



TANG 唐朝

PROFESSIONAL PET FOOD PALATANTS

TIANJIN TANGCHAO FOODS INDUSTRY CO., LTD

FOCUS ON PETFOOD PALATABILITY SOLUTION, PROVIDE CUSTOMIZED FLAVOR SERVICE



01

**PART ONE
ABOUT US**



TIANJIN TANGCHAO FOODS INDUSTRY CO., LTD

TANGCHAO was established in 1995 with 16667 square meter industrial estate. We have been specialized in R&D, selling and manufacturing pet food palatability enhancer for over 20 years.

TANGCHAO self-developed pet food uses food-grade raw materials and advanced technologies such as directional enzymolysis, fermentation, maillard reaction, spray drying. Their rich, lasting, and natural aroma attracts pets and the good palatability are preferred by pets.

Our products are popular in Europe, America, Southeast Asia and other countries or regions. Tangchao has provided pet food palatability solutions and customized flavor service to many famous brands.

“Tangchao People” would like to move forward hand in hand with more friends and step into the flourishing age!



R&D ABILITY

TANGCHAO has set up a multidisciplinary R&D team whose majors covers food engineering ,bioengineering, animal nutrition and so on. We invest a lot of money to update and innovate the technology. Also has established a close cooperation with a number of well-known research institutions from home and abroad. Tangchao has the most advanced and powerful research and development ability in the same industry in China.



QUALITY CONTROL

TANGCHAO has passed ISO22000, HACCP, FDA registered and some other certifications. From raw material selection, key point controlling of production, to products checking, we follow the ISO 22000 quality management system strictly to ensure the products to be stable and safe.



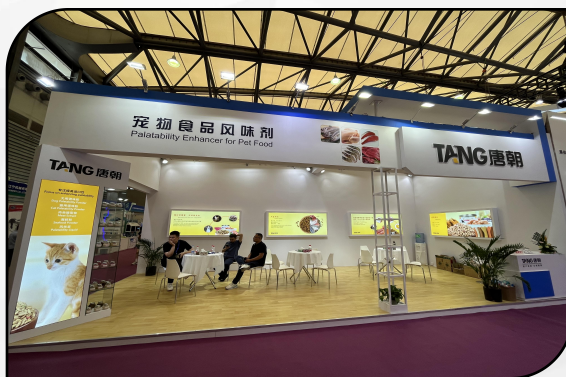
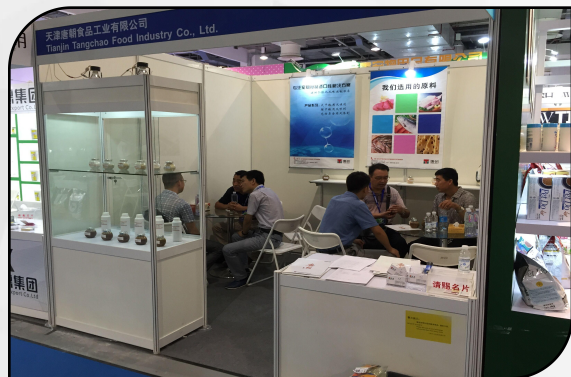
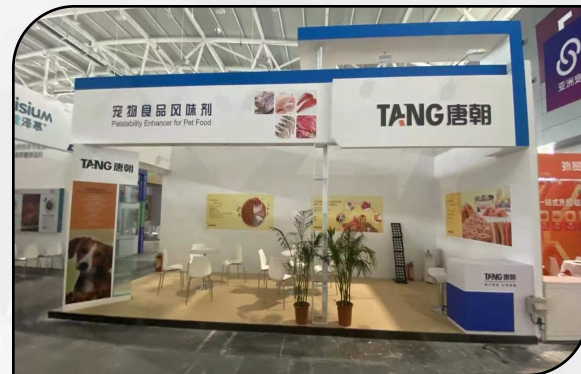
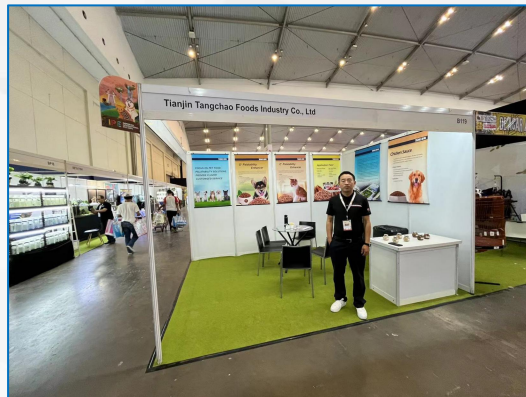


FACTORY





EXHIBITIONS





02

**PART TWO
PRODUCTS**



POWDER SERIES

POINT 01

- Select quality food-grade raw materials.
- Use the advanced technology such as enzymatic reaction, maillard reaction and spray drying.

POINT 02



A lot of contrast experiments had proved that our pet food palatants can greatly promote the palatability of pet food.



POINT 03

Widely be used in pet dry food, canned wet food, meat, tooth stick, dog chews, pet biscuits, pet health products and pet drugs.



