

FB

FOODBYTES

YOUR FREE DATASSENTIAL
TREND REPORT

THE PET-FRIENDLY CONCEPTS ISSUE

how **felixes & fidos** became
the most important guests at
the dinner table, and what it
means for the food industry.

TOP
DOGS

↓
5

PAWSOME
PET-
FRIENDLY
CONCEPTS
YOU NEED
TO KNOW

PG.10



DATASSENTIAL **TRENDS**POTTING // VOL. 104



IT'S RAINING CAT & DOG DATA! GET A PEEK AT PET-FRIENDLY DATA INSIGHTS



DATA DIVE

66%
OF CONSUMERS OWN A PET
↑ 6% SINCE 2020



-HotShot Report: Pet-Friendly Foodservice Venues



→ This photo was created by artificial intelligence! The Australian shepherd is supposed to depict the editor of this issue's dog, Franny, while the gray tabby is TrendSpotting editor Jaclyn Marks' cat, Minny, doctored up by Dall-E, an AI model that generates photos based on text descriptions.

50%
OF CONSUMERS OWN A DOG

35%
OF CONSUMERS OWN A CAT

-American Meal Keynote Research

yep, that's me hiding behind a picture of my beloved pupper, Franny!



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Pet-friendly restaurant I most want to visit

I'd love to take Franny to a hybrid dog park/ restaurant/bar like Bar K (pg. 12), which *St. Louis Magazine* called the most dog-friendly venue in the Midwest. As a dog lover, I'd love to sip a beer, grab a bite, be with my doggo, and meet other furry friends.



My dog's go-to treat

I have a recurring subscription for Greenies dog treats — they're supposed to freshen doggie breath, and Franny LOVES them. We crate trained her, and even though she's no longer in a crate, we still give her a Greenie for a bedtime treat and ask us to "show us her den" to come upstairs at night. Now her den is what we call her "studio apartment," aka squished under our bed — we love it when she actually sleeps with us on the bed, shedding everywhere and throwing a fit if we dare move a muscle.



To say that I love pets is an *extreme* understatement. Anyone who knows me knows I was simply **OBSESSED** with my pet rabbit, Vanna (fun fact: I actually opened my cover letter for this job talking about how much I loved her), and though she's in bunny heaven now, I'm just as enamored with my current fur baby, Franny S'mores Wege (yes, my girl pictured at left has a food-related middle name).

So of course, I was super excited to write about two of my all-time favorite things. We first planned this issue of *FoodBytes: Pet-Friendly Concepts* because we wanted to highlight an awesome upcoming *HotShot Report* covering pet concepts, but that's not the only reason we thought it was a great time to check in on this topic. In addition to the fact that I personally love pets, consumers as a whole are also pretty infatuated with their furry friends.

The pandemic, in particular, spurred a sharp spike in pet ownership. According to the American Society for the Prevention of Cruelty to Animals (ASPCA), more than 23 million American households — that's nearly 1 in 5 nationwide — adopted a pet during the pandemic. When I covered pet foods and beverages in *TIPS: Spring 2020*, 60% of consumers owned a pet. That's now up to 66%. As more consumers continue to turn to pets for companionship, the need for pet-friendly venues will only increase. Plus, many pandemic-era pets have experienced separation anxiety as they've gotten used to their parents working from home, further adding to the many consumers now seeking out experiences where they don't have to worry about keeping their pets at home alone.

In the pages ahead, read up on how man's best friends came to be just that and discover some of the top dogs in the world of pet-friendly concepts. And don't be too quick to brush this issue aside if you don't think pets are applicable to your operation: there's already been so much crossover between pet and human food trends (think grass-fed dog treats and bone broth pupsicles), that there's bound to be more in the future. Could more sustainable proteins like insects, which are still too "icky" to most consumers, become ubiquitous in pet food aisles one day?

