

Why choose Made by Nacho?

Lifelong cat dad, Chef Bobby Flay, was inspired by his cats Nacho and Stella, to create Made by Nacho, premium cat food that meets a chef's exacting standards.



Chef-crafted everything

With Chef Bobby Flay as our founder, we've got 50+ years of culinary expertise, a legit cat obsession, and a laser-focus on crafting superior cat food. Here's what goes into our recipes.

✓ Premium protein

We pile on the high-quality protein you can feel good about, like cage-free chicken and turkey and sustainably caught salmon and whitefish

✓ Irresistible bone broth

Slow-simmered, ultra-hydrating, and super duper flavorful—it's no wonder bone broth is our signature ingredient!

✓ Super fruits (and super veggies!)

Our menu features superfoods like pumpkin, cranberries, kale, and flaxseeds for fiber and immune-boosting antioxidants.

✓ Only the good stuff

No fillers, corn, wheat, soy, artificial preservatives, flavors or colors

Expert-backed nutrition

We partner with top pet nutritionists to ensure our ingredient-driven menu delivers benefits that help cats thrive.

✓ Essential hydration

Slow-simmered chicken, turkey, and beef bone broth

✓ All day (and night!) energy

Premium chicken, turkey, and seafood, plus liver and other nutrient-rich organ meats

✓ Strong immune systems

Flaxseed, butternut squash, cranberries, pomegranate, Zinc

✓ Happy bellies

Pumpkin, pre-, pro-, and postbiotics, beet pulp, chicory root

✓ Nourished skin, shiny coats

Whole herring, salmon, flax seeds, salmon oil, sunflower oil





Nacho-approved recipes

You read that right. Nacho, Bobby's fluffly BFF, taste-tests everything (and we mean everything) before it leaves our kitchen

✓ A true collaboration

For cats, by a cat isn't lip service. Bobby was inspired by (and worked with!) Nacho to create our menu

✓ The variety cats crave

A menu full of recipes in the flavors and textures (chunky, silky, brothy, crunchy, gravy-y) cats love

✓ If Nacho doesn't like it, we don't make it

Full stop