



NATURAL COLORATION AND PROTEIN IN PETFOOD WITH A SINGLE INGREDIENT

Color remains a powerful driver in petfood purchasing decisions. Even though dogs and cats don't perceive colors the same way humans do, pet parents often associate visual appearance with nutritional quality. This has led many manufacturers to rely on colorants—both artificial and natural—to improve the look of kibbles, snacks or treats.

However, this strategy presents growing challenges. Synthetic pigments are increasingly regulated or rejected by consumers. Natural colorants, while better perceived, tend to be more expensive, less stable and technically demanding. Most importantly, none of them contribute to nutritional value.

At a time when clean-label claims and functional formulations are taking the lead in premium and superpremium categories, manufacturers are looking for smarter alternatives—ingredients that provide visual appeal with added value.



APC'S RED CELLS: A DOUBLE SOLUTION FOR PETFOOD MANUFACTURERS

Red cells, such as AP 301, offer a new approach to coloration in petfood. They provide a natural, meaty tone to kibbles, treats, wet formulas, while also delivering highly digestible protein. This double functionality—color and nutrition—makes red cells based ingredients a compelling solution for brands looking to elevate their formulations.

Derived from porcine or bovine red cells, they deliver a consistent tone, helping reduce or eliminate the use of color additives while enhancing label transparency. Red cells are not only label-friendly—they also fit perfectly into all manufacturing formats and product types.

Whether targeting high acceptance, improved digestibility or a meatier look, red cells offer formulation flexibility for brands across multiple categories.



A Smarter Alternative for Colorants

AP 301 and its hydrolyzed version, delivers natural meat-like color, digestible protein and aroma in one ingredient—offering manufacturers a functional alternative to colorants.



PROGRESSIVE COLORATION AND VISIBLE RESULTS ACROSS PETFOOD FORMATS

With AP 301, pet food manufacturers can do more than color a product—they can shape its identity. The natural red tone¹ intensifies progressively with higher inclusion rates, offering a unique way to visually differentiate recipes, align with consumer preferences and reinforce premium positioning.

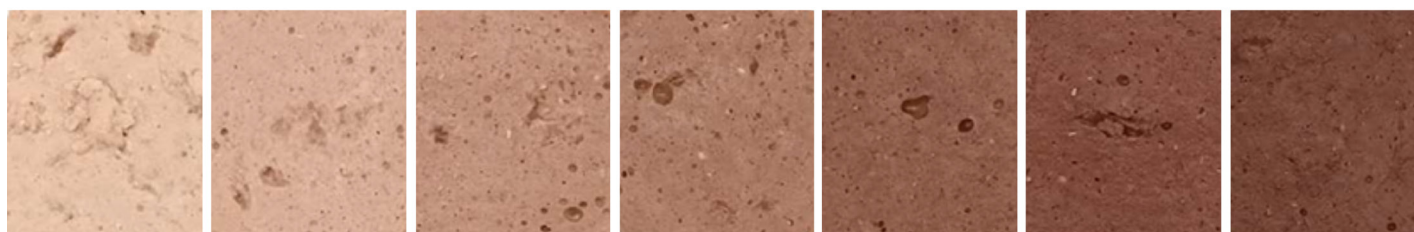
IN DRY EXTRUDED KIBBLE

Red cells deliver a warm, natural tone that evolves as inclusion increases—ranging from light enhancement to deep, cooked-meat coloration.



IN PÂTÉ-STYLE WET FOOD

Red cells enable the tone to evolve from soft pink to deep meaty red in wet pâtés, allowing natural visual variation across components and enhancing the authenticity of meat-based formulations.



But color is just the beginning. At every inclusion level, AP 301 adds real value: highly digestible protein, clean-label appeal and an appetizing, meaty look-and-feel—all in one ingredient.

✓ Excellent amino acid profile:

Lysine: 9.0%, Leucine: 13.4% , Valine: 9.2%

✓ 100% Porcine or Bovine origin

✓ Labeling Options:

- ✓ Spray Dried Animal Blood Cells
- ✓ Animal Blood Cells
- ✓ Meat By-Product

¹ Tone intensity may vary depending on fat content, liver presence and cooking time. Pilot testing recommended to fine-tune tone.

**For more information,
contact APC's Sales or Technical Services**