



WILD RESERVE™

SCAN TO VISIT THE
ORIEN WILD RESERVE
ASSET PORTAL



SCAN ME

ORIEN™ WILD RESERVE makes every meal special by providing cats with nourishment and variety in one convenient package. Eliminating the need for multiple products, bowls or measurements, ORIEN Wild Reserve serves up the nourishing, protein-packed dry food ORIEN Pet Lovers enjoy and elevates it with freeze-dried morsels of 100% Shrimp, 100% Chicken, and Chicken & Goat Milk. These freeze-dried inclusions add more animal protein, improve taste in every bite, introduce variety and texture, and help provide excitement at mealtime.

KIBBLE+ (KIBBLE WITH INCLUSIONS)

**SEGMENT IS OUTPACING DRY
CAT FOOD CATEGORY GROWTH**

DRY CAT FOOD

+4.9%

KIBBLE+

+8.0%

Source: Nielsen IQ Discover, Latest 52 Weeks Ending 7/13/24, Total Pet Retail, Representative set of competitive kibble products with visible inclusions



**WILD RESERVE PERFORMS
TREMENDOUSLY
IN PALATABILITY TESTING**

ORIEN WILD RESERVE 95% CONSUMPTION

COMPETITOR AVERAGE 79% CONSUMPTION

Source: Summit Ridge Farms 3rd Party Palatability studies

FIRST TO MARKET



CAT KIBBLE
**WITH 100% FREEZE-DRIED
SHRIMP INCLUSION**
(whole shrimp, tail removed)



KITTEN KIBBLE
**WITH FREEZE-DRIED CHICKEN
AND GOAT MILK INCLUSIONS**



**CATS CONSUME 2.46x
ORIEN WILD RESERVE
COMPARED TO
INSTINCT CHICKEN¹**



**CATS CONSUME
NEARLY 7x
ORIEN WILD RESERVE
TO STELLA & CHEWY²**

¹2.46 to 1 consumption ratio of ORIEN w/chicken crumbles to Instinct Chicken ²There is a 6.90 to 1 consumption ratio of Origen Six Fish to Stella & Chewy.



ORIJEN™ WILD RESERVE KITTEN

INGREDIENTS

Chicken, turkey, salmon, whole herring, chicken giblets (liver, heart, gizzard), dehydrated chicken, dehydrated turkey, dehydrated herring, dehydrated chicken liver, dehydrated egg, whole red lentils, whole pinto beans, turkey giblets (liver, heart, gizzard), eggs, pollock oil, chicken fat, whole green lentils, whole navy beans, whole chickpeas, whole peas, natural chicken flavor, ground miscanthus grass, freeze-dried chicken, freeze-dried goat milk, choline chloride, whole cranberries, dried kelp, mixed tocopherols (preservative), whole pumpkin, whole butternut squash, collard greens, whole apples, whole pears, zinc proteinate, riboflavin, folic acid, thiamine mononitrate, niacin, pyridoxine hydrochloride, copper proteinate, dried Bacillus coagulans fermentation product, dried chicory root, turmeric, sarsaparilla root, althea root, rosehips, juniper berries, citric acid (preservative), rosemary extract.

3.5 LB



MAP

\$28.99

iMAP

\$30.99

GUARANTEED ANALYSIS

Crude protein (min.)	40 %
Crude fat (min.)	20 %
Crude fiber (max.)	3 %
Moisture (max.)	10 %
DHA (docosahexaenoic acid) (min.)	0.4 %
EPA (eicosapentaenoic acid) (min.)	0.4 %
Calcium (min.)	1.4 %
Phosphorus (min.)	1 %
Magnesium (min.)	0.1 %
Taurine (min.)	0.2 %
Omega-6 fatty acids* (min.)	4 %
Omega-3 fatty acids* (min.)	1.2 %
Total Microorganisms* (min.)	100 Million CFU/lb
(Bacillus coagulans)	

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles

CALORIE CONTENT

(ME calculated): ME 4120 kcal/kg,
515 kcal per 8 fl. oz cup.



