

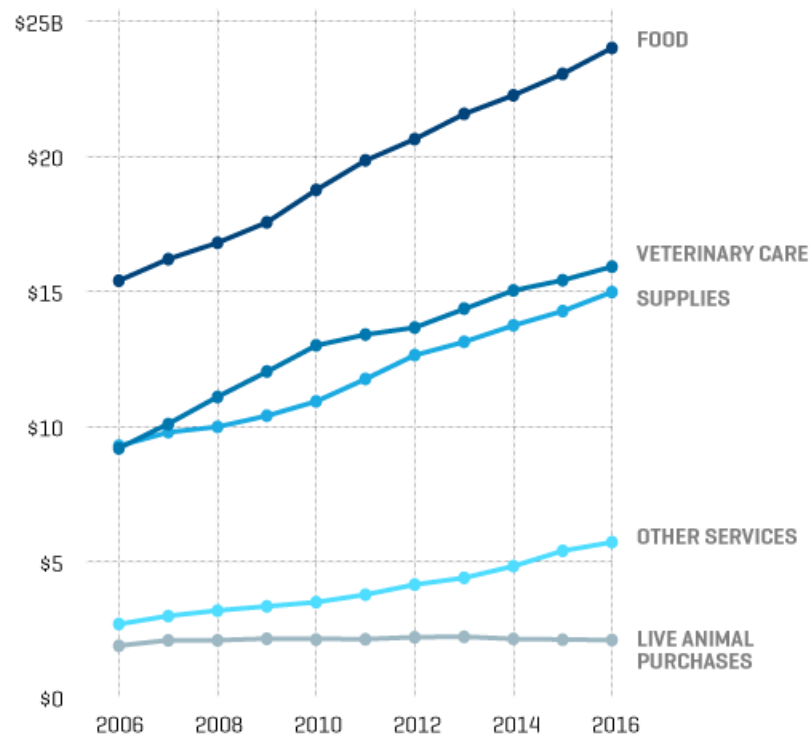
PICKY KITTY

FOR CATS OF REFINED TASTE

FORTUNE

PET INDUSTRY MARKET SIZE

"Other Services" includes expenses such as grooming, boarding, training, pet sitting and pet exercise. Figures for 2016 are estimates.



