

VICTOR Pet Food Expands Freeze-Dried Raw Lineup Recipes for Cats

Fishermen's Salmon and Farm Chicken recipes deliver real, freeze-dried raw nutrition and unbeatable quality at a competitive price.

MOUNT PLEASANT, TX, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [VICTOR Pet Food](https://www.einpresswire.com/) today announced the expansion of its popular freeze-dried raw lineup, bringing the popular Fishermen's Salmon and Farm Chicken recipes to cats.

Formulated to deliver the high-protein, meat-first nutrition cats naturally crave, these new formulas combine high-quality kibble with real and recognizable freeze-dried raw meat and fish. The Fishermen's Salmon recipe features real, skin-on freeze-dried raw salmon bites, while the Farm Chicken recipe incorporates real, freeze-dried raw chicken cuts.



Freeze Dried Raw Cat Recipes from VICTOR

"We're continuing to change how pet parents are thinking about feeding their beloved pet," said Brandon McKay, CEO of VICTOR Pet Food. "Bringing this high-quality, high protein freeze dried raw nutrition to cats is a no brainer. It's premium quality without the premium markup and given the success and demand of our existing freeze-dried raw nutrition, we're really excited for cats across the country to get this in their bowls and see the difference VICTOR nutrition will make for them."

Key Highlights of VICTOR Freeze-Dried Raw Cat Recipes:

- **Real Freeze-Dried Raw Meat:** Features visible bites of real skin-on salmon in the Fishermen's Salmon recipe and real cuts of raw chicken in the Farm Chicken recipe.
- **High-Protein Nutrition:** Packed with quality protein sourced directly from meat to support strong muscles, promote energy and support overall wellness.
- **Competitive Pricing:** Super premium freeze-dried raw nutrition designed to offer exceptional value for retailers and pet parents alike.
- **Versatile Bag Sizes:** Available in both 4 lb. and 12 lb. bags to suit different household needs and

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trial.

Both new recipes are available immediately to all authorized VICTOR retail partners nationwide. Availability and pricing may vary by location. For more information, visit victorpetfood.com.

About VICTOR Super Premium Pet Food

Founded in 2007, VICTOR Super Premium Pet Food (VICTOR) is produced by Mid America Pet Food. Based in

East Texas, VICTOR offers reliable pet nutrition at a common-sense value for the loyal companions who are Always By Your Side®. VICTOR's super premium dog food formulas have been nationally recognized and are a trusted nutrition source for pet owners across the country, including outdoor enthusiasts, hunters, trainers and breeders. More information about VICTOR is available at www.victorpetfood.com.

Morgan Butler

VICTOR Super Premium Pet Food

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