

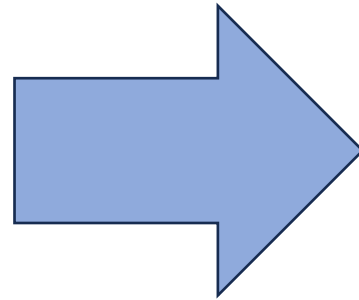
# Our Kitten tin offer is changing

## What's changing?

- **Recipe change:**  
from a complete to a complementary product
- **Packaging changes:**  
updated design to bring in line with current range
- **New SKU code & Barcode:**  
Same flavour & quality



	<b>CURRENT</b>
<b>Barcode</b>	5060122499583
<b>MPM Code</b>	1044AU-AM



## Reasons for the change

- Align with our primary brand USP to provide Natural products
- Ensure product range positions Applaws as a recognized market leader in natural wet cat brand (aligned to the rest of range)
- Consistent journey for customers and ease of transition throughout their cat's food needs



	<b>NEW</b>
<b>Barcode</b>	5060708560041
<b>MPM Code</b>	1036AU-AM