TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- BFY Ingredients & Functionality
- Textural Interest
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

**TOP 20**
- Chicken
- Salmon
- Tuna
- Prawn/Shrimp
- Turkey
- Liver
- Beef
- Cheese
- Mackeral
- White Fish
- Crab
- Cranberry
- Duck
- Cheddar Cheese
- Lamb
- Milk
- Tilapia
- Roasted/Toasted
- Sardine
- Rabbit

**OVER INDEXING**
- Chicken
- Salmon
- Tuna
- Prawn/Shrimp
- Turkey
- Liver
- Beef
- Mackeral
- Duck

Source: Mintel GNPD
New Product Launches in North America 2014-2018

Over Indexing refers to 2018 performance compared to prior years

CONCEPTS FOR CONSIDERATION:

**Everyday Staples**
- Coconut Shrimp
- Lobster Roll
- California Roll
- Chicken Liver Snaps
- Shrimp Cocktail

**Seasonal Interest**
- Gingersnaps
- Deviled Eggs
- Assorted Cheese Platter
- Cranberry Brie
- Blueberry Yogurt Bites