SOURCE: AMERICAN PET PRODUCT ASSOCIATION

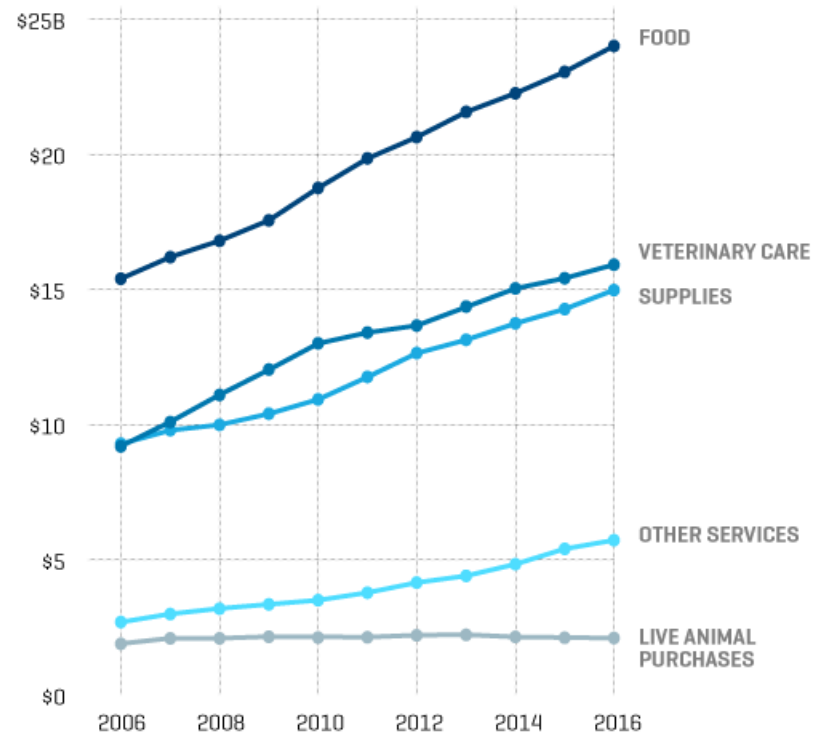
GRACE DONNELLY



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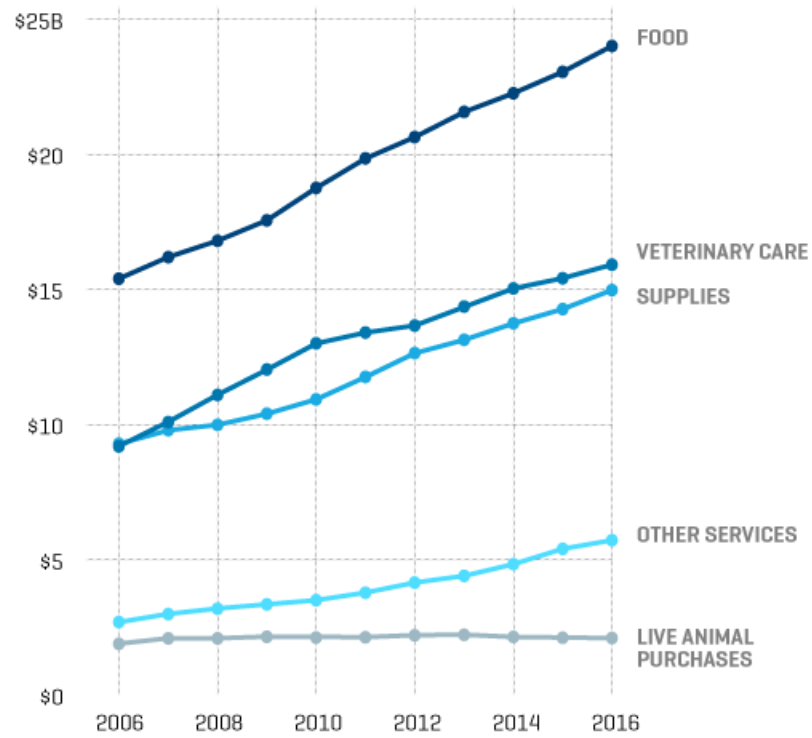
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Chewy soars more than 70% in IPO

CNN.com

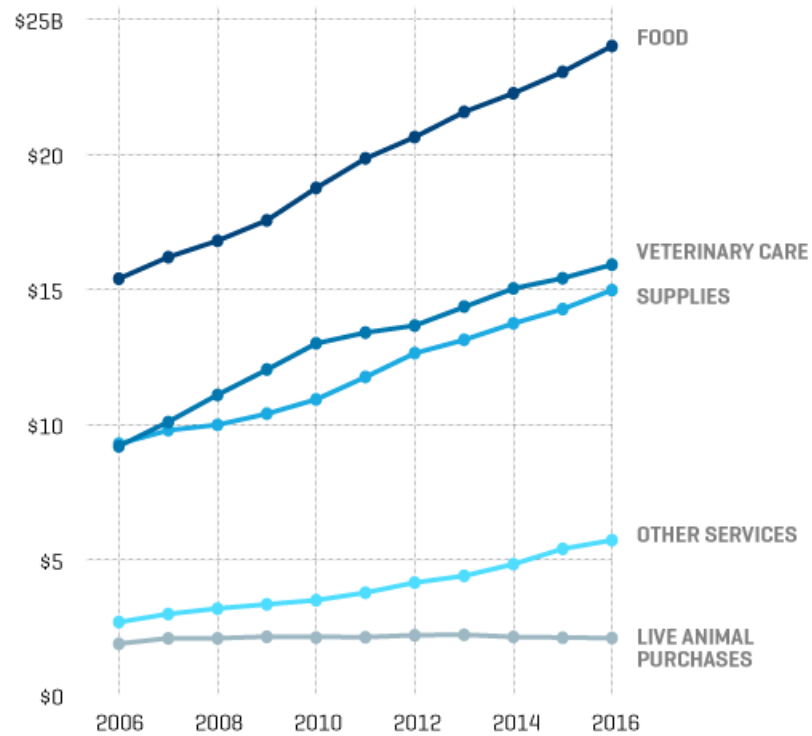
5 mins ago



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Some new flavors...

