

Adding Flavor to the Name: Food Company Hosts Contest

FLAVORx searches for product name for its new pet-food sprays.

FLAVORx of Bethesda, M.D., is asking for product name suggestions for its new food sprays for pet food.

The product is designed to enhance palatability when transitioning from one brand of food to another (such as a new prescription diet), or to stimulate an ailing pet's appetite, said company president Kenny Kramm.

No matter how great the food is, if it's different than what they are used to, they just don't feel comfortable eating it, said Joel Ehrenzweig, DVM, vice president of FLAVORx's veterinary division.

Kramm says the food sprays do not alter a diet's efficacy, and they are sodium, alcohol and phosphate-free. Six flavors are available: grilled tuna, chicken pot-pie, red angus beef, peanut butter, salmon steak and bacon.

The food sprays are expected to be available in pet stores and veterinary clinics in late February. FLAVORx is accepting product names on pets.flavorx.com up until Feb. 17. Winners will receive \$250.

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