



**NOURISH  
AS NATURE  
INTENDED**







# INTRODUCING ORIJEN™

Orijen is derived from the latin term 'origin' – meaning source or beginning. Born from a desire to mirror the diet dogs and cats have evolved to eat, ORIJEN represents the fullest expression of our biologically appropriate food philosophy.

**Orijen pioneered Biologically Appropriate food and WholePrey nutrition. That is why fresh or raw meat\*, poultry, fish, and nutrient-rich organs are always the first FIVE ingredients in ORIJEN.**

**FIRST FIVE INGREDIENTS ALWAYS FRESH OR RAW\***

Ingredient example from ORIJEN Original Cat. Animal protein sources depicted in fresh form before processing.  
Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.

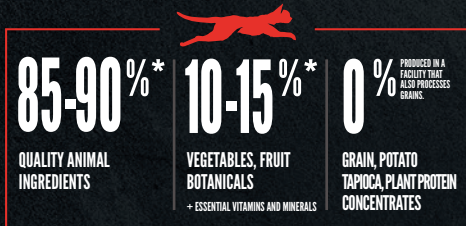


# WHAT IS ORIJEN™ ?



## BIOLOGICALLY APPROPRIATE CAT FOOD

Loaded with up to 90%\* quality animal ingredients and fresh fruits and vegetables, our lineup of ORIJEN cat food offer a variety of protein-rich, nutrient-dense recipes.



\*Approximate and derived from the unprocessed state of the ingredients.

**A biologically appropriate diet mirrors the rich, fresh, variety of WholePrey meats that cats have evolved to eat.**

Our fresh ingredients are delivered fresh or raw\*\* from our Trusted Suppliers, directly to our kitchens. We work with a passionate team of animal nutritionists, food scientists and a veterinarian to prepare recipes your cat will thrive on. Featuring quality ingredients like beef, poultry and sustainably wild-caught fish, **feeding ORIJEN means feeding your cat the best.**

\*\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.



# WHAT IS ORIJEN™ ?



6-8

DIFFERENT ANIMAL  
PROTEINS

2/3

FRESH OR RAW\*

## EVOLUTIONARY DIET

Representing the fullest expression of our Biologically Appropriate philosophy, **ORIJEN's recipes reflect diets as close as possible to what our cats' ancestors found and consumed in nature.**

Our recipes feature rich inclusions of fresh and raw\* animal ingredients to nourish as nature intended.

## THE WHOLEPREY DIET



PROTEIN-RICH  
MEAT, POULTRY & FISH

+



NUTRIENT-FILLED  
ORGANS

+



MINERAL-RICH  
BONES



### POULTRY | FISH | ORGANS | BONE

Mother Nature got it right. We followed her lead by incorporating whole meat organs, cartilage, and bone in natural WholePrey ratios, eliminating the need for long lists of synthetic supplements.

Ingredient example from ORIJEN TUNDRA CAT. Animal protein sources depicted in fresh form before processing. Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at the peak of freshness to preserve nutrients.



# WHY IS ORIJEN™ SUPERIOR TO COMPETITORS?



## FIRST FIVE INGREDIENTS

ARE ALWAYS  
FRESH OR RAW\*  
ANIMAL  
INGREDIENTS



## THE WHOLEPREY DIET

### ORIJEN™



### OTHERS



Ingredient example from ORIJEN TUNDRA CAT. Animal protein sources depicted in fresh form before processing. Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

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# TRANSITION YOUR CAT ONTO ORIJEN™ FOOD

We all want our cats to have a well-balanced diet that keeps them healthy and thriving. If you're transitioning your cat's diet onto one of our delicious recipes, it's a good idea to slowly incorporate the new food in order to help them comfortably adapt to the unfamiliar recipe.

**Rotational feeding is beneficial for your cat in many ways.**

It mimics their ancestral diet and helps support a strong gastrointestinal environment. By rotating different ORIJEN recipes, you're giving your cat a variety of proteins with different nutritional values and an assortment of flavours.



