### TRENDS AFFECTING FLAVOR AND INGREDIENTS:
- Humanization of Pets
- Sustainable/Ethical Sourcing
- Named Source
- Culinary Interest
- BFY Ingredients
- Nothing Artificial

### TOP 20 & OVER INDEXING FLAVOR COMPONENTS

**TOP 20**
- Chicken
- Salmon
- Tuna
- Gravy
- Turkey
- Beef
- Shrimp/Prawn
- Liver
- Vegetable
- Giblets
- Mackerel

**OVER INDEXING**
- Gravy
- Turkey
- Beef
- Liver
- Vegetable
- Fish
- Giblets

*Source: Mintel GNPD New Product Launches 2013-2017*

Over Indexing refers to 2017 performance compared to prior years.

### CONCEPTS FOR CONSIDERATION:

**Everyday Staples**
- Clam Chowder
- Lobster Mac & Cheese
- Fish Stew
- Tuna Noodle Casserole
- Shrimp & Grits
- Chicken Stir Fry

**Seasonal Interest**
- Summer Seviche
- Pumpkin Ravioli
- Thanksgiving Feast
- White Chicken Chili
- Roasted Lamb & Mint Jelly
- Salmon with Cucumber Dill Sauce