

Meet the Experts

Shelley Audis-Riddell
CertNut (QCF L3) BSc (Hons) MSc



Shelley has over 15 years of experience with animals and, since 2004, has worked at OSCAR Pet Foods. Shelley has also run a successful pet behaviour and training business for over 10 years. Shelley has a keen interest in the impact of diet and behaviour with pets.

Shelley Simmons
RVN CertSAN CertCFVHNut



Shelley is a Registered Veterinary Nurse with a wealth of experience and qualifications and has a keen interest in feline care and nutrition. She is also a specialist nurse in weight management for cats and dogs.

OSCAR

much more than pet food®

Delivering the best for your pets

To ensure you have access to all our superior pet products we offer delivery throughout the U.K. We are the largest network of local Nutritional Advisors with an unrivalled level of service for our loyal and happy customers. We offer one to one nutritional consultations to give individual advice for your pet if you have an advisor in your local area, or you can call our free helpline for further advice.

Visit our website for further information on all OSCAR products and learn more about the services we offer.

- ✓ Nutritional Advice
- ✓ Behavioural Advice
- ✓ Treats
- ✓ Toys
- ✓ Training Aids

- ✓ Health Care
- ✓ Flea Treatments
- ✓ Worming
- ✓ Supplements

Contact OSCAR

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For more information contact your local Nutritional Advisor:



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