

# Taste of the Wild®

## TASTE OF THE WILD EXPANDS WITH NEW FELINE RECIPE

*New Taste of the Wild recipe provides cats a taste of roasted quail and roasted duck*

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META, MO (June 18, 2019) – Responding to consumers eager for additional feline recipes, Taste of the Wild announced today it has expanded the line with its new Lowland Creek™ Feline Recipe with Roasted Quail & Roasted Duck. The recipe, inspired by cats’ ancestral diets, offers the flavors their wild counterparts would crave while providing the complete nutrition today’s cats need.

“Taste of the Wild has been popular with dog and cat parents for its flavors, complete nutrition and affordability; but cat owners haven’t had as many recipe options as dog owners,” says Mark Brinkmann, Taste of the Wild vice president of operations. “We are excited to bring our faithful cat owners a new flavor with Lowland Creek. The grain-free recipe features cage-free quail and cage-free duck, which provide a highly digestible source of energy cats need at a price customers can afford.”

The new all life stages recipe was developed by a team that includes veterinarians and research and development scientists. Like all Taste of the Wild recipes, Lowland Creek Feline Recipe features proprietary species-specific probiotics, which are added after the cooking process to ensure viability. Each pound of Taste of the Wild provides 80 million live, active cultures that help support healthy digestive and immune systems.

All Taste of the Wild recipes, including Lowland Creek Feline Recipe, follow the Association of American Feed Control Officials (AAFCO) guidelines for complete and balanced pet food. Lowland Creek Feline Recipe is available in 5-pound and 14-pound bags and can be found online and at independent pet and farm & feed stores. To find a retailer near you, visit our “[where to buy](#)” page. For more information on Taste of the Wild Lowland Creek Feline Recipe, visit [www.tasteofthewildpetfood.com](http://www.tasteofthewildpetfood.com) or call 1-800-342-4808.

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## About Taste of the Wild

Taste of the Wild is a line of premium, complete, grain-free pet foods that is based on the ancestral diet of today's dogs and cats. Featuring ingredients like bison, venison, turkey, trout and more, Taste of the Wild provides pets with the wild tastes they crave while providing them with the balanced nutrition they need. The unique line of products was created by one family who believes every pet deserves great nutrition and every pet parent deserves a fair value. For more information about Taste of the Wild, visit [www.tasteofthewildpetfood.com](http://www.tasteofthewildpetfood.com). If you have questions or concerns about your pet's health or nutrition, please talk to your veterinarian.