By JeebaTheChin215 on May 23, 2019

TOP 1000 CONTRIBUTOR

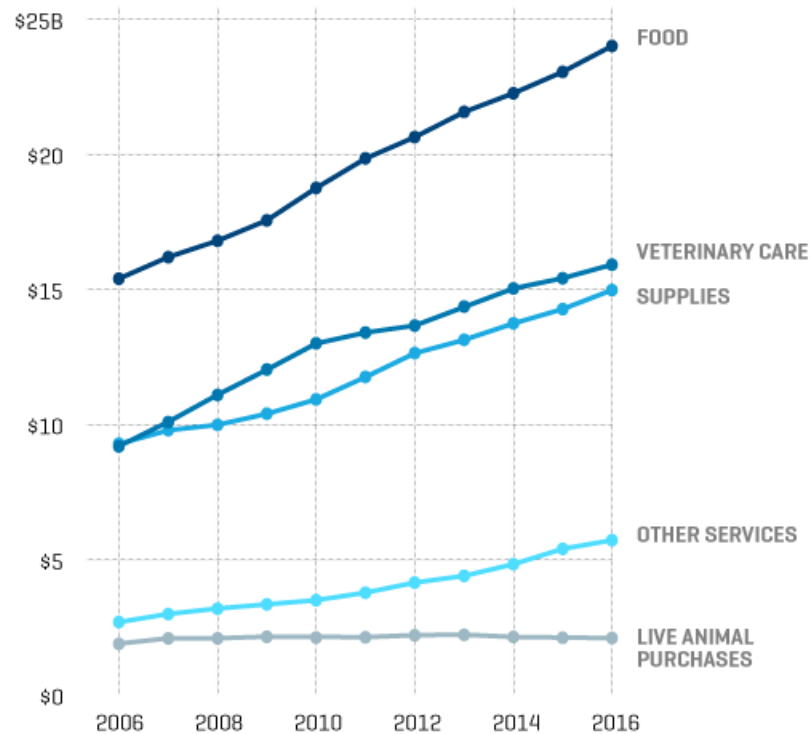
My cats at home refuse to even try any of these, so brought out to feral cats. Two out of 6 ate any of them, so I think this will definitely NOT be a repeat purchase for me



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Right food, wrong texture....

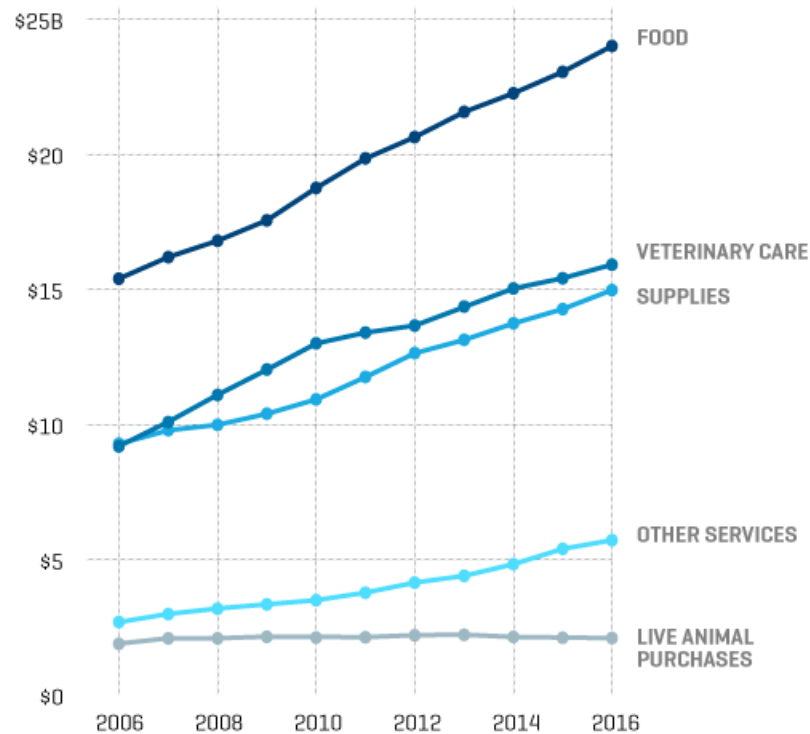
By Eileen on May 1, 2019

I ordered the "Grilled" by mistake...my cats like the "Classic Pate". They mostly just lick the gravy off the pieces of the grilled, whereas with the pate they eat it all. If I chop it up more, they eat most of it. I will remember to order correctly next time.