## TRANSITIONAL DIET



A gradual incorporation of a new food helps prevent any stomach upsets. Adding the new diet in 25% increments over 10-14 days can make the transition to a new diet smooth and comfortable.

## ROTATIONAL DIET

There's no right or wrong way to feed a rotational diet. You can mix different flavours everyday, every week, or by the bag. When rotating to a new flavour for the first time, make sure to transition to the new diet gradually. The variety of nutrition and flavour will keep your cat's mouth watering for every meal.



# WHAT WE WANT YOU TO REMEMBER



1.

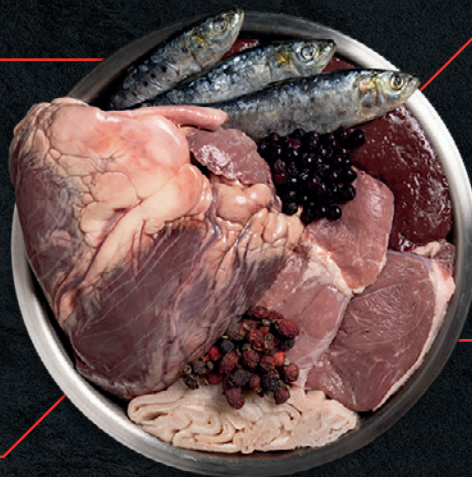
## 2/3 INGREDIENTS

ARE FRESH  
OR RAW\*\* WHOLEPREY  
INGREDIENTS

3.

## ORIJEN™'S FIRST FIVE

INGREDIENTS ARE  
FRESH OR RAW\*\*



2.

## ORIJEN™ DELIVERS

NUTRIENT DENSE  
COMPLETE CAT FOOD  
FOR AMAZING  
HEALTH SUPPORT

4.

85-90%\*

QUALITY ANIMAL  
INGREDIENTS

10-15%\*

VEGETABLES, FRUIT  
BOTANICALS  
+ ESSENTIAL VITAMINS  
& MINERALS

0%

GRAIN, POTATO  
TAPIOCA, PLANT PROTEIN  
CONCENTRATES

PRODUCED IN A  
FACILITY THAT  
ALSO PROCESSES  
GRAINS.

\*Approximate and derived from the unprocessed state of the ingredients.

Ingredient example from ORIJEN Regional Red Cat. Animal protein sources depicted in fresh form before processing. Proportions and quantities not representative of contents of one package or serving. Cuts may vary. See ingredient list.

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# ORIJEN™ RANGE PRODUCTS



**KITTEN**  
NEW

340 G  
1.8 KG

1. Fresh chicken
2. Raw turkey
3. Raw salmon
4. Raw whole herring
5. Fresh chicken giblets

ORIJEN™ Kitten diet is a natural entry point for **new Pet Lovers to the ORIJEN family**. This diet helps support your kitten's brain development and cognitive function with naturally occurring DHA and EPA from salmon, whole mackerel and herring, and pollock oil.



**ORIGINAL CAT**

340 G  
1.8 KG  
5.4 KG  
17 KG

1. Fresh chicken
2. Raw turkey
3. Raw whole herring
4. Fresh chicken giblets
5. Raw whole hake

Packed with WholePrey animal ingredients like poultry, fish, organs and bone, **ORIJEN™ Original Cat diet is made with the most nutrient-dense, succulent parts of the prey to deliver the nutrition cats need.** A good option for cats transitioning to ORIJEN.



**GUARDIAN 8**  
NEW

340 G  
1.8 KG  
4.5 KG

1. Fresh chicken
2. Raw salmon
3. Raw turkey
4. Raw whole herring
5. Raw whole mackerel

**ORIJEN™ Guardian 8 is formulated for adult cats** to address a variety of common ailments through quality ingredients rather than supplementation.



