



PALASURANCE® PALATABILITY ENHANCERS

Palatability is important to pet food manufacturers, pet owners and pets. Palatability ensures pets actually eat their food, reassuring pet owners that their pets are satisfied and healthy. Improving pet food palatability is one of the easiest ways for pet food manufacturers to gain market share.

Creating A Palatable Pet Food

Pet food palatability depends on many factors, including raw material quality, stability, kibble texture, size or shape, processing conditions and especially palatants. Palatants, while usually only applied at 1-3%, have a big impact on palatability as they are specifically added for taste and aroma.



Comprehensive Product Range

The PALASURANCE portfolio includes offerings for both cats and dogs in liquid or dry form. Concentrated and granulated products are available for pre-mixes and supplements. Customers can choose between a wide range of cost and performance options, from cost effective solutions to best in class palatability.



LABEL FRIENDLY

PALASURANCE palatants are compatible with even the strictest label claims, including non-GMO, restricted origin, naturally stabilized and vegetarian.



INNOVATIVE

Kemin scientists are continually working to deliver new flavor technologies that offer added value to pet food manufacturers.

YOUR DEDICATED PARTNER

The Kemin Technical Service and Customer Laboratory Service (CLS) teams are your partners throughout the pet food manufacturing process. Our experienced team of experts is available to provide technical advice, vendor assurance and laboratory testing to meet your palatability needs.