

# PALATANT SOLUTIONS *and Services*



**AFB**  
International®



# OUR MISSION





**TO PROVIDE PET FOOD  
SOLUTIONS THAT ENRICH THE  
RELATIONSHIP BETWEEN PETS  
AND THEIR PEOPLE**





**AFB INTERNATIONAL  
IS THE LEADER IN PET FOOD  
PALATABILITY.**

Ensuring product performance for pet food manufacturers — and their customers — is our business.



**WHETHER IN A CAN, KIBBLE,  
POUCH OR CUP, OUR PALATANTS MAKE  
PET FOOD MORE APPEALING TO PETS  
AND PET PARENTS.**

We bring value to pet food companies through research expertise, technical support and unparalleled customer service.



**AFB partners with pet food manufacturers to make food, treats and supplements for dogs and cats taste great, ensuring pets receive the vital nutrition they need.**





**In an increasingly competitive global marketplace, palatability is a critical factor. The AFB portfolio of liquid and dry palatants are proven solutions to help customers develop new pet food products and improve existing ones.**



Palatability is not only a critical component of pet nutrition, it is also a key driver of brand loyalty.

**Ensuring repeat purchases for pet food manufacturers is our goal.** We specialize in creating palatants that meet the specific needs of each customer in achieving performance targets, meeting attribute requirements and delivering economic objectives.

# CLEAN *Label*

Today's pet parents often look for pet food attributes that are similar to what they want in their own diets. To many, this means eating clean foods with recognizable ingredients, **a short and simple ingredient list and no artificial flavors, colors or preservatives.**



**NO ARTIFICIAL  
FLAVORS, COLORS  
OR PRESERVATIVES**



**NO ANIMAL-ORIGIN**

**AFB  
PALATANTS  
CAN HELP MEET  
CLEAN LABEL  
ATTRIBUTES**

## **INGREDIENT CLAIMS**

- Non-GMO
- Grain-free
- No corn
- No soy
- No wheat
- Gluten-free



**LOCALLY SOURCED  
INGREDIENTS**



AFB incorporates rigorous research and development, enabling us to formulate food that pets prefer.

# FUNCTIONAL *Ingredients*

Functional ingredients can provide additional health benefits to cats and dogs. **AFB palatants applied to the outside of the kibble or mixed into the kibble or wet food can be designed to successfully deliver these ingredients.**

**PROBIOTICS • DENTAL HEALTH  
PRESERVED WITH NATURAL INGREDIENTS**

# PROTEIN *Sources*

Palatants may be meat- or non-meat-based, depending on desired performance targets, cost requirements and label claims.

**Palatants can also be developed for diets using novel proteins not commonly found in pet food.**





# SPECIALIZED *Diets*

Pet food is designed to provide a complete and balanced diet and may be formulated to address a specific dietary need. **These specialized diets may not be able to use fat or other palatability drivers because of their specific formulations.**

## AFB PALATANTS CAN INCREASE THE PERFORMANCE OF THESE TYPICALLY LESS PALATABLE DIETS.

- Limited-ingredient
- Mono-protein
- Hypoallergenic
- Low-fat
- Senior
- Recovery support
- Sensitive digestion
- Renal care
- Urinary care
- Weight management

# WET FOOD *for Cats*

AFB understands the inherent complexity of wet cat food palatability. Our knowledge of the ingredients and processes that drive breakthrough palatability help to deliver the performance pet parents expect.





## **SUSTAINABLE** *Ingredients*

There is a growing demand for sustainable products in the pet food industry. **AFB is committed to doing our part by using ingredients that have less impact on the environment.**



**YEAST  
BY-PRODUCTS  
FROM THE BREWING  
INDUSTRY**



**PROTEIN  
BY-PRODUCTS  
FROM THE HUMAN  
FOOD INDUSTRY**



**FISH-BASED  
PALATANTS  
RESPONSIBLY  
SOURCED**



**PLANT-  
DERIVED  
PROTEIN  
SOURCES**



# PRODUCT *Forms*

Pet parents have a wide array of food choices today. While all pet food is designed to meet a cat or dog's nutritional needs, there is often a preference by the pet and pet parent for a particular type of diet. **The product form can affect taste and texture.**

**AFB HAS EXPERIENCE CREATING PALATABLE SOLUTIONS FOR A VARIETY OF PET FOOD FORMS.**

**DRY • WET • SEMI-MOIST • DEHYDRATED • RAW  
FREEZE DRIED • FROZEN • TABLETS • GRAVY • BROTH**



# PROCESSING *Conditions*

Producing palatable pet food is a complex process. Variations in processing conditions, including time, temperature, moisture level and ingredients can have different effects on flavor and texture. This affects the palatability of the pet food.

