

Inclusions for Petfoods

The \$25 Billion Petfood Industry continues to evolve and in many ways mirror the human food market with regards to variety and innovation for our pets. That makes sense since these pets are treated like family by their owners, who are making similar purchase decisions for the pets as they are for themselves. With this, things like variety, flavor, texture, appearance, health profile, and labeling are all becoming more important aspects when formulating new enhanced “premium” positioned pet products.

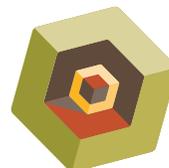
Inclusions allow for more easy variety in petfood formulations. They are customized delivery systems that add eye appeal, taste, aroma, and texture to petfoods.....essentially touching all of the senses of our pets (and owners as well)!

Inclusion Technologies offer several different inclusion technology platforms for petfood formulators to consider:

Nadanut® products are very unique extruded nut alternatives that deliver the look, taste, and texture of tree nuts without the high cost and supply volatility. They are also easier for pets to eat and digest and are safer from a spoilage perspective and with much longer shelf-life properties. Why go nuts when you can use Nadanuts?

Bits-O-Flavor® products are available in two formats: extruded nuggets and flakes. These delivery systems are available in many different sizes, shapes, flavors, and colors to help add a “signature stamp” to your petfood product.

Let us know what your application requirements are and we can work with you to develop a customized delivery system that meets your needs. With our continuous batch processes in an SQF Level 3 certified plant, we are very efficient and cost effective with taking new concepts from bench to production with very low minimums. We call it “Functionality By Design”.....



inclusion®
technologies