

BlackHawk®

Care for their wellbeing

with our new range of complete and balanced nutrition cats will love.



NEW



COMPLETE & BALANCED  NATURAL INGREDIENTS  FUNCTIONAL BENEFITS

NEXT

INTRODUCING ALL NEW BLACK HAWK CAT FOOD

Specifically developed for cats, the new **Black Hawk Cat Food range** features premium, natural ingredients, delivering the tastes and textures cats love, plus the complete and balanced nutrition they need. Because every ingredient matters, you'll never find wheat, corn, soy, artificial preservatives, colours or flavours in our recipes.

Developed by cat nutritionists and vets, with carefully selected ingredients to help cat parents support their cats' wellbeing and lifestyle.



IMPROVED RECIPES NEW LOOK



OLD



NEW

Simplified packaging provides ease of shop

CREATED FOR CATS + CAT LOVERS

The new **Black Hawk Cat Food range** has been developed based on detailed research of cats and their owners, showing that **cat parents are highly invested in the health and happiness of their feline friends.**

Cat parents value:
natural ingredients
+
wellbeing benefits
+
tasty proteins
their cat loves¹



Flavour
+
variety
+
palatability
are highly important to
cat parents in pet specialty¹

58%
of cat parents say they
mix feed daily
(wet & dry cat food)²



73%
of cat parents say their
cat depends on them for
care + affection
as their child would²

70%
of cat parents do
extensive research
before purchasing
an item for their cat to
make sure it's the best²

4 in 5
Australian
pet specialty cats are
indoor
cats¹

The majority of cat parents who buy in pet specialty believe:²



Dry Food

=
main source
of nutrition
+
preventative
wellness

Wet Food



=
source of variety
+
palatability
+
hydration

Cat parents can find it
overwhelming
+ confusing
to find the right food for their cat,
so packaging and ranges should be
simplified
and easy to understand¹

1. Pollinate - Project Loki Phase 1+2 - Cat Deep Dive Study - December 2022.
2. Project Loki Phase 1 Cat Deep Dive Study, May 2022 (n= 1,000).



BlackHawk ORIGINAL

1+ YEARS

Combining high quality meats, grains, vegetables, pulses and fruits, **Black Hawk Original** offers the **delicious flavours that cats love**, and all the premium nutrition they need. With added herbs, essential vitamins, minerals and amino acids, every meal is complete and balanced for **everyday health and wellbeing**.



Helps reduce litter odour



Full of flavour for fussy eaters

BlackHawk HEALTHY BENEFITS™

TAILORED FOR SPECIFIC NEEDS

Developed by our animal nutritionists and vets, the **Black Hawk Healthy Benefits** range helps cat parents respond to their cat's needs. Each product combines carefully selected **natural ingredients** with the vital nutrients and minerals best suited to **support cats' wellbeing and lifestyle**.



HAIRBALL
Hairball management



INDOOR
Helps reduce litter odour



WEIGHT
Reduced calorie diet*

*11% lower calories than Black Hawk Original Cat Food Chicken.

BlackHawk KITTEN

UP TO 12 MONTHS

Packed with vitamins, minerals and essential nutrients, **Black Hawk Kitten** has been specifically formulated for **healthy bones, teeth, muscle and brain development in growing kittens**. It includes algae- β -glucan, which may help support a healthy immune system, and a combination of **prebiotics and probiotics to help kittens' digestion**.



Balanced nutrition for growth



Supports brain and eye development



For strong bones & teeth



BlackHawk WET FOOD

1+ YEARS 7+ YEARS

With the goodness of real chicken, fish and seafood, this great-tasting **Black Hawk Wet Cat Food** range caters to cats' carnivorous nature and adds welcome variety. Chicken liver, fish broth and egg provide **delicious flavour**, whilst the rich gravy adds all-important **hydration**, supporting cats' urinary health and digestion. With yucca extract to **help reduce litter odour**.