FORTUNE

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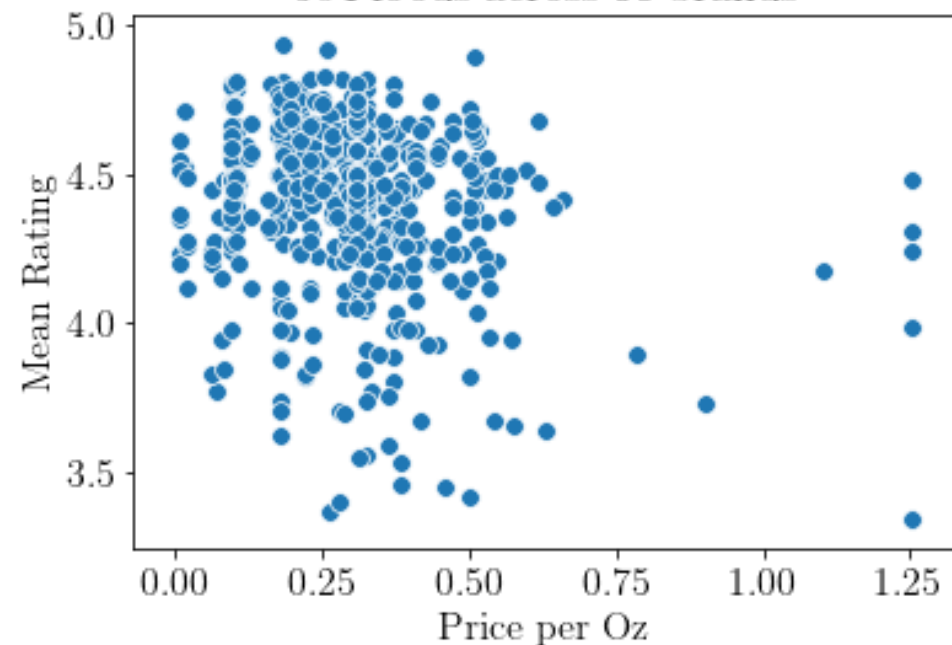
chunks too big

