Dry Dog Food | 2018 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:
- Humanization of Pets
- BFY Ingredients / Superfoods
- Ancestral Diets
- Sustainable/Ethical Sourcing
- Nutrient Density & Balanced Nutrition
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

**TOP 20**
- Chicken
- Brown Rice
- Lamb
- Turkey
- Salmon
- Beef
- Sweet Potato
- Pea
- Potato
- Rice
- Duck
- Barley
- Vegetable
- Chickpea
- Venison
- Bison
- Oatmeal
- Liver
- Egg
- Flax/Linseed

**OVER INDEXING**
- Chicken
- Brown Rice
- Lamb
- Turkey
- Salmon
- Beef
- Sweet Potato
- Pea
- Vegetable
- Chickpea
- Venison
- Lentil

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

Over: Mintel GNPD
New Product Launches 2013-2017

Over Indexing refers to 2017 performance compared to prior years