**SIX FISH**

340 G  
1.8 KG  
5.4 KG

1. Raw whole pilchard
2. Raw whole hake
3. Raw whole mackerel
4. Raw whole flounder
5. Raw whole rockfish

A higher omega content makes this diet great for skin and coat health. **With fish as the only protein, it's a great option for cats with sensitive stomachs or allergies.**



**REGIONAL RED**

340 G  
1.8 KG  
5.4 KG

1. Raw beef
2. Raw whole pilchard
3. Raw wild boar
4. Raw bison
5. Raw lamb

**A good option for picky eaters,** and a great addition to a rotational feeding schedule.



**TUNDRA**

340 G  
1.8 KG  
5.4 KG

1. Raw duck
2. Raw arctic char
3. Raw steelhead trout
4. Raw whole pilchard
5. Raw venison

This diet contains unique protein sources, and is **a great option for adding variety into a rotational diet.**



**FIT & TRIM**

340 G  
1.8 KG  
5.4 KG

1. Fresh chicken
2. Fresh chicken giblets
3. Raw whole herring
4. Raw turkey
5. Raw whole hake

With fewer calories and fat than other ORIJEN diets, this is **a good option for cats who need help maintaining a healthy weight.** Ideal for neutered/sterilized cats.

**SIZE**

**FIRST 5 INGREDIENTS**

**HELPFUL INFORMATION**





# Kitten

## FOR KITTENS




**ORIJEN™ Kitten** diet is specially formulated to give your kitten the nutrients they need to grow healthy and strong. Packed with 90%\* quality animal ingredients like chicken, turkey and salmon, it helps support muscle development in your growing kitten. It also contains 15 fresh or raw\* ingredients, including WholePrey ingredients like muscle meat, organs and bone, the most succulent and nourishing parts of the prey. This diet helps support your kitten's brain development and cognitive function with naturally occurring DHA and EPA from salmon, whole mackerel and herring, and pollock oil.


### FEATURES

- **The first 5 ingredients are fresh or raw\* poultry and fish ingredients.**  
Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness.
- **Helps support your kitten's digestion with prebiotics**  
such as dried chicory root and natural sources of fiber from whole pumpkin, collard greens, whole apples & whole pears.
- **2/3 of each bag includes fresh or raw\* ingredients.**
- **Smaller kibble size specially designed for kittens.**

### ANALYTICAL CONSTITUENTS

Crude protein	40 %
Fat content	20 %
Crude ash	9 %
Crude fibre	3 %
Moisture	10 %
Calcium	1.3 %
Phosphorus	1 %
DHA / EPA	0.4 % / 0.4 %
Omega-6 fatty acids	4 %
Omega-3 fatty acids	1.2 %
Magnesium	0.1 %
Taurine	0.2 %

		
<b>90%**</b>	<b>10%**</b>	<b>0%</b>
QUALITY ANIMAL INGREDIENTS	VEGETABLES, FRUIT BOTANICALS + ESSENTIAL VITAMINS & MINERALS	GRAIN, POTATO TAPIOCA, PLANT PROTEIN CONCENTRATES

	<b>WHOLEPREY DIET</b> <b>POULTRY   FISH   ORGANS   CARTILAGE   BONE</b> Mirroring nature, our WholePrey ingredients feature a richly nourishing balance of fresh and raw poultry, fish, organs, cartilage, and bone, providing nutrients in their most natural and nourishing form.
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\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness. \*\*Approximate and derived from the unprocessed state of the ingredients.

For more information please contact our Customer Care Team at [customer@championpetfoods.com](mailto:customer@championpetfoods.com).





# Original Cat

FOR CATS OF ALL BREEDS & LIFE STAGES




**ORIJEN™ Original Cat** diet is made with fresh or raw\* chicken, turkey and wild-caught fish. Packed with WholePrey animal ingredients like poultry, fish, organs and bone, ORIJEN Original Cat diet is made with the most nutrient-dense, succulent parts of the prey to deliver the nutrition cats need. With 85%\*\* quality animal ingredients and a freeze-dried liver coating, this diet is beyond comparison.


