



Open Farm

Freeze-Dried Raw

10% OFF 4 ft sets

Receive \$290 products FREE

25% OFF 6 ft sets

Receive \$670 products FREE





Level Up Nutrition with Open Farm *Freeze-Dried Raw*

What is Tentpole

- A Tentpole delivers a themed output, leveraging strengths and insights from across departments, driving awareness of strategic product offering among pet parents

Why Open Farm Freeze-Dried Raw?



- Open Farm Freeze Dried Raw sales are growing +21% vs Year Ago! Brand continues to expand market share and increase sales
- Open Farm Freeze Dried Raw is the only brand with 95% meat organ & bone, 100% ethically and responsibly sourced, with organic fruits and vegetables

Why focus on your Freeze Dried Raw sales?

- Freeze Dried Raw growing category, NHP well positioned to dominate, opportunity to boost register ring, increase market basket size and keep customers coming back for more

Why elevate Open Farm Freeze Dried Raw NOW?

- Open Farm is going to lean into category with \$2M dedicated Tentpole Marketing support Massive marketing push to drive pet parents into NHP looking to try and stock-up on Open Farm FDR!!

 Theme: Elevate Nutrition	To align with the 'better for you' mindset, Open Farm freeze-dried raw is perfectly suited for this time of year, providing optimal nutrition for pets	 Campaign Timeline: January 2025
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Open Farm FDR Tentpole Marketing Overview



DEAL: Buy 6 Foot Set, Save 25% and receive \$670 products FREE



UNIT ITEM	ITEM UPC #	PRODUCT NAME	SIZE	ORDER QTY	EDLP	% DIS-COUNT	NET COST	SRP
OF701	683547129184	RAWMIX FRONT RANGE FREEZE DRIED MORSELS	13.5OZ	2	\$27.29	25%	\$40.94	\$38.99
OF700	683547129177	RAWMIX OPEN PRAIRIE FREEZED DRIED MORSELS	13.5OZ	2	\$25.89	25%	\$38.84	\$36.99
OF702	683547129191	RAWMIX TIDE & TERRAIN FREEZE DRIED MORSELS	13.5OZ	2	\$27.29	25%	\$40.94	\$38.99
OF59	683547126022	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	3.5OZ	2	\$9.16	25%	\$13.74	\$12.99
OF60	628451123620	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	25%	\$40.17	\$37.99
OF601	683547124141	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	22OZ	2	\$40.18	25%	\$60.27	\$56.99
OF602	683547129207	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	31.5OZ	2	\$52.87	25%	\$79.31	\$74.99
OF66	683547129023	GRASS FED BEEF RECIPE FREEZE DRIED PATTIES	10.5OZ	2	\$17.49	25%	\$26.24	\$24.99
OF661	683547129122	GRASS FED BEEF RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	25%	\$42.29	\$39.99
OF609	683547126015	HARVEST CHICKEN RECIPE FREEZE DRIED MORSELS	3.5OZ	2	\$7.75	25%	\$11.62	\$10.99
OF61	628451123613	HARVEST CHICKEN RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$25.37	25%	\$38.06	\$35.99
OF6110	683547129214	HARVEST CHICKEN RECIPE FREEZE DRIED MORSELS	31.5OZ	2	\$49.34	25%	\$74.01	\$69.99
OF611	683547124134	HARVEST CHICKEN RECIPE FREEZE DRIED MORSELS	22OZ	2	\$37.36	25%	\$56.04	\$52.99
OF662	683547129016	HARVEST CHICKEN RECIPE FREEZE DRIED PATTIES	10.5OZ	2	\$17.49	25%	\$26.24	\$24.99
OF663	683547129115	HARVEST CHICKEN RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	25%	\$42.29	\$39.99
OF639	683547126046	PASTURE-RAISED LAMB FREEZE DRIED MORSELS	3.5OZ	2	\$9.16	25%	\$13.74	\$12.99
OF64	628451123644	PASTURE-RAISED LAMB FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	25%	\$40.17	\$37.99
OF641	683547124165	PASTURE-RAISED LAMB FREEZE DRIED MORSELS	22OZ	2	\$40.18	25%	\$60.27	\$56.99
OF649	683547126053	FARMER'S TABLE PORK FREEZE DRIED MORSELS	3.5OZ	2	\$9.16	25%	\$13.74	\$12.99
OF65	628451123651	FARMER'S TABLE PORK FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	25%	\$40.17	\$37.99
OF651	683547124172	FARMER'S TABLE PORK FREEZE DRIED MORSELS	22OZ	2	\$40.18	25%	\$60.27	\$56.99
OF58	683547129078	PUPPY CHICKEN & SALMON MORSELS	13.5OZ	2	\$25.19	25%	\$37.79	\$35.99
OF668	683547129085	PUPPY CHICKEN & SALMON PATTIES	10.5OZ	2	\$17.49	25%	\$26.24	\$24.99
OF619	683547126008	HOMESTEAD TURKEY RECIPE FREEZE DRIED MORSELS	3.5OZ	2	\$7.75	25%	\$11.62	\$10.99
OF62	628451123606	HOMESTEAD TURKEY RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$25.37	25%	\$38.06	\$35.99
OF621	683547124127	HOMESTEAD TURKEY RECIPE FREEZE DRIED MORSELS	22OZ	2	\$37.36	25%	\$56.04	\$52.99
OF664	683547129009	HOMESTEAD TURKEY RECIPE FREEZE DRIED PATTIES	10.5OZ	2	\$17.49	25%	\$26.24	\$24.99
OF665	683547129108	HOMESTEAD TURKEY RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	25%	\$42.29