TRENDS AFFECTING FLAVOR AND INGREDIENTS:
• Humanization of Pets
• Sustainable/Ethical Sourcing
• Named Source
• BFY Ingredients
• Super Foods as Ingredients
• Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20
- Chicken
- Salmon
- Turkey
- Potato
- Brown Rice
- Chickpea
- Liver
- Pea
- Lentil
- Tuna
- Sweet Potato

OVER INDEXING
- Chicken
- Salmon
- Turkey
- Brown Rice
- Chickpea
- Liver
- Tuna
- Duck
- Whitefish
- Ocean Fish

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

CONCEPTS FOR CONSIDERATION:

Everyday Staples
- Salmon & Asparagus
- Crab cakes
- Fish & Chips
- Braised Pheasant
- Seafood Feast (Salmon/Tuna/Shrimp)

Seasonal Interest
- Feast of the 7 Fishes
- Harvest Chicken & Vegetable
- Herb Roasted Chicken
- Citrus Salmon

Over Indexing refers to 2018 performance compared to prior years