Dry Dog Food | 2020 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
- Salmon
- Beef
- Lamb
- Brown Rice
- Sweet Potato
- Turkey
- Pea
- Duck
- Rice

**OVER INDEXING**
- Chicken
- Salmon
- Beef
- Lamb
- Duck
- Sweet Potato
- Bacon

Source: Mintel GNPD
New Product Launches 2015-2019

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

CONCEPTS FOR CONSIDERATION:

**Everyday Staples**
- Grilled T-Bone Steak
- Cedar-Planked Salmon
- Rotisserie Chicken
- Grilled Turkey Leg
- Mediterranean Lamb & Beef
- Bison
- Duck & Sweet Potato

**Seasonal Interest**
- Venison Stew
- Turkey, Chicken & Duck (Turducken)
- Grilled Cheeseburger
- Smoked Brisket
- Maple Glazed Turkey