

# Transitioning your cat to a new food ...It's easier than you might think!

Cats have a strong preference for the familiar and may be suspicious of a new formula, particularly if it has a different shape or texture. However, many cats can successfully transition to a new formula in as little as a week.



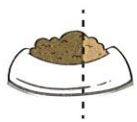
## Making the Switch

Cats require 2 to 3 times more protein than an omnivore such as a person! Cats are strict carnivores with unique nutrient needs. They should never go longer than 24 hours without eating. If your cat has not eaten in 24 hours, call your veterinary team.

To minimize any digestive upset, a new formula should be introduced gradually over seven days.

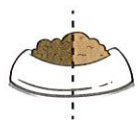
Introducing the new formula slowly will allow your cat to become accustomed to the new shape, texture, smell, and flavour.

If your cat shows any signs of digestive upset, for example soft stool, decrease the amount of the new formula and extend the transition over a longer time period to allow your cat to adjust.



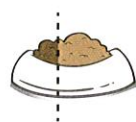
**DAYS 1 + 2**

75% old food  
25% new food



**DAYS 3 + 4**

50% old food  
50% new food



**DAYS 5 + 6**

25% old food  
75% new food



**DAY 7**

100% new food

## Mixing it Up

The following tips will help even the most hesitant cat transition smoothly to a new formula!

- Meal feeding will allow you to better control the transition to the new formula as well as more closely monitor food intake.
- Allowing free access to food prevents cats from expressing their natural hunting preferences. Meal feeding allows you to alter feeding locations, mimicking hunting behaviour.
- Cats are solitary hunters who prefer to eat alone. Watching your cat eat the new formula to assess how your cat likes it may actually discourage him or her from eating.
- If possible, avoid changing to a new formula when your cat is ill or during a stressful event. Cats may associate a negative event with the new formula.

You can accommodate natural eating preferences and provide opportunities for increased activity by offering food puzzle toys that release the new formula when your cat plays with them. Wet food can be provided in a hollow toy which will encourage increased physical activity and mimic hunting behaviour.



## Finding Success

Transitioning to a new formula slowly gives your cat time to adjust and increases the chances of success.

## Make Meals Interesting

- Mixing an appropriate wet formula in with kibble can entice your cat to eat while increasing water consumption.
- Cats primarily choose their food based on their sense of smell. Adding some warm water to the kibble can increase aroma.

*Any cat that doesn't eat for more than a day could end up with serious, potentially life-threatening, health consequences.*

*If your cat hasn't eaten anything for 24 hours, call your veterinary team.*

*Most cats will transition smoothly to a new formula in just a week!*