## FEATURES

- The first 5 ingredients are fresh or raw\* poultry and fish ingredients.
- 85%\*\* quality poultry and fish ingredients, providing a strong source of essential protein, vitamins, and minerals.
- Freeze-dried coated for a burst of raw flavour your cat instinctively craves.
- Crafted in Canada with the world's best ingredients.

## ANALYTICAL CONSTITUENTS

Crude protein	40 %
Crude fat	20 %
Crude fibre	3 %
Crude ash	8 %
Moisture	10 %
Calcium	1.4 %
Phosphorus	1.1 %
DHA / EPA	0.3 % / 0.2 %
Omega-6 fatty acids	3.1 %
Omega-3 fatty acids	1 %
Magnesium	0.1 %
Taurine	0.2 %

		
<b>85%**</b>	<b>15%**</b>	<b>0%</b>
QUALITY ANIMAL INGREDIENTS	VEGETABLES, FRUIT BOTANICALS + ESSENTIAL VITAMINS & MINERALS	GRAIN, POTATO TAPIOCA, PLANT PROTEIN CONCENTRATES



**WHOLEPREY DIET**  
POULTRY | FISH | ORGANS | CARTILAGE | BONE

Mirroring nature, our WholePrey ingredients feature a richly nourishing balance of fresh and raw\* poultry, fish, organs, cartilage, and bone, providing nutrients in their most natural and nourishing form.

\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness. \*\*Approximate and derived from the unprocessed state of the ingredients.

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# Guardian 8

FOR ADULT CATS  
OF ALL BREEDS



**ORIJEN™ Guardian 8** targets the health-conscious consumer who is looking for a diet that will support their cat for a lifetime. With 90%\*\* quality animal ingredients and 2/3 of those being fresh or raw\*, Guardian 8 supports your cat's immune and digestive system, provides healthy skin & coat, maintains muscle, joint and heart health, supports brain and cognitive function as well as eye health. Made with 90%\*\* quality animal ingredients, and 2/3 of those being fresh and raw\*, Guardian 8 contains nutritious ingredients that help support your cat.

## FEATURES

- **The first 5 ingredients are fresh or raw\* poultry and fish ingredients.**  
Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness.
- **Helps support your cat's digestion with prebiotics**  
such as dried chicory root and natural sources of fiber from whole pumpkin, collard greens, whole apples & whole pears.
- **2/3 of each bag includes fresh or raw\* ingredients.**

## ANALYTICAL CONSTITUENTS

Crude protein	40 %
Fat content	18 %
Crude ash	9 %
Crude fibre	4 %
Moisture	10 %
Calcium	1.4 %
Phosphorus	1.1 %
DHA / EPA	0.35 % / 0.35 %
Omega-6 fatty acids	3 %
Omega-3 fatty acids	1.2 %
Magnesium	0.1 %
Taurine	0.1 %



**90%\*\***  
QUALITY ANIMAL  
INGREDIENTS

**10%\*\***  
VEGETABLES, FRUIT  
BOTANICALS  
+ ESSENTIAL VITAMINS & MINERALS

**0 %**  
GRAIN, POTATO  
TAPIOCA, PLANT PROTEIN  
CONCENTRATES

## 8 BENEFITS FOR OVERALL HEALTH



IMMUNE  
SUPPORT



DIGESTIVE  
HEALTH



HEALTHY  
SKIN & COAT



HEART  
HEALTH



MUSCLE  
MAINTENANCE



JOINT  
HEALTH



AIDS BRAIN  
FUNCTION



EYE  
HEALTH

\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness. \*\*Approximate and derived from the unprocessed state of the ingredients.

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# Six Fish

FOR CATS OF ALL BREEDS  
& LIFE STAGES




**ORIJEN™ Six Fish** diet is made with fish from raw\* wild-caught pilchard, hake, mackerel, flounder, rockfish and sole. Packed with WholePrey animal ingredients like fish, organs and bone, ORIJEN Six Fish diet is made with the most nutrient-dense, succulent parts of the prey to deliver the nutrition cats need. With 85%\*\* quality animal ingredients and a freeze-dried liver coating, this diet is beyond comparison.