**Collaborating with our customers to understand their manufacturing process allows AFB to develop palatants that deliver superior performance.**



**INJECTION MOLDED • EXTRUDED • BAKED  
MOIST • SEMI-MOIST • HIGH MEAT • LIQUID  
DRY • RETORT • INTERNAL APPLICATION  
EXTERNAL APPLICATION • INCLUSIONS • COLD PRESSED  
FREEZE DRIED • DEHYDRATED • SINGLE EXTRUDER  
DOUBLE EXTRUDER • VACUUM COATING • DRUM COATING**

# PACKAGING *Options*

AFB palatants are packaged to meet varying customer needs and provide **economical transport**.



# OUR *Services*



## RESEARCH + DEVELOPMENT

Our global R&D team uses scientific approaches and advanced technologies to help customers maximize pet food performance.



## TECHNICAL PALATABILITY

Cats and dogs can't verbally tell us which food they prefer. AFB conducts palatability trials to measure a pet's acceptance or preference for a food.



## BEHAVIOR

In addition to how much pets eat, we also measure how they eat. AFB's Applied Behavior Support team has developed methods to augment technical consumption data by quantifying pets' responses to food which we call Performance Beyond Consumption<sup>SM</sup>.



## PILOT PLANT

Our process research laboratory, a unique customer resource located in St. Charles, Missouri, USA, features a pilot-sized, scalable manufacturing platform capable of producing palatants, as well as dog and cat food prototypes.



## QUALITY COMPLIANCE

At AFB, we have the same goal as our customers — to provide safe, nutritious food that pets enjoy. Taking a proactive approach to food safety and quality has always been a top priority for AFB. We have received certifications that demonstrate our commitment to providing palatant consistency and product safety throughout all our global AFB manufacturing facilities.



## ANALYTICAL TESTING

With the use of our electronic sensors, we are able to approximate and quantify the overall "smell" and "taste" of a food, much like the animal experience while eating. This allows us to shorten the product development cycle and screen formulations before palatability trials with cats and dogs.



## REGULATORY AFFAIRS

Pet food is subject to regulations that vary by state, country and region. AFB's global Regulatory team can help pet food manufacturers navigate the requirements for pet food and pet food palatants.



# WORKING *with* AFB

Clearly understanding our customers' complex needs provides a firm foundation for success. To determine the best approach, we need to understand the interaction of the palatant with other factors our customers manage or execute. These factors, like **product formulation, ingredient quality and process capabilities** are crucial to performance.

The more pieces of the puzzle we know, **the better we can select a palatant designed not only to deliver excellent performance, but also to work within a customer's attribute requirements and economic objectives.**



# THE PAST AND *the Present*

AFB International was founded in 1986 in St. Louis, Missouri, USA, **with a vision to create the best palatants and make pet food taste great.** Over 30 years later **we remain committed to being the leader in pet food palatability.**

AFB is a subsidiary of Ensign-Bickford Industries, a privately-held company for over 185 years focused on space & defense, pet food science and biotechnology. As part of an organization dedicated to innovation, we are able to continually offer new products and services and expand our global presence.

Today we are an international company with resource centers and production facilities designed to service pet food manufacturers across the world. To learn more, contact our global headquarters or one of our local offices.



## GLOBAL HEADQUARTERS

**Customer Service:** 800 218 5607  
[northamerica@afbinternational.com](mailto:northamerica@afbinternational.com)

## ASIA / PACIFIC

[asiapacific@afbinternational.com](mailto:asiapacific@afbinternational.com)

## AUSTRALIA / NEW ZEALAND

[australia@afbinternational.com](mailto:australia@afbinternational.com)

## CHINA

[china@afbinternational.com](mailto:china@afbinternational.com)

## EUROPE, MIDDLE EAST AND AFRICAN CONTINENT

## THE NETHERLANDS

[europa@afbinternational.com](mailto:europa@afbinternational.com)

## LATIN AMERICA

[latinamerica@afbinternational.com](mailto:latinamerica@afbinternational.com)

## ARGENTINA

[argentina@afbinternational.com](mailto:argentina@afbinternational.com)

## BRAZIL

[brazil@afbinternational.com](mailto:brazil@afbinternational.com)

## MEXICO

[mexico@afbinternational.com](mailto:mexico@afbinternational.com)



**WE MAKE PET FOOD**  
**TASTE GREAT.™**

**AFBINTERNATIONAL.COM**

**Copyright © 2022 AFB International**