

# Wet Dog Food | 2018 Flavor Trends

## TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- BFY Ingredients / Superfoods
- Culinary Interest
- Sustainable/Ethical Sourcing
- Complete & Balanced Meal
- Variety / Adventure
- Nothing Artificial

## TOP 20 & OVER INDEXING FLAVOR COMPONENTS

### TOP 20

|           |                     |
|-----------|---------------------|
| Chicken   | Sweet Potato        |
| Beef      | Brown Rice          |
| Turkey    | Potato              |
| Vegetable | Pea                 |
| Lamb      | Grilled/Chargrilled |
| Gravy     | Spinach             |
| Carrot    | Green Bean          |
| Salmon    | Roasted/Toasted     |
| Rice      | Pumpkin/Squash      |
| Duck      | Filet Mignon        |

### OVER INDEXING

|           |                     |
|-----------|---------------------|
| Chicken   | Pea                 |
| Beef      | Grilled/Chargrilled |
| Turkey    | Pumpkin/Squash      |
| Vegetable | Filet Mignon        |
| Lamb      |                     |
| Gravy     |                     |
| Carrot    |                     |
| Salmon    |                     |
| Rice      |                     |
| Duck      |                     |



Source: Mintel GNPD  
New Product Launches 2013-2017

Over Indexing refers to 2017 performance  
compared to prior years

## CONCEPTS FOR CONSIDERATION:

### Everyday Staples

- Grilled Rosemary Chicken
- Chicken Pot Pie
- Beef Stroganoff
- Pot Roast
- Philly Cheese Steak
- Meatloaf

### Seasonal Interest

- Tailgate Chili
- Thanksgiving Feast
- Venison Stew
- Corned Beef Hash
- Shepherds Pie