ORIJEN™ WILD RESERVE FREE-RUN CHICKEN & WILD-CAUGHT FISH RECIPE

INGREDIENTS

Chicken, turkey, whole herring, turkey giblets (liver, heart, gizzard), salmon, dehydrated chicken, dehydrated turkey, dehydrated salmon, dehydrated chicken liver, dehydrated egg, whole red lentils, whole pinto beans, whole green lentils, chicken giblets (liver, heart, gizzard), eggs, chicken fat, natural chicken flavor, whole navy beans, whole chickpeas, whole peas, freeze-dried chicken breast, pollock oil, lentil fiber, choline chloride, whole cranberries, dried kelp, mixed tocopherols (preservative), vitamin E supplement, zinc proteinate, whole pumpkin, whole butternut squash, collard greens, whole apples, whole pears, thiamine mononitrate, copper proteinate, niacin, pyridoxine hydrochloride, dried Bacillus coagulans fermentation product, dried chicory root, turmeric, sarsaparilla root, althea root, rosehips, juniper berries, citric acid (preservative), rosemary extract.

3.5 LB



MAP

\$29.99

iMAP

\$31.99

GUARANTEED ANALYSIS

Crude protein (min.)	40 %
Crude fat (min.)	20 %
Crude fiber (max.)	3 %
Moisture (max.)	10 %
DHA (docosahexaenoic acid) (min.)	0.2 %
EPA (eicosapentaenoic acid) (min.)	0.2 %
Calcium (min.)	1.4 %
Phosphorus (min.)	1 %
Magnesium (min.)	0.1 %
Taurine (min.)	0.2 %
Omega-6 fatty acids* (min.)	3.5 %
Omega-3 fatty acids* (min.)	0.8 %
Total Microorganisms* (min.)	100 Million CFU/lb
(Bacillus coagulans)	

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles

CALORIE CONTENT

(ME calculated): ME 4120 kcal/kg,
515 kcal per 8 fl. oz cup.



ORIJEN™ WILD RESERVE WILD-CAUGHT FISH RECIPE

INGREDIENTS

Whole herring, salmon, flounder, Acadian redfish, monkfish, whole hake, sardine meal, herring meal, blue whiting meal, herring oil, whole red lentils, whole pinto beans, salmon meal, pollock meal, sunflower oil, whole green lentils, whole navy beans, whole peas, natural fish flavor, freeze-dried shrimp, lentil fiber, choline chloride, mixed tocopherols (preservative), whole cranberries, dried kelp, vitamin E supplement, whole pumpkin, whole butternut squash, collard greens, whole pears, whole apples, zinc proteinate, thiamine mononitrate, riboflavin, folic acid, copper proteinate, dried Bacillus coagulans fermentation product, dried chicory root, turmeric, sarsaparilla root, althea root, rosehips, juniper berries, niacin, pyridoxine hydrochloride, citric acid (preservative), rosemary extract.

3.5 LB



MAP

\$31.99

iMAP

\$33.99

GUARANTEED ANALYSIS

Crude protein (min.)	40 %
Crude fat (min.)	20 %
Crude fiber (max.)	3 %
Moisture (max.)	10 %
DHA (docosahexaenoic acid) (min.)	0.65 %
EPA (eicosapentaenoic acid) (min.)	0.65 %
Calcium (min.)	1.5 %
Phosphorus (min.)	1.3 %
Magnesium (min.)	0.1 %
Taurine (min.)	0.3 %
Omega-6 fatty acids* (min.)	2 %
Omega-3 fatty acids* (min.)	2 %
Total Microorganisms* (min.)	100 Million CFU/lb
(Bacillus coagulans)	

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrient Profiles

CALORIE CONTENT

(ME calculated): ME 4120 kcal/kg,
515 kcal per 8 fl. oz cup.