Renee Lee Wege,
Senior Publications Manager

39%

of consumers
like the idea
of pet-friendly
restaurants and
are interested in
visiting them

HotShot Report: Pet-Friendly Foodservice Venues

1/3

**OF CONSUMERS ARE
CAT PEOPLE**

2022 TIPS Midyear Trend Report

2/3

**OF CONSUMERS ARE
DOG PEOPLE**

2022 TIPS Midyear Trend Report



FROM FIDOS TO FELIXES, FLUFFY, FOUR-LEGGED FRIENDS HAVE STOLEN AMERICA'S HEARTS.

here's how it happened + what it means for the food industry



"Jon and Tugce don't do *anything* without her." That's what a friend says about Jon and Tugce Kang, high school sweethearts and longtime residents of the Chicago suburbs. The couple doesn't like to leave their daughter for more than 2 hours, so it's important anywhere they go welcomes their sometimes rambunctious 2-year-old. The best places, Tugce says, are those that do more than just bring their daughter water; it really stands out when waiters "ooh" and "aww" over her, indulge in a healthy dose of pets and head scratches, or give her super stinky, scrumptious treats.

Oh, right. By "daughter" we mean "dog-ter" (you know, dog daughter), as in Jon and Tugce's beloved bulldog Dozer Booger Kang. (And yes, that's Dozer like *bulldozer* and booger as in, well... booger). Dozer goes out to restaurants or bars 3 or 4 times a month, has accompanied them on vacation to destinations as far as California and Mexico, and is all around "treated like a queen" — she even dresses the part with a wardrobe of nearly 20 different outfits and accessories.

Dozer, by all accounts, is much more than "just a pet," living and

eating her best life as a full-fledged member of the family.

And in today's world, she's far from being the only pet being treated like four-legged royalty.

HOW IT ALL BEGAN

Pets have been kept for at least tens of thousands of years. According to *Smithsonian*, "man's best friend might also be his oldest," saying that dogs were, without a doubt, the first domesticated animals. It's unclear whether dogs were people's first actual *pets* or when people first started keeping animals truly only



for companionship, but it's clear that the love affair started a long time ago.

In 2017, the *BBC* highlighted research that the domestication of dogs likely took place between 20,000 and 40,000 years ago. Dogs and cats were first buried with humans 12,000 years ago, and cat domestication has been traced to 10,000 years ago.

BETWEEN THEN AND NOW

Of course, man's best friend (and felines, too) have fended for themselves for millions of years, but more than a few things have happened in between living *in the wild* and being fed *wild-caught*, sustainably-raised, gourmet treats.

According to the Pet Food Institute, from the Middle Ages through the mid-19th century, "little consideration" was paid to feeding dogs, as they were often fed scraps or whatever their owners could spare, from bones to bread crusts. It wasn't until the Industrial Revolution and the rise of the middle class did pets truly emerge more as companions than working animals. A businessman created the first commercially-available pet food, dog biscuits, now a dog treat staple, in England around 1860.

Pet foods and nutrition continued to evolve through the years, especially as pets became more like family members. The first dog food made to meet the nutritional needs of puppies was introduced in the 1960s.

NOW (OR MEOW) AND BEYOND

Pet ownership has only continued to increase. [A Harris](#)

poll conducted in 2015 showed that 62% of Americans owned at least one pet, and even then they said that, "more than ever, pets are members of the family." Now, our latest [Datassential research](#) shows two-thirds of Americans have a pet (that's even up 6% from when we asked it in 2020), and other sources even put that figure closer to 70%. Dogs are far and away Americans' most common pet, though other top-contending creatures include cats, fish, reptiles, and rabbits.

Today, there's no question many Americans consider their pets as family, and those furry (or in the case of reptiles, not so furry) family members have translated into big business. *Forbes* reported that the pet industry in the U.S. reached a milestone in 2020, with total sales of \$103.6 billion, a historic high that was more than double what it was just 10 years prior.

Consumers' relationships with their pets have never been closer, especially with the pandemic spurring an increase of consumers looking for companionship. While much of the food industry's involvement with pets has thus far been in the form of retail pet foods and treats, the rise of dog-friendly restaurants and bars, as well as cat-centric cafes, has already shown how restaurants and retailers will need to continue catering to all of man's best friends.

In the pages ahead, get inspired with a look at the best in show, top dog examples of pet-friendly concepts from around the country.



