

# Dry Dog Food | 2018 Flavor Trends

## TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- BFY Ingredients / Superfoods
- Nutrient Density & Balanced Nutrition
- Ancestral Diets
- Nothing Artificial

## TOP 20 & OVER INDEXING FLAVOR COMPONENTS

### TOP 20

Chicken	Duck
Brown Rice	Barley
Lamb	Vegetable
Turkey	Chickpea
Salmon	Venison
Beef	Bison
Sweet Potato	Oatmeal
Pea	Liver
Potato	Egg
Rice	Flax/Linseed

### OVER INDEXING

Chicken	Venison
Brown Rice	Lentil
Lamb	
Turkey	
Salmon	
Beef	
Sweet Potato	
Pea	
Vegetable	
Chickpea	



Source: Mintel GNPD  
New Product Launches 2013-2017

Over Indexing refers to 2017 performance  
compared to prior years

## CONCEPTS FOR CONSIDERATION:

### Everyday Staples

- Grilled T-Bone Steak
- Braised Riblets
- Rotisserie Chicken
- Grilled Turkey Leg
- Mediterranean Lamb & Beef

### Seasonal Interest

- Venison Stew
- Turkey, Chicken & Duck (Turducken)
- Grilled Cheeseburger
- Bratwurst
- Maple Glazed Turkey