

BONE BROTH FLAVORS

FONA, powered by McCormick, is excited to introduce three new bone broth flavors to our pet care flavor library.

While bone broths have been used in human cuisine for thousands of years, they've become a hot trend in recent years with the rise of diet trends like paleo and keto. At McCormick, we know that a great bone broth starts with quality ingredients and a process that extracts every last bit of flavor.

These broths are where our natural bone broth flavors start. We've created a concentrated flavor solution that delivers all the great taste that pets love along with a mouth-watering aroma that pet parents can appreciate.



30% INCREASE

in US new product launches from 2019 to 2020 that include bone broth as a key ingredient. (Mintel)

2X10 GROWTH

the bone broth protein market is growing, expected to expand twofold over the next ten years. (Persistence Market Research)

17 PET PRODUCTS

introductions in 2020 that call out bone broth as a key ingredient (Mintel GNPD)

FLAVORS AND CAPABILITIES



BEEF BONE BROTH • CHICKEN BONE BROTH

All FONA pet care flavors are AAFCO and FDA compliant, and can be custom formulated to meet your product's unique requirements, including:

- High Aroma
- Liquid or Dry Format
- Organic
- Non-GMO
- Grain-Free
- Human Grade

There's opportunity in bone broth flavors. Is it right for your brand? Let's talk.

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