## FEATURES

- The first 5 ingredients are raw\* fish ingredients.
- 85%\*\* quality fish ingredients, providing a strong source of essential protein, vitamins, and minerals.
- Freeze-dried coated for a burst of raw flavour your cat instinctively craves.
- Crafted in Canada with the world's best ingredients.

## ANALYTICAL CONSTITUENTS

Crude protein	40 %
Crude fat	19 %
Crude fibre	3 %
Crude ash	9 %
Moisture	10 %
Calcium	1.6 %
Phosphorus	1.2 %
DHA / EPA	0.8 % / 0.5 %
Omega-6 fatty acid	2.1 %
Omega-3 fatty acids	2.1 %
Magnesium	0.1 %
Taurine	0.3 %

		
<b>85%**</b>	<b>15%**</b>	<b>0%</b>
QUALITY ANIMAL INGREDIENTS	VEGETABLES, FRUIT BOTANICALS + ESSENTIAL VITAMINS & MINERALS	GRAIN, POTATO TAPIOCA, PLANT PROTEIN CONCENTRATES

### WHOLEPREY DIET FISH | ORGANS | BONE



Mirroring nature, our WholePrey ingredients feature a richly nourishing balance of fresh and raw\* fish, organs, and bone, providing nutrients in their most natural and nourishing form.

\*Our raw ingredients are frozen at their peak freshness. \*\*Approximate and derived from the unprocessed state of the ingredients.

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# Regional Red

## FOR CATS OF ALL BREEDS & LIFE STAGES



**ORIJEN™ Regional Red** diet is made with meat from raw\* beef, whole pilchard, wild boar, bison and lamb. Packed with WholePrey animal ingredients like meat, fish, organs and bone, ORIJEN Regional Red diet is made with the most nutrient-dense, succulent parts of the prey to deliver the nutrition cats need. With 85%\*\* quality animal ingredients and a freeze-dried liver coating, this diet is beyond comparison.


### FEATURES

- The first 5 ingredients are raw\* meat and fish ingredients.
- 85%\*\* quality meat and fish ingredients, providing a strong source of essential protein, vitamins, and minerals.
- Freeze-dried coated for a burst of raw flavour your cat instinctively craves.
- Crafted in Canada with the world's best ingredients.

### ANALYTICAL CONSTITUENTS

Crude protein	40 %
Crude fat	20 %
Crude fibre	3 %
Crude ash	9.5 %
Moisture	10 %
Calcium	2.1 %
Phosphorus	1.6 %
DHA / EPA	0.25 % / 0.2 %
Omega-6 fatty acid	2.5 %
Omega-3 fatty acids	1.1 %
Magnesium	0.1 %
Taurine	0.2 %

		
<b>85%**</b>	<b>15%**</b>	<b>0%</b>
QUALITY ANIMAL INGREDIENTS	VEGETABLES, FRUIT BOTANICALS + ESSENTIAL VITAMINS & MINERALS	GRAIN, POTATO TAPIOCA, PLANT PROTEIN CONCENTRATES

	<b>WHOLEPREY DIET</b> <b>MEAT   FISH   ORGANS   BONE</b> Mirroring nature, our WholePrey ingredients feature a richly nourishing balance of fresh and raw* meat, fish, organs and bone, providing nutrients in their most natural and nourishing form.
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\*Our raw ingredients are frozen at their peak freshness. \*\*Approximate and derived from the unprocessed state of the ingredients.

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# Tundra

## FOR CATS OF ALL BREEDS & LIFE STAGES



**ORIJEN™ Tundra** diet provides your cat with the nourishing protein and nutrients they need, from raw<sup>\*</sup> duck, fish and venison. Packed with WholePrey animal ingredients like meat, fish, organs and bone, ORIJEN Tundra diet is made with the most nutrient-dense, succulent parts of the prey to deliver the nutrition cats need. With 85%<sup>\*\*</sup> quality animal ingredients and a freeze-dried liver coating, this diet is beyond comparison.

