



Aroma Solutions

Differentiate your brand with unique aromas people love and pets enjoy

More than 21,000 new products have been introduced into the global pet food market place since 2017.

Break through and grab attention with unique flavor profiles that capture pet parents' attention and keep them coming back for more. Our team of certified flavorists can help you introduce customized aromas to the marketplace, inspired by regional taste and menu trends that can make a lasting impression on pet consumers.



of pet parents agree that it is important that their pet experiences new things



of US consumers agree that taste is one of the top three important factors when purchasing food/beverage



**Authentic
Savoury™**

A portfolio of
Taste solutions
that deliver
Great Authentic
Savoury Taste
Experiences

Our aroma solutions utilize our AuthenticSavoury™ portfolio, encompassing natural flavorings, stocks, yeast extracts and modulations solutions to create a unique aroma profile people love and pets enjoy.

Appeal to human senses and pet palatability

- Create an aromatic impact that can't be missed by consumers
- Improve human sensory appeal without impacting dog palatability
- Our savory aromas are more attractive to dogs than standard kibble

Deliver a unique aroma experience

- Partner with our flavorists to develop a customized aroma
- Partner with our flavorists to bring your aroma ideas to life
- Use an aroma from our collection of vegetable, beef, poultry and seafood profiles

Contact a Kerry Pet Wellness & Nutrition representative to learn more or visit kerry.com/applications/pet-nutrition