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
- Brown Rice
- Chickpea
- Potato
- Liver
- Pea
- Lentil
- Tuna
- Sweet Potato

**OVER INDEXING**
- Chicken
- Salmon
- Turkey
- Brown Rice
- Chickpea
- Duck
- Egg
- Pollock

Source: Mintel GNPD
New Product Launches in North America 2015-2019

Over Indexing refers to 2018/2019 performance compared to prior years

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