



# Pet Care Flavor 201 Webinar Series Recordings

Consistently rated over 9 out of 10, Flavor University's Pet Care Flavor 201 Webinars help professionals like you develop a practical understanding of working with flavors in your pet products. Below is a list of our webinar recordings:

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## [Flavors & Petfood - A Regulatory Perspective \(1 hour\)](#)

**Presented by: Jennifer Howell, Director of Regulatory Innovation, [jhowell@fona.com](mailto:jhowell@fona.com)**

This webinar will be providing a summary on the legal use of flavors in pet foods. The topics include which Federal regulatory agencies have responsibility over the ingredients, labeling and claims in pet food – and what is considered a pet, anyways? We will go into detail on the front of pack labeling rules in addition to several important watchouts and claims including natural, human grade, grain-free and raw. Bonus material includes lots of cute pet pictures!

## [Defining a Flavor - Pet Edition \(45 min\)](#)

**Presented by: Robert Sobel, Ph. D., VP of Research & Innovation, [rsobel@fona.com](mailto:rsobel@fona.com)**

Many differences exist between the anatomies and flavor perceptions of humans and their pet counterparts. Learn how these differences influence pet feeding behavior. There will also be a discussion of macronutrient and repeated consumption behavior will be reviewed.

## [Flavor Design for Pet \(1 hour\)](#)

**Presented by: Kristin Fox, Junior Flavorist, [kfox@fona.com](mailto:kfox@fona.com)**

**Smaro Kokkinidou, Ph. D, R&I Director, [skokkinidou@fona.com](mailto:skokkinidou@fona.com)**

Designing great tasting pet products poses unique challenges as we must consider not only our furry friends but the pet parent. Another layer of complexity is added due to our inability to receive detailed feedback regarding preference and liking. This webinar will lead you through how we design flavors for pet products and the benefit of integrating the use advanced analytical tools such as E-nose and E-tongue to create tailored flavor solutions for best in class products.

## [A Market Analysis of Flavor Trends in Cat & Dog Products\(1 hour\)](#)

**Presented by: Melissa Hartley, Sr. Market Manager, [mhartley@fona.com](mailto:mhartley@fona.com)**

Pet parents continue to look for “humanized” flavors while at the same time focusing on balanced nutrition and quality. This webinar will explore the trending flavors in pet food, treats, supplements and beverages to understand what pets and pet parents are looking for.