By Patricia on May 30, 2019

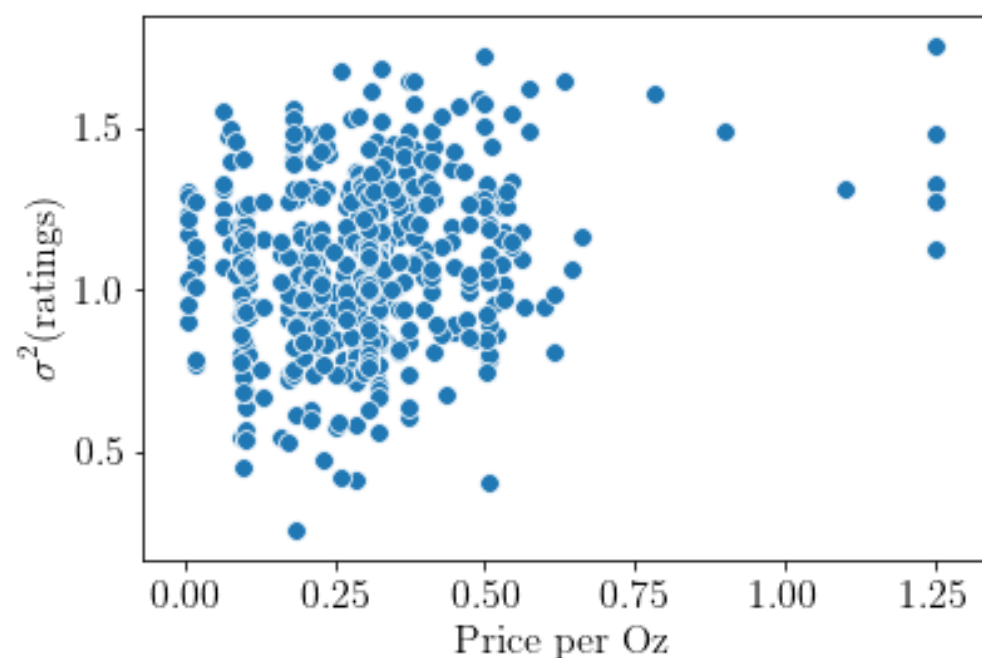
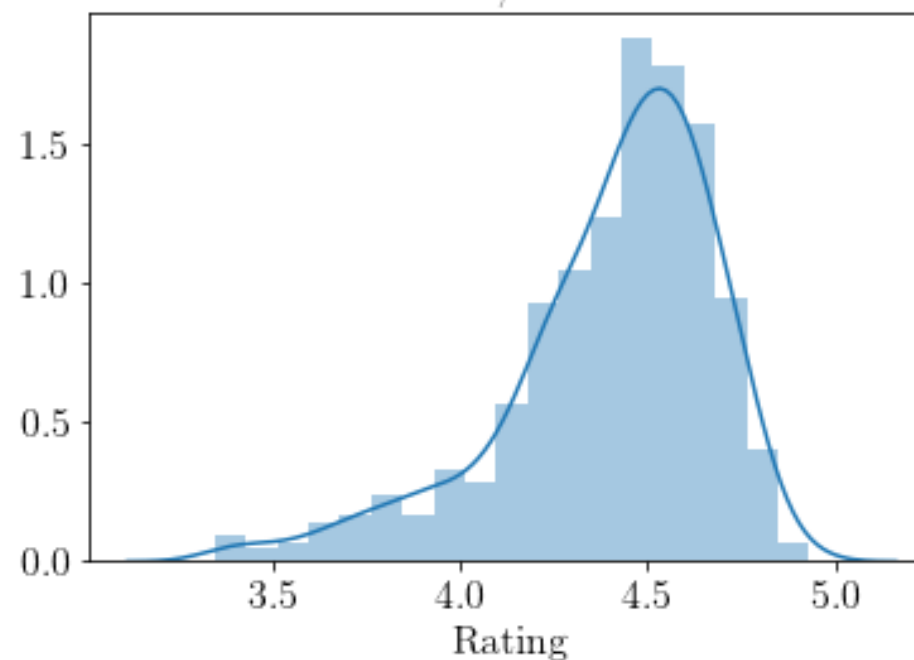
The food seems very natural and real, but the chunks are way too big for house cat. Prob perfect for a bob cat. I think that the quality is very good. My cat is fussy and did not like the it.

HOW DO YOU MAKE AN INFORMED PURCHASE?

