Press Information

28th September 2010

Now for something else completely new
... Completely ... Soft & Tender

Cat owners may adore their pets but they aren't always so delighted by the smell of wet cat food. On the other hand they don't always like the idea of feeding their feline friends dry food alone. So HiLife has come up with an alternative – 'HiLife Completely... Soft & Tender' – a semi-moist cat food that provides a nutritionally balanced diet, combining all the taste of wet food, with the convenience and value of dry food.

'HiLife Completely ... Soft & Tender' is available in two rich and tasty varieties – chicken and salmon. Both varieties contain natural prebiotics and no artificial colours or flavours. They come in a 375g bag to make them easy to serve and keep them as fresh as possible for your cat. 'HiLife Completely... Soft & Tender' is made using a carefully prepared recipe including real meat, high quality meat and fish proteins and other selected ingredients, plus an enriched blend of vitamins and minerals to provide your adult cat with a healthy, balanced diet.

Look out for the completely new packs – they're on shelf now!