

The 7-Day Transition Guide

Moving your pet to fresh food, one bowl at a time

A quick word before you start

Switching your pet's food can feel like a big step, especially if you've spent a while finding something that seemed to work. You might be wondering whether their stomach will handle it, whether you're doing it right, or what to do if something looks off.

Here's the reassuring part: most pets adapt to fresh food easily. A large majority do well switching straight over, with decent, well-formed stools from day one. Some pets do better with a gradual introduction, especially those who've been on dry or high-carb food for a long time. This guide is the gradual version. It's the gentlest way in, and it works for the widest range of pets.

> **You don't have to get this perfect. You just have to start.**

Why go gradual?

Two things make fresh food different from what your pet may be used to. It's high in moisture (naturally 60 to 75% water), and it's made from whole, easy-to-digest ingredients rather than processed ones. The size of that change depends on what you're switching from.

Coming off dry kibble?

This is the biggest shift. Kibble sits at around 10% moisture and is high in carbs, so your pet's gut has the most adjusting to do. The full 7-day pace below is made for you.

Coming off tinned or wet food?

The moisture change is small, since wet food is already high in water. But, as canned food may contain stabilisers and preservatives, a gentle transition is still recommended.

Coming off another fresh or raw diet?

Other fresh meals have different recipes that may include more bone, carbohydrates, or vegetables so a gradual transition is still advised. This is the smallest jump though, so the transition may only take a few days.

Whichever camp you're in, the 7-day method below is the most cautious. Move faster if your pet is clearly taking to it, and slower if they need it.

How the week works

The idea is simple. You start by replacing a quarter of your pet's current food with BOM BOM, then increase the BOM BOM portion every couple of days while reducing the old food. By day seven, they're eating full fresh.

You can mix both foods in the same bowl, or feed one meal of BOM BOM and one of their current food, whichever is easier for you. If you mix, keep the current food measured to its recommended amount so you're not overfeeding.

> **Only increase the amount of BOM BOM if poo and eating are consistent and stable.**

25%

Days 1 to 2, Ease in

25% BOM BOM, 75% current food. Small start. This is where you get your first look at how your pet takes to fresh food, and most tuck in happily.

50%

Days 3 to 4, Build up

50% BOM BOM, 50% current food. Half and half. Keep an eye on their stools and appetite. If both look steady, you're on track.

75%

Days 5 to 6, Nearly there

75% BOM BOM, 25% current food. Fresh food is now the main event. Most pets are visibly keen by this point.

100%

Day 7 onwards, Full fresh

100% BOM BOM. Their bowl is now entirely fresh food, portioned to their needs. This is the start of the good stuff.

Some pets move faster than this, and some need a little longer. Both are completely normal. Go at your pet's pace. If you'd rather not mix foods at all, you can feed one BOM BOM meal and one meal of their current food each day for the first week, then switch fully once you're confident.

What's normal in the first week

A little inconsistency in the stools early on is nothing to worry about. Some softness or a wet coating that firms up over the next few days is part of the gut settling in. Many pets skip even this and have good poo from the start.

You may notice your pet more interested in mealtimes than usual. That's the fresh food doing its job!

When to slow down or check in

If your pet has loose, liquid stools several times a day, don't panic. It rarely means the food is the problem. First, have a quick think about anything else in the picture: treats, dairy, table scraps, supplements, dehydrated chews, or a recent trip to a pet café, daycare, or dog run. Those are far more often the cause.

If it carries on, we're here. Message BB Support and we'll help you work out whether your pet needs a slower transition, and walk you through it. A photo of the stool actually helps us troubleshoot, so send one over if you can.

A couple of things to keep in mind

- **Abstain from treats, toppers and non-essential supplements during the transition week.** It's easier to read how your pet is doing when fresh food is the only thing they're eating.
- **There's no need to add supplements.** Every BOM BOM meal is built to be complete on its own, with calcium from bone paste, vitamins and minerals from carefully portioned offal, and omega-3s from whole oily fish. Adding things on top can throw the balance off.

We're with you the whole way

You're not figuring this out alone. If anything looks off, if you're unsure about portions, or if you just want reassurance that you're on the right track, message BB Support on WhatsApp. Real people, quick replies, and nutritionist input whenever your pet needs it.

Message BB Support on WhatsApp:

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