POINT 04

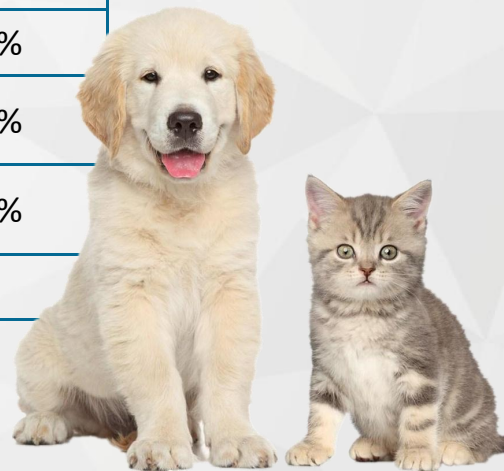
Product Features:

- Good palatability, good feed sustained-effects;
- Food-grade raw materials, safety and stability;
- High temperature and pressure resistance



POWDER SERIES

Product Name	Model	Application	Dosage
Dog food Palatants	A	Dry food, treats for dog	1%-2%
Dog food Palatants	7S	Dry food, treats for dog	1%-2%
Cat food Palatants	15M-2	Dry food for cat	1%-2%
Cat food Palatants	15M-8	Dry &Wet food for cat	1%-2%
Cat food Palatants	S	Wet food for cat	1%-2%





LIQUID SERIES

- Select quality food-grade raw materials.
- Use advanced enzymatic reaction, maillard reaction technology.

Widely be used in pet dry food, canned wet food, meat, tooth stick, dog chews, pet biscuits, pet health products and pet drugs.

01

02

03

04

Numbers of comparative experiments had proved that, our pet food palatants can greatly promote the pet food palatability.

Product Features:

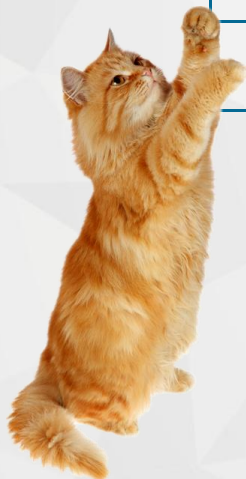
- Good palatability, good feed sustained-effects;
- Quality food-grade raw materials, safety and stability;



LIQUID SERIES



Product Name	Model	Application	Dosage
Dog food Palatants	8L	Dry food for dog	3%-5%
Cat food Palatants	9MLS	Dry food for cat	3%-5%





03

**PART THREE
POPULAR**



Dog food Palatants (7S)

- **SUMMARY**

This dry palatant for pet food products is produced using natural ingredients, flavors and Tangchao proprietary technologies. This is a digestible product specifically designed to deliver maximum flavor and increased acceptance of dog food.

- **FEATURE**

- a. Good palatability, good mouth-resistant;
- b. Quality food-grade raw materials, safety and stability

- **USAGE**

- a. The most suitable for pet dog dry food;
- b. Put it on the surface of pet dry food and advised dosage is about 1-2%.

- **SHELF LIFE**

12 months under well storage situation and stored away from direct sunlight.





Cat food Palatants (15M-8)

- **SUMMARY**

This dry palatant for pet food products is produced using natural ingredients, flavors and Tangchao proprietary technologies. This is a digestible product specifically designed to deliver maximum flavor and increased acceptance of dog food.

- **FEATURE**

- a. Good palatability, good mouth-resistant;
- b. Quality food-grade raw materials, safety and stability

- **USAGE**

- a. Most suitable for pet cat dry food;
- b. Put it on the surface of pet staple food and advised dosage is about 1-2%.

- **SHELF LIFE**

12 months under well storage situation and stored away from direct sunlight.





PART FOUR SERVICE



CUSTOMIZED FLAVOR SERVICE CASE

Before 2011, Chinese cat food market was stuck in the situation of lacking personalized products, in which most of products share similar flavor. In order to enrich production lines and improve product competitiveness, a well-known pet food manufacturer planned to customize a distinctive palatability enhancer with seafood flavor of cat food from Tangchao. After rigorous assessments, Tangchao marketing department believed that this demand had a certain forward-looking and greater market potential. Immediately set up a special project team to R&D the flavor.

We developed a unique product with rich seafood flavor by using quality food-grade raw materials, technology of biological enzymatic hydrolysis and maillard reaction, as well as repeated experiments. It can greatly enhance the palatability of cat food and proved by Tangchao quality control department, third party agencies and client. At this point, this new seafood flavor food palatants for cats came out.

This products helped the customer not only to enhance the domestic cat food market share in China, but also successfully to open up overseas markets.



PET FOOD PALATABILITY SOLUTION CASE

A well-known pet snack manufacturer wanted to copy a kind of imported pet food which had a unique beef flavor. He had tested many samples. But palatability was not good. Ultimately, he came to Tangchao to find a solution.

After analysing his demands, our products application engineer thought that this product should have the characteristics of high temperature resistance, pure beef aroma and good palatability. So its solution was combinations of beef juice and beef powder. They could enhance not only beef flavor but also good palatability.

After communication with the client, we sent him samples of these two products. Finally it was proved that using this combination could satisfy their demand. And, the palatability of pet food was better than the abroad one.