42% OF CONSUMERS SAY BEING PET-FRIENDLY IS AT LEAST A SOMEWHAT IMPORTANT CONSIDERATION WHEN DECIDING WHERE TO EAT

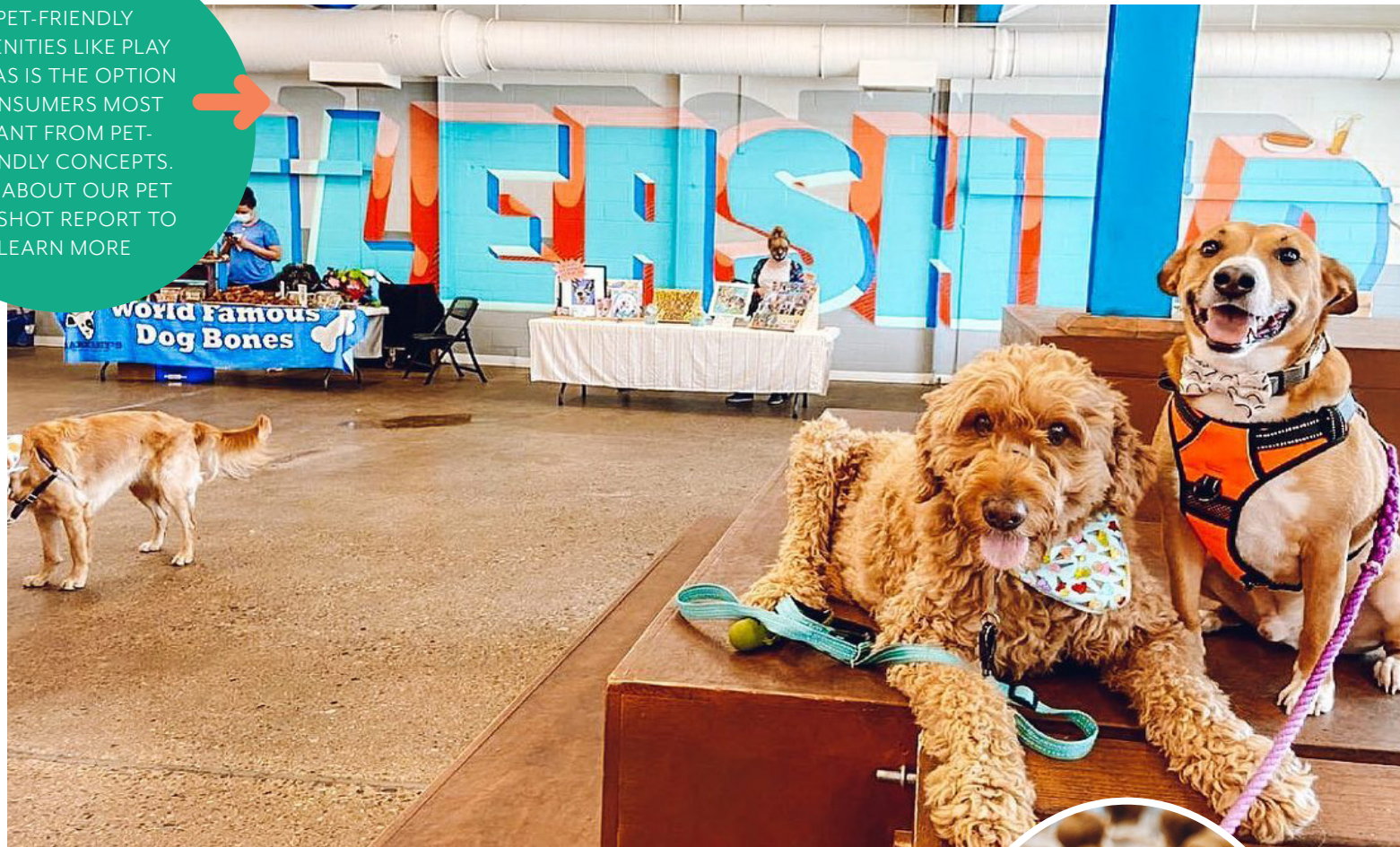
-Datassential Research



TOP DOGS

5 PET-FRIENDLY OPERATORS YOU NEED TO KNOW

PET-FRIENDLY AMENITIES LIKE PLAY AREAS IS THE OPTION CONSUMERS MOST WANT FROM PET-FRIENDLY CONCEPTS. ASK ABOUT OUR PET HOTSHOT REPORT TO LEARN MORE



