

Raising standards



Rich and moist with twice the fat, our Birdfood Cakes look and feel distinctly different from hard, dry, dusty cakes. Loads more energy makes feeding trips more rewarding. Our cakes were compared with ten other leading brands by an independent laboratory.

Here are the results:

	Our Cakes (average across all flavours)	Other Leading Brands										
		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8	Brand 9	Brand 10	Average
Total fat (%)	55.7	26.6	24.5	25.1	24.3	25.8	24.2	25.4	25.1	25.8	25.2	25.20
Energy (kcal)	640	494	482	482	482	487	457	485	488	487	488	483.20
Protein (%)	8.88	8.54	8.5	7.31	7.54	6.73	8.27	7.26	7.96	7.06	7.92	7.71
Carbohydrate (%)	25.8	55.1	56.8	56.7	58.2	56.9	51.4	56.9	57.5	56.6	57.3	56.34