Provides hydration



Helps reduce litter odour



Full of flavour for fussy eaters

NEXT

DISRUPT SHOPPERS WITH IMPACTFUL DISPLAYS

**NEW
EXCITING RANGE
COMING
SOON**



▲ **Coming soon on-pack stickers**
BHP975, BHP976



▲ **Old vs new wobblers**
BHP987

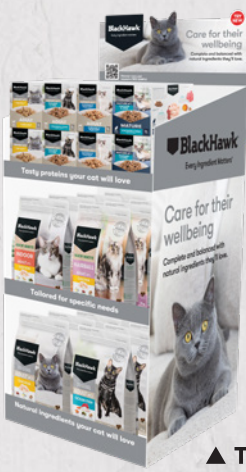
Header card ▼
BHP998



▲ **Consumer Brochure**
BHP991



▲ **4-Way Display**
BHP996A-D

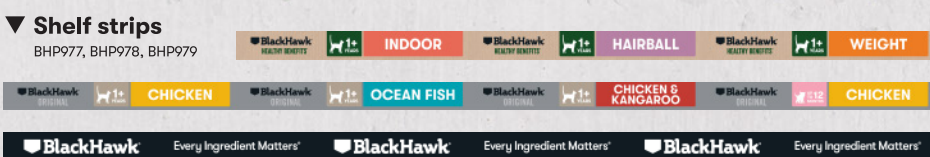


▲ **Tower**
BHP997

▼ **Shelf talkers**
BHP983, BHP984, BHP985, BHP986



▼ **Ready Reckoner Product Change**
BHP990



LAUNCH SUPPORTED FROM FEB 2024

- 'Always On' Targeted SEO, SEM Campaign
- Social Media Owned + Paid Ads
- Sampling
- Point of Sale + Digital Assets
- Events
- Breeder Program + Shows

BLACK HAWK CAT FOOD RANGE

PRODUCT CODE	PRODUCT DESCRIPTION	SIZE	BARCODE
🐾 Black Hawk Dry Cat Food Range			
● BH512	Black Hawk Original Cat Food Chicken	2kg	9312239052110
● BH513	Black Hawk Original Cat Food Chicken	4kg	9312239052127
● BH514	Black Hawk Original Cat Food Chicken	12kg	9312239052134
● BH515	Black Hawk Original Cat Food Ocean Fish	2kg	9312239052141
● BH516	Black Hawk Original Cat Food Ocean Fish	4kg	9312239052158
● BH517	Black Hawk Original Cat Food Ocean Fish	8kg	9312239052165
● BH518	Black Hawk Original Cat Food Chicken Kangaroo	2kg	9312239052172
● BH519	Black Hawk Original Cat Food Chicken Kangaroo	4kg	9312239052189
● BH520	Black Hawk Original Cat Food Chicken Kangaroo	8kg	9312239052196
● BH521	Black Hawk Original Kitten Food Chicken	2kg	9312239052202
● BH522	Black Hawk Original Kitten Food Chicken	4kg	9312239052219
● BH523	Black Hawk Original Kitten Food Chicken	8kg	9312239052226
● BH524	Black Hawk Healthy Benefits Indoor Cat Food Chicken	2kg	9312239052233
● BH525	Black Hawk Healthy Benefits Indoor Cat Food Chicken	4kg	9312239052240
● BH526	Black Hawk Healthy Benefits Indoor Cat Food Chicken	8kg	9312239052257
● BH527	Black Hawk Healthy Benefits Hairball Cat Food Chicken	2kg	9312239052264
● BH528	Black Hawk Healthy Benefits Hairball Cat Food Chicken	4kg	9312239052271
● BH529	Black Hawk Healthy Benefits Weight Cat Food Chicken	2kg	9312239052288
● BH530	Black Hawk Healthy Benefits Weight Cat Food Chicken	4kg	9312239052295
🐱 Black Hawk Wet Cat Food Range			
● BHC506	Black Hawk Original Kitten Food Chicken in Gravy	85g	9312239051960
● BHC507	Black Hawk Original Kitten Food Chicken Ocean Fish in Gravy	85g	9312239051977
● BHC508	Black Hawk Original Cat Food Chicken in Gravy	85g	9312239051984
● BHC509	Black Hawk Original Cat Food Chicken Tuna in Gravy	85g	9312239051991
● BHC510	Black Hawk Original Cat Food Chicken Seafood in Gravy	85g	9312239052004
● BHC511	Black Hawk Original Cat Food Variety Pack in Gravy	12x85g	9312239052011
● BHC512	Black Hawk Healthy Benefits Indoor Cat Food Chicken Whitefish in Gravy	85g	9312239052028
● BHC513	Black Hawk Original Mature 7+ Cat Food Chicken Tuna in Gravy	85g	9312239052035

BlackHawk® ● ORIGINAL ● KITTEN ● HEALTHY BENEFITS™

Black Hawk is committed to the highest standards of pet food safety.

Our quality assurance program ensures high standards of pet food quality and safety are maintained. Australian and New Zealand standards and best manufacturing practices underpins the production, certification and audit processes for these products.

Made in regional NSW, our Dry Food suppliers and manufacturing site complies with:



Made in Thailand, our Wet Food manufacturer supplier complies with:

HACCP, GMP, ISO and is certified by US FDA, CFIA, GFSI through BRC, ISO standard.

For further information, please contact your Masterpet Representative or our friendly customer service team via phone 1300 651 111 or email customerservices@masterpet.com.au

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