1. unleashed hops & hounds

Unleashed Hops & Hounds is Minnesota's first combination dog park, taproom, and restaurant, offering space for both hounds to socialize and play as well as amenities for their humans like food and drink. Unleashed offers a variety of events designed to get four-legged pals and their two-legged counterparts out and about (which is only getting more important as consumers feel the pinch of inflation). Special events include Treat

Tuesdays featuring special gourmet dog treat vendors, Drink for Dog events where portions of proceeds go to various dog charities, Yappy Hour, and Pups & Pizza Date Nights. **Even the menu for humans plays up the dog theme: visitors can chow down on craft sausages like The Dogfather with Italian sausage, mozzarella and basil, Pupcorn Chicken, or Puppy Chow.**



Pictured above are 'ruffcakes' offered during Unleashed Hops & Hounds' Treat Tuesdays.

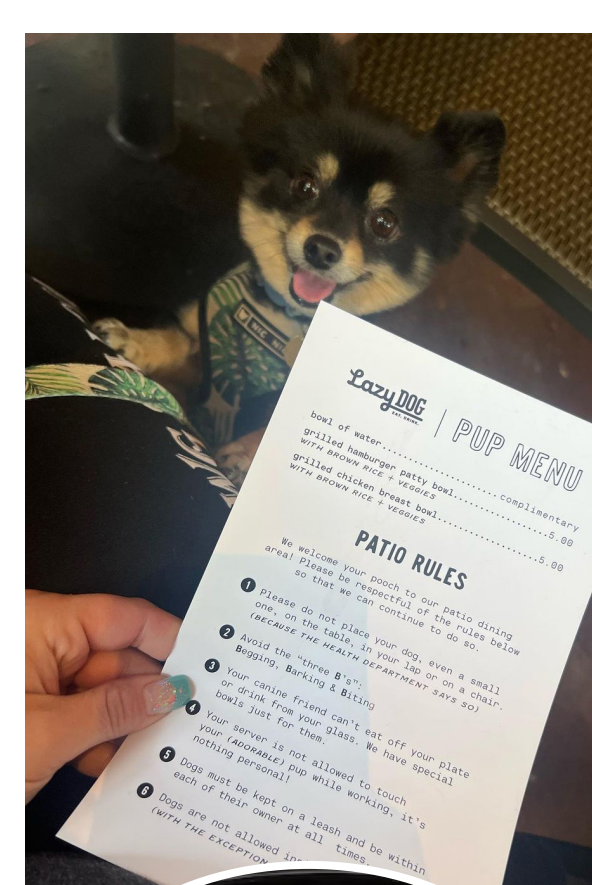


2. lazy dog restaurant

Lazy Dog Restaurant & Bar is a California-based chain with 40 locations in 8 states. Aside from being part of the name, dogs are welcome at the restaurant's patios (only service animals inside), where they're treated to their own special Pup Menu. **Included on the menu are complimentary bowls of water along with two different bowl options featuring grilled chicken or a grilled hamburger patty accompanied with rice and veggies.** Pups are often featured on the restaurant's social media, where customers are encouraged to tag #LDPups for a chance for their pup to get their 15 minutes of fame (a lot longer in dog years!) on Instagram.

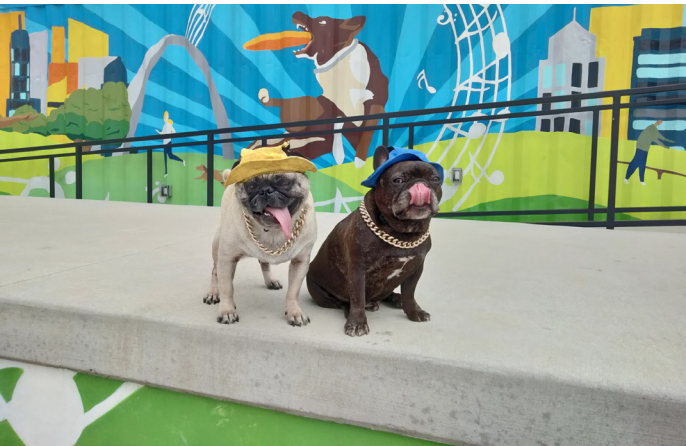
MUTTS-KNOWN MENU ITEM:

Lazy Dog offers TV Dinners (for humans, though we're sure pets would be happy to sneak a bite) that are made-in-house and frozen in retro-style trays featuring an entree, side, and dessert, all ready to pop into the oven. Varieties include Four Cheese Lasagna with cannoli cake and Campfire Pot Roast with huckleberry-apple cake.



