

# TASTE TRIAL RESULTS

Everything you've ever heard about cats being finicky eaters is true!



**T**aft and Emma are two tough customers. Both a year old, they said "Nothing doing!" to the defrosted variety of Steve's Real Food for Cats.

Amanda, a robust 9-year-old, had been fed canned food in the past, so she was not unnerved by it. In fact, she gingerly licked the defrosted food that first was given to her. A bit later, it was

mixed 50/50 with her regular dry food, and she ate the Steve's Real Food and left the kibble, clearly showing a preference for the raw food—and a more discriminating palate. (Or maybe that's how she came to weigh 16 pounds—she'll eat anything!)

Her 2-year-old housemate, Max, who had never been fed anything but dry kibble, didn't know what to make of the moist material in his dish and tried to cover it up as if he was in his litter box.



Pizzicato and Obsidian never touched the frozen food. They seemed to tolerate the freeze-dried version, but begrudgingly—they ate it at night when no one was looking!

They still got some of their



Pizzicato (above) and Obsidian begrudged only the freeze-dried version

regular dry food but in small amounts. Obsidian's dry skin cleared up during the taste trial.

One of their moms said: "It was definitely a lot easier for me to deal with the freeze-dried than the frozen food. Anecdotally speaking, our cats have eaten raw food before and loved it. I know for sure that it gave them the great coats they have now. I'm guessing it was also responsible

for converting Pizzicato from positive to negative for feline leukemia! She was the runt of the litter and is now a healthy 3-year-old."



ness, nutrition and taste." The food can be fed however the pet

prefers—frozen, defrosted right from the refrigerator or warmed to room temperature.

*GoodDog Magazine* reviewed Steve's Real Food in February 2000: "Modern extrusion equipment requires that dog food kibble be made of at least 40 percent grain for the chunks to be held together. Many raw food

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how commercial food was made. "Most plants have no ability to refrigerate or freeze, so all the ingredients were dried."

Then he started to think a raw diet was the answer, and in 1996 he tried raw food on his dogs and saw amazing results, so he forged ahead with development and testing.

His partner was the breadwinner for a while during this period, but now Gelalich is

the national sales director, which means he has to travel a lot. "We're together for life, we both know that. Our dogs probably helped us a lot—it was our thing—it was an ongoing project," Brown says, still excited about their newest batch of pups.

Made with 100 percent human-quality ingredients, Steve's Real Food for Pets debuted in 1999. It consists of three main parts: raw meat, fruits and vegetables, and a

special blend of functional foods and nutrients.

"I took the approach to try and match the natural, ancestral diet of dogs. I have a full-time scientist on staff, and he's in charge of establishing food trials, answering technical questions and publishing articles in veterinary journals," Brown says.

The food, which is manufactured in Portland, uses a quick preservation process: "We flash freeze [instant quick frozen at 50 below zero] the nuggets immediately to lock in fresh-

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