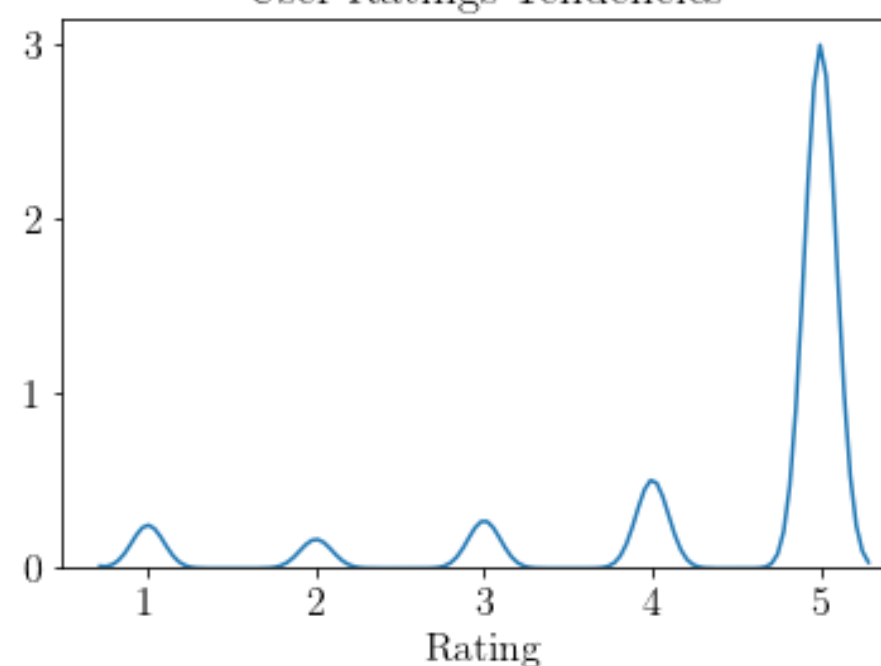
504 foods across 38 brands



Across 40,000 reviews

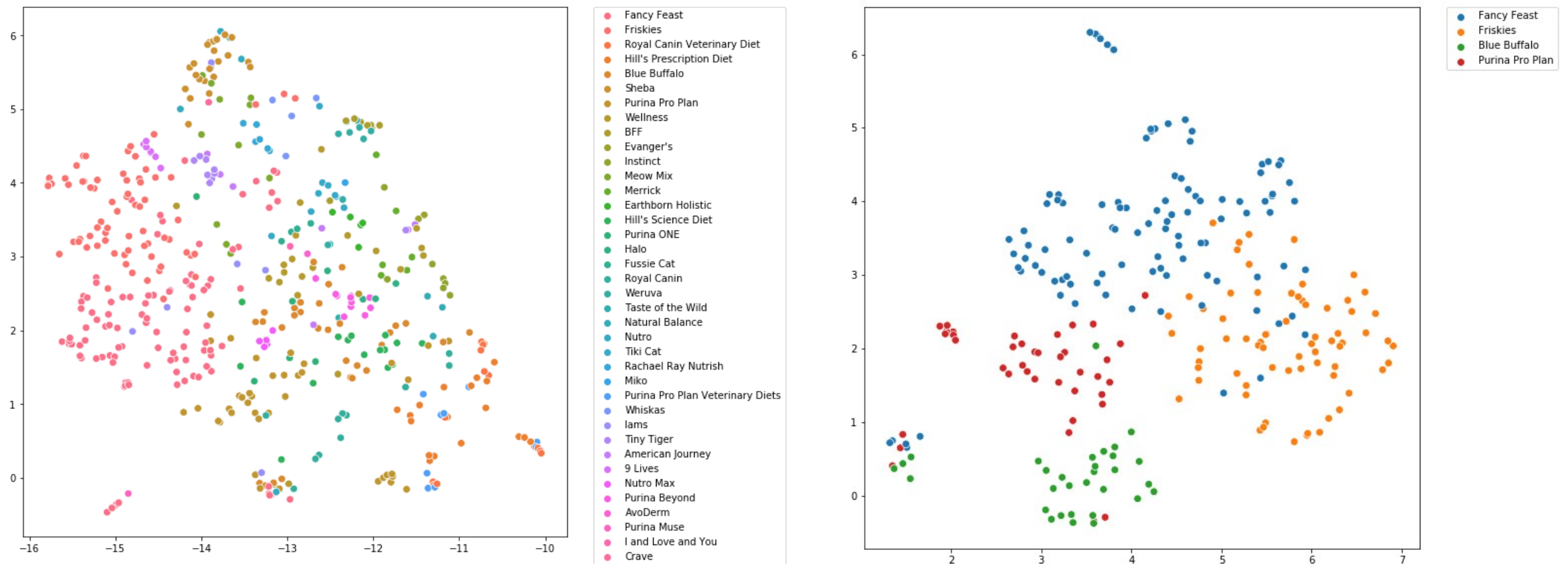


User Ratings Tendencies



- **504 products included**
- **164 variety packs**
- **>20,000 review authors**
- **~2 reviews per author**
- **809 authors with more than 5 reviews**
- **Top reviewer: 109 reviews**