From top to bottom:

The Pup Menu at Lazy Dog; the Grilled Chicken Breast Bowl with brown rice and veggies; Pepper's Play Pack, a curated box of toys for puppies to enjoy; and the Grilled Hamburger Bowl with brown rice and veggies.



St. Louis Magazine says Bar K (get it?) "might be the most dog-friendly restaurant, bar, and entertainment in the Midwest." The top dog of dog-friendly venues has expanded to two locations in Missouri, with another coming soon in Oklahoma. Bar K locations feature indoor off-leash play areas (some as large as 10,000-square-feet), huge outdoor parks, and fully staffed "Dogtenders" that tend to all the dogs' needs. **Pet foods brand Purina sponsors doggie splash areas and collaborates with the venue to create dedicated dog entrees such as chicken risotto. Other dog-friendly foods includes ice cream nuggets and Beer Paws whiskey biscuits.** Despite all the dog-centric amenities, bringing a dog isn't required — there's no charge for two-legged visitors and dog lovers are welcome.



MUTT's features a full menu for pet parents, a Yappy Hour drink menu, and cool doggie baths for warm Texas weather.



4. mutt's canine cantina

Come. Sit. Stay. Now there's a motto that fits for both canines and their credit card-carrying humans. MUTT's Canine Cantina, which has four locations in Texas and another six on the way, including expansion into states like Arizona and Colorado, is all about creating an all-in-one venue for dog and their pet-loving parents. **The bar, restaurant, entertainment venue, and dog park features a Woof Menu complete with a bite-size Doggie Dog hot dog option and Pupsicles made of frozen peanut butter, bone broth, and an edible stick.** **Bone broth has grown 127% on restaurant menus (for humans) over the past 4 years, according to Menu Trends.**

MORE PET INSPIRATION



KRISPY KREME CELEBRATES DOGS WITH DOGGIE DONUTS

In honor of National Dog Day earlier this month, Krispy Kreme treated canine friends to limited-time doggie donuts. Available at select locations, the dog-friendly donuts were made with ingredients like peanut butter, carob (no chocolate for Chewy), and wheat.



THE CHATEAU WHERE PUPS CAN CHEW-S FOR THEMSELVES

Chateau le Woof bills itself as NYC's first dog cafe and bar offering an innovative way for doggie parents to treat their furry friends. The "community for people and pups" offers food and beverages for both pets and their owners, pawties with off-leash play, and a variety of treats like the above dog chew selection that showcases a variety of hardness levels so both dainty Daisies and destroyer Danes can find their perfect chew.



ONE SMALL STEP FOR CATS...

E-commerce is seemingly filled with fresh dog food options, but what about the cats? Smalls puts cats first with three protein options available in two textures for even the most finicky felines. According to Smalls, 78% of users report their cats have softer and shinier fur while 64% report a less stinky litter box.



5. denver cat company

Denver Cat Company is just one example of a feline-focused cat cafe concept. Like many similar cat cafes, Denver Cat Company offers visitors the opportunity to cuddle and play with a variety of adoptable cats, helping save cats from shelters. Founded in 2014, Denver Cat Company is one of the country's first cat cafes and has helped facilitate the adoption of over 3,000 cats to date. **The cafe offers a basic beverage menu along with comfy, living room-style furnishings, and cat art, treats, and gourmet food for sale.**

MORE PET CONCEPTS TO KNOW

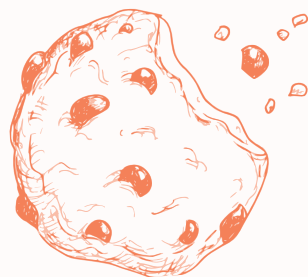
- You've heard of cat cafes, but how about raccoon cafes? A few such cafes featuring raccoons, dogs, and even a capybara, have existed in Seoul, South Korea.
- Cuddle Bunny in Chicago offers bunny boarding as well as activities such as bunny yoga and pilates, and allows adults and kids 5 and older to book bunny interactions to learn more about domesticated bunnies.
- Also in Chicago is an arcade-themed version of a cat cafe, The Catcade, which features a lounge where visitors can mingle with adoptable cats.



