

CRAVINGS

HYDROLYZED PORCINE PROTEIN



COMPANION



What Is Cravings?

Cravings is an enzymatically hydrolyzed porcine protein derived from plasma containing high levels of protein, functional proteins and bioactive peptides that is highly palatable to dogs.

When Should Cravings Be Used?

Cravings should be used in dry dog foods, treats and supplements to elevate health focused products. Our unique processing methods retain the biologically active components present in plasma that positively impact health while also providing formula flexibility and functionality.

Formulation Benefits

- ✓ Hydrolysis results in an ingredient with highly digestible proteins
- ✓ Partially replaces more expensive palatants, digests, livers and meals
- ✓ Enhances palatability of the final formula with animal derived proteins

Health Benefits

- ✓ Contains functional proteins and bioactive peptides that support whole body health
- ✓ Helps the immune system respond to inflammation quickly and efficiently
- ✓ Improves digestibility of the diet and promotes gut health

Dogs Prefer Cravings

Dogs consistently prefer kibble that includes Cravings. Cravings increases consumption and choice when tested in dog foods containing digest products, chicken meal, potato or pea protein. Schedule a meeting with our sales and technical service teams to view research results.

Dry Foods • Treats • Supplements

Cravings Specifications

- ✓ Protein, min: 70%
- ✓ Ash, max: 20%
- ✓ Hydrolyzed to 85% below 10,000 Daltons



Cravings offers solutions

to help support dogs facing stressors across all life stages – vaccinations, separation anxiety, inflammatory events and more. Cravings offers solutions to support pets with proven benefits for whole body health.

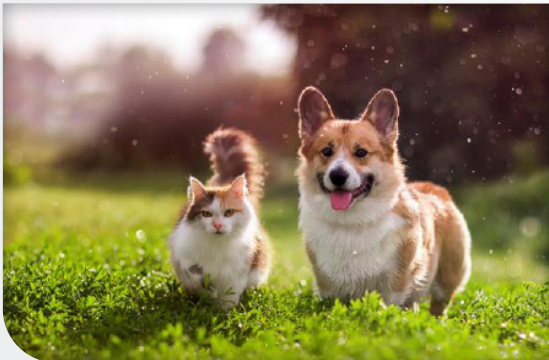
IMPROVE FORMULAS WITH COST EFFECTIVE FUNCTIONAL INGREDIENTS

Innovative functional proteins that positively impact health and well-being while offering pet food, treat and supplement manufacturers formula flexibility and cost savings.



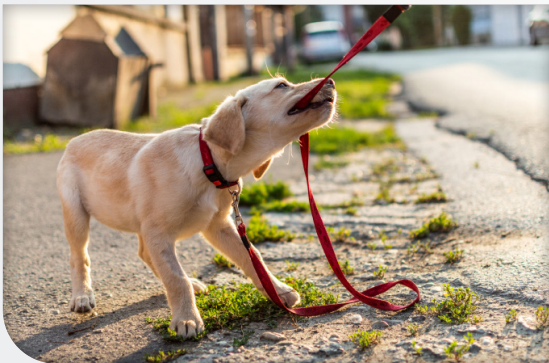
WHAT WE DO

We help animals thrive through the use of innovative functional protein ingredients that positively impact pet health while contributing to a quality finished product. Our plasma-based ingredients are functional, palatable and label friendly – offering pet food, treat and supplement companies the opportunity to provide a better product at a lower cost.



WHO WE ARE

APC is the world's largest manufacturer of plasma-based functional proteins. We operate a global network of manufacturing plants in Argentina, Brazil, Canada, England, Northern Ireland, Poland, Spain and the United States. APC is a family-owned business based in Iowa, USA, with over 40 years of experience providing consistent, quality products no matter where you are in the world.



WHY IT MATTERS

We understand the importance of building and keeping the trust of your pet parent customers. We feel the same way about our valued clients. You can count on APC to offer quality ingredients that meet the pet industry's stringent requirements while providing above and beyond customer service. Whether you manufacture wet or dry foods, treats or supplements, we're here to help you achieve your goals.

For more information,
contact an APC Sales or Technical
Services Representative

