

# Bell Dog Food, Treats, and Bones

Bell's unique fragrances and botanicals have the ability to define products aesthetically, functionally and to distinguish brands. Whether it's from the bottle, in-use or providing all-day freshness, we provide creations that consumers will fall in love with over and over again.

## PRESENTATION HIGHLIGHTS

### RAW DOG FOOD

**10.13%**

growth in social discussion. Brands with raw mix-ins offer a cost-effective option for owners curious about raw feeding. (Tastewise)



### HUMANIZATION

**68%**

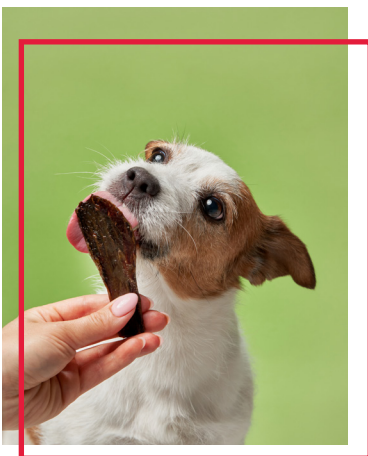
of pet owners say their pet's diet is similar to theirs. (Mintel)



### FUNCTIONAL BENEFITS

**386m**

views on tiktok videos mentioning probiotics for dogs. (TikTok)



## Fragrance Snapshot



### How Bell Can Support Your Fragrance Needs:



#### Fragrance Expertise

Through innovation, creativity and technology our perfumers build creative expressions that bridge art and science to deliver consumer delight and create brand olfactive DNA.



#### Naturals & Botanicals

Our passion at Bell Flavors & Fragrances has been to create customized natural fragrances botanical extracts that captivate the essence of nature.



#### Trend/Market Data

Our seasoned team of Marketing Specialists can provide the latest in market insights and lifestyle trends.



#### Performance

Whether its raw material studies, unique fragrance delivery systems, driving attributes moisturization and freshness, or malodor neutralization, Bell offers customized solutions to maximize consumer fragrance impression.

Bell Flavors & Fragrances | Feel Nature's Variety®

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