52%

of consumers
think pets make
restaurant
atmospheres
more welcoming
and fun

*Find out more about consumers
and pets in our upcoming
HotShot Report: Pet-Friendly
Foodservice Venues*



A FEW FINAL TREND BITES

Just so you know, we re-formulated the cookie at the left to be a *pet-friendly* cookie. We hope we aren't leaving you begging for too many more treats (or you know, insights), but just in case, we'll throw in a few last bites on what you can take away from this issue and give you a peek at what's coming up in our next issue of *FoodBytes*.

3 WAYS TO TAKE ACTION ON PET-FRIENDLY CONCEPTS

- **Consider the crossover.** As pet parents look to feed their pets the very best, and with a quarter of consumers already saying pet foods sometimes influence their own eating choices (and vice versa), consider opportunities for dog treats and dishes that take inspiration from industry trends: think spent grain biscuits or kale in beef bowl entrees.
- **A little pet accommodation goes a long way.** You don't have to go all-in on being pet-friendly in order to leverage some of the insights and trends highlighted in this issue. Even though health codes often play a role in whether or not restaurants can be pet-friendly, even offering a small selection of pet treats by the register can signal to consumers that your operation is keeping four-legged friends in mind. Pandemic-driven patios, too, are a great way to offer up a pet-friendly space for customers.
- **Don't forget about other pets, too.** Dogs sure get the lion's share of attention for pet-friendly concepts, but even though cafe concepts for other cuddly creatures like cats are more niche, retail opportunities for other pets like rabbits and reptiles are nearly endless. Operators with special events spaces can even look into hosting animal-centric special events such as bunny or goat yoga class as a way to garner foot traffic.

1/4  
OF CONSUMERS SAY THEY HAVE PURCHASED A FOOD OR BEVERAGE FOR THEMSELVES AFTER SEEING IT IN THE PET FOOD AISLE (OR VICE VERSA).

A MEOW-INSPIRED MENU



On the subject of pet food inspiring human dishes, last month, Fancy Feast developed cat food-inspired dishes at Gatto Bianco (yep, "white cat" in Italian) in New York City. The pop-up featured Italian dishes inspired by Fancy Feast's new Medleys line of wet cat food. Some of the kitty-inspired dishes included Tuscan-style spare ribs, braised beef in wine sauce (above left), and almond cake studded with chocolate (above right). Could dog or cat food-inspired LTOs or pop-ups help your restaurant attract pet lovers?

WHAT'S COMING UP NEXT MONTH?

Sustainability continues to sprout up as a top-of-mind issue for operators and manufacturers, and luckily, we've got the insights for everyone. In our next issue of *FoodBytes*, get a sneak peek at our latest *Sustainability Keynote Report* and see how you can cater to an ever-growing number of consumers who are increasingly concerned about the environment and sustainability.



HUNGRY FOR MORE TRENDS? Check out last month's Report Pro releases!



WB: Global Cocktails & Spirits
Say cheers to a world of alcoholic beverages in this issue of [World Bites](#).

Raise a glass to global cocktails and spirits and hangover-free insights from around the world. Discover how global cocktails like cola de mono and coquito could inspire twists on eggnog stateside, and dive into how spirits like cachaça can be cross-utilized in everything from the caipirinha cocktail to vesper martinis and more. Also check in on alcohol trends Datassential called early, including mezcal and Japanese whisky.



TW: The Flavor Remix Issue
Get ready for a new smash hit with this remix issue of [Trend Watch](#).

Tired of the same old flavors on the menu? It might be time for a remix! Turn up the volume with this Flavor Remix issue featuring compound flavors like sweet-meets-spicy mango habanero, sweet and savory salted watermelon, olive oil cake, and dough in desserts. Plus, churn out extra flavor with compound butter and fall for a new seasonal favorite with pumpkin chai.



2022 TIPS Midyear Trend Report
And just like that, we're halfway to 2023. Check in on what's coming up this year and beyond.

In this edition of the [2022 TIPS Midyear Trend Report](#), we help you make sense of the first half of the year and start planning for the second half... and beyond. Check in on consumer plans, dive into the fastest-growing foods and flavors on menus from the past year, read up on fall and winter flavor predictions, and so much more.



(just one last dog photo for good measure)



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