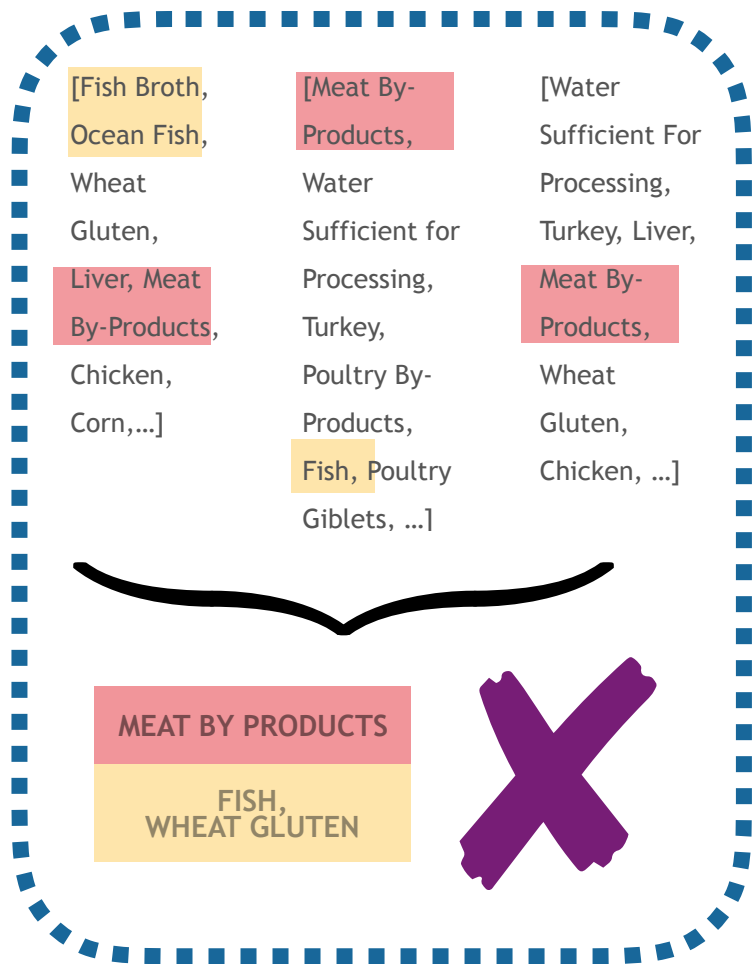
GLEANNING INSIGHTS FROM USER REVIEWS



Using only review text, after removing brand names -

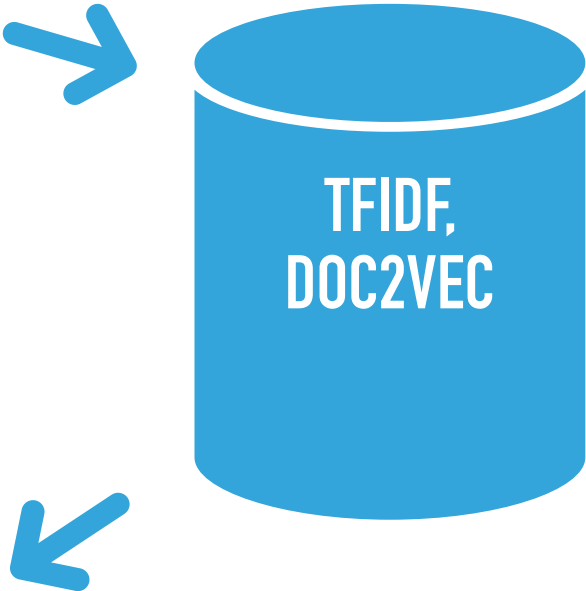
Multi-brand islands provide a strong basis for nontrivial recommendations.

HOW IT WORKS



I bought a few of these multi packs on sale here for my old kitty who has kidney issues and needs hydration . I heard this one is very hydrating and seems so but she won't eat it . I thought maybe all my crew someone would but they just sniff and walk away :(I really wanted them to like this as this is a great , healthy brand . Nothing negative against the brand maybe your cats will like it ? Mine just didn't care for it for some reason

Keywords: ['maybe', 'healthy brand', 'old kitty', 'walk away', 'hydration', 'hydrating', 'kidney issues']
Sentiment: Negative
Rating: 2



More Choices Available

Tiki Cat Puka Luau Succulent Chicken in Chicken Consomme Grain-Free Canned Cat Food, 2.8-oz...

\$17.34 Autoship & Save

\$18.25 ~~\$20.28~~

★★★★☆ 448

FREE 1-2 day shipping over \$49

More Choices Available

Instinct by Nature's Variety Original Grain-Free Real Chicken Recipe Natural Wet Canned Cat Foo...

\$23.93 Autoship & Save

\$25.19

★★★★☆ 325

FREE 1-2 day shipping over \$49



Let's see a demo...