

Instinct Pet Food

Instinct® is a rapidly growing, family owned marketer and manufacturer of natural pet foods for dogs and cats. Instinct® is the raw brand with a mission to get more raw nutrition into every bowl of dogs and cats for proven healthier and happier long life. Our company mission is to empower people to transform the lives of their pets.

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Corporate Office:
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Lincoln Plant Operations:
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Lincoln, NE 68522

Markets: China, South Korea, Taiwan, Japan, Southeast Asia, Mexico, Central America, Peru, Chile, Israel, UAE, Kuwait



Products Offered

For Dogs and Cats

- Instinct® Be Natural Dry Food
- Instinct® Originals Grain-Free Dry Food and Wet Food
- Instinct® Limited Ingredient Diets Grain-Free Dry Food and Wet Food
- Instinct® Raw Boost Grain-Free Dry Food
- Instinct® Raw Boost Freeze Dried Raw Meals
- Instinct® Raw Boost Freeze Dried Raw Mixers

For Cats

- Instinct® Ultimate Protein Grain-Free Dry Food and Wet Food



Our recipes are free of grain, corn, wheat, soy, potato, and other ingredients that cause food sensitivities. Because we believe that every ingredient should have a purpose – and one that's beneficial to our pets – we choose not to include any artificial colors or fillers in our foods. We'd rather stick with what's completely natural and completely necessary. When it is necessary to preserve our product, we do so naturally so our dry kibble uses mixed tocopherols and citric acid to create a potent natural preservative that also delivers Vitamin E.

