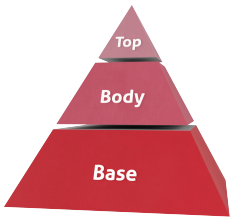
PetArom Beef P

(SYM_143776, PHYT_50231) - Palatability Enhancer Meaty

PROFILE DESCRIPTION

An intense beef flavour with a yeasty, meaty aroma, rounded off with an onion note and complemented by hints of lard and liver.

Topnote (Volatility): Onion
Bodynote (Character): Beef
Basenote (Longlasting): Yeast and meat



APPLICATION

This product can be used in both dogs and cats. It is **mouth-watering, stimulates appetite**, and guides animals to their food. The primary focus is on **dogs**.

The product‘s amino acid and fatty acid profiles **are tailored to withstand high temperatures.** During extrusion (up to 160°C) or sterilization (up to 125°C), the induced Maillard reaction enhances flavour, which continues to develop during storage, **boosting palatability and pet acceptance**.

CHEMICAL STABILITY

Product is feed acid-stable (**8**)!

(The higher the ingredients' reactivity **(1-10)**, the less responsive they are to acidic or alkaline feed components.)

HEAT STABILITY

Product is heat-stable (**9**)! It has a precursor system and is self-enhancing due to temperature influence (Maillard reaction).

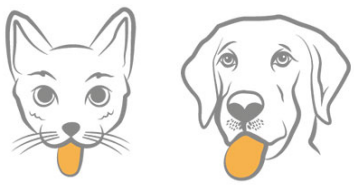
1 to **5**	NOT suitable for thermal processes like pelleting
6 and **7**	Heat-stable (flavour loss of up to 10%)
8,9,10	Under high-temperature conditions (<95°C), minimal flavour loss (approximately 2-5%) occurs as a result of the inherent characteristics of the flavour ingredients.

INCLUSION RATE

Pet acceptance: ~20-50g/ 100 kg extrudate
(Blend into digest or pre-mix 1:1 with water, then spray onto extrudate)

- Dogs: 10-20 g/ 100 kg extrudate
- Cats: up to 70 g/ 100 kg extrudate
- Snacks/ semi-moist: ~100-400 g/ 100 kg snacks (dogs, cats)
- Canned food: 50-150 g/ 100 kg petfood (blend into gravy)

Protein carrier replacement (price or availability): 100-300 g/ 100 kg extrudate
(3-5% can be replaced, e.g., replacing beef with poultry protein meal and adding Petarom maintains food acceptance)

- Dogs: 75-150 g/ 100 kg extrudate
- Cats: up to 300 g/ 100 kg extrudates
- Snacks/ semi-moist: 100-400 g/ 100 kg snacks (dogs, cats)

TARGET SPECIES