

CASE STUDY

FRISKIES: Honouring our commitment to remove artificial colourants

“It is important to be more natural today.”

In 2018 we continued with we continue with our programme to remove all artificial colours from our product portfolio including our extensive **PURINA® FRISKIES®** cat and dog food range huge challenge as the manufacturing of these products involves ten factories.

Our teams have undertaken lots of research to discover new, non-artificial colourants, while reviewing recipes, testing and producing these new Friskies products. We are proud of our technical teams, who strove to deliver more natural colours while keeping the colour differentiation which we know is important to pet owners and the usual nutritious taste that pets love.



To celebrate this initiative, we relaunched our **FRISKIES®** range so that all of our customers would be reassured that **FRISKIES®** remains as nutritious, balanced, 100% complete and tasty a choice for their pet as ever.