### FEATURES

- **The first 5 ingredients are fresh or raw<sup>\*</sup> duck, meat and fish ingredients.**
- **85%<sup>\*\*</sup> quality duck, meat and fish ingredients,** providing a strong source of essential protein, vitamins, and minerals.
- **Freeze-dried coated for a burst of raw flavour your cat instinctively craves.**
- **Crafted in Canada with the world's best ingredients.**


### ANALYTICAL CONSTITUENTS

Crude protein	40 %
Crude fat	20 %
Crude fibre	3 %
Crude ash	9 %
Moisture	10 %
Calcium	1.9 %
Phosphorus	1.4 %
Magnesium	0.1 %
DHA / EPA	0.3 % / 0.2 %
Omega-6 fatty acids	2.4 %
Omega-3 fatty acids	1 %
Taurine	0.2 %


(dried enterococcus faecium fermentation product)

<sup>\*</sup>Our raw ingredients are frozen at their peak freshness. <sup>\*\*</sup>Approximate and derived from the unprocessed state of the ingredients.

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<b>85%<sup>**</sup></b> QUALITY ANIMAL INGREDIENTS	<b>15%<sup>**</sup></b> VEGETABLES, FRUIT BOTANICALS + ESSENTIAL VITAMINS & MINERALS	<b>0%</b> GRAIN, POTATO TAPIOCA, PLANT PROTEIN CONCENTRATES
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### WHOLEPREY DIET

**MEAT | FISH | ORGANS | BONE**

Mirroring nature, our WholePrey ingredients feature a richly nourishing balance of fresh and raw<sup>\*</sup> meat, fish, organs and bone, providing nutrients in their most natural and nourishing form.



# Fit & Trim

## FOR ADULT MAINTENANCE






**ORIJEN™ Fit & Trim** diet is optimized to support lean muscle mass and is specifically designed to support peak physical conditioning made with quality animal ingredients from fresh or raw\* chicken, turkey and wild-caught fish. With rich inclusions of WholePrey animal ingredients like poultry, fish, organs and bone, ORIJEN Fit & Trim diet is made with the most nutrient-dense, succulent parts of the prey to deliver the lean nutrition cats need. With 85%\*\* quality animal ingredients and a freeze-dried liver coating, this diet is beyond comparison. **Ideal diet for neutered/sterilized cats.**


### FEATURES

- The first 5 ingredients are fresh or raw\* poultry and fish ingredients.
- 85%\*\* quality poultry and fish ingredients, providing a strong source of essential protein, vitamins, and minerals.
- Freeze-dried coated for a burst of raw flavour your cat instinctively craves.
- Crafted in Canada with the world's best ingredients.

### ANALYTICAL CONSTITUENTS

Crude protein	42 %
Crude fat	15 %
Crude fibre	6 %
Crude ash	10 %
Moisture	10 %
Calcium	1.4 %
Phosphorus	1.1 %
Magnesium	0.1 %
DHA	0.3 %
EPA	0.2 %
Omega-6 fatty acids	2.4 %
Omega-3 fatty acids	1 %
Taurine	0.2 %
L-Carnitine	33 mg/kg

		
<b>85 %**</b>	<b>15 %**</b>	<b>0 %</b>
QUALITY ANIMAL INGREDIENTS	VEGETABLES, FRUIT BOTANICALS + ESSENTIAL VITAMINS & MINERALS	GRAIN, POTATO TAPIOCA, PLANT PROTEIN CONCENTRATES

	<b>WHOLEPREY DIET</b> POULTRY   FISH   ORGANS   BONE
	Mirroring nature, our WholePrey ingredients feature a richly nourishing balance of fresh and raw* poultry, fish, organs and bone, providing nutrients in their most natural and nourishing form.

\*Our fresh ingredients use refrigeration as the sole method of preservation and our raw ingredients are frozen at their peak freshness. \*\*Approximate and derived from the unprocessed state of the ingredients.

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