

# Fussie Cat Launches Essence Dry Food Line With Over 86% of Protein From Animal Sources

*New land-, ocean- and ranch-inspired recipes pair high-quality animal protein with purposeful ingredients for digestion, joint health and coat condition support*

VALENCIA, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Fussie Cat](https://www.fussiecat.com)<sup>®</sup>, the award-winning cat nutrition brand from industry leader Pets Global, Inc., today announced the launch of Fussie Cat Essence, bringing the high-protein dry cat food line from the company's respected Essence brand under the trusted Fussie Cat name. The move pairs Essence's superior meat-first, limited-ingredient nutrition with Fussie Cat's reputation for irresistible taste and variety, giving retailers and cat parents a more complete range of feeding solutions under one recognizable brand.

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Essence was designed to support the way cats actually move, hunt and play. It's superior nutrition for cats that are fussie by nature.”

*Aina Kanahele, Director of Business Development at Pets Global, Inc.*



**For Cats That Are Fussie By Nature**

Introducing the New Fussie Cat Essence High-Protein, Limited-Ingredient Dry Cat Food

The newly formulated line debuts with three complete and balanced dry food recipes — Landfowl, Ocean and Ranch — each with more than 86% of its total protein coming from animal sources. Every recipe starts with real chicken, whitefish or lamb and is formulated without grain, combining high-quality animal proteins with wholesome pumpkin, prebiotic FOS, taurine, omega fatty acids and naturally occurring glucosamine and chondroitin to help support digestive and whole-body health without compromising on the premium flavor they crave.

"Cats aren't just picky eaters; they're active, instinctual animals with high standards for what fuels them," says Aina Kanahele, Director of Business Development at Pets Global. "Essence was built to tap into that ancestral drive, designed to support the way cats actually move, hunt and

play. It's superior nutrition made to satisfy 'cats that are fussie by nature'."

Key highlights across the Essence line include:

- + Over 86% animal protein across all three recipes to help support lean muscles, metabolic function, and overall vitality.
- + Pumpkin, prebiotic FOS, and natural preservatives like rosemary extract across all three, limited ingredient recipes to help support digestion and stool regularity.
- + Naturally occurring glucosamine and chondroitin, especially in the Landfowl and Ranch recipes to help support healthy joints, agility and mobility.
- + Naturally occurring omega-6 and omega-3 fatty acids, especially in the Ocean recipe to help support healthy skin and a sleek, shiny coat.
- + Formulated without grains by PhD board-certified Companion Animal Nutritionists to provide science-backed, instinct-fueled nutrition.

As obligate carnivores, cats biologically require sources of high-quality protein to properly sustain their metabolic function and agile physical conditioning. Knowing firsthand how uniquely picky cats can be, Fussie Cat Essence bridges the gap between palatable food that targets selective eaters and specialized nutrition to fuel extensive physical activity through lean muscle maintenance.

Entering the market at local retailers and online throughout North America in Fall 2026, Fussie Cat Essence Landfowl, Ocean, and Ranch recipes are offered in 3lb (MSRP \$20.99) and 9lb (MSRP: \$45.99) dry food bags, giving pet parents a range of options to find the right fit for their cat.



The New Fussie Cat Essence Dry Food Lineup includes Ocean, Landfowl and Ranch recipes inspired by fish, poultry and red meat proteins.



With over 86% animal protein, pumpkin, and prebiotic FOS, plus naturally occurring omega fatty acids, glucosamine and chondroitin for overall wellness.

For more information check <http://fussiecat.com/line/essence/>, and follow on Instagram and Facebook [@FussieCat](#) and TikTok [@fussie.cat](#) for enrichment tips, product news, feeding techniques, and more cuddly cat content.

#### DOWNLOAD ASSETS:

<https://www.dropbox.com/scl/fo/rxl88andgdumn88ouxf0v/AFupd0Ok7x3MrCttzN8852Q?rlkey=pwuk07y8co38y6kz3o53gsh3h&st=4nd7b1gn&dl=0>

#### About Fussie Cat

Co-created by cats with a meat-first, moisture-rich, and low-carb philosophy, Fussie Cat is [Pets Global Inc.](#)'s award-winning, premium cat nutrition brand world-renowned for its commitment to high-quality animal proteins and purposeful ingredients through a wide variety of flavors, proteins and textures. Developed with Ph.D. board certified companion animal nutritionists, veterinarians and food scientists, its recipes are crafted to provide complete and balanced nutrition without compromising the taste cats crave. So tasty, even the fussiest cats can't resist™. Learn more at <https://fussiecat.com/> and follow on Instagram and Facebook [@FussieCat](#) and TikTok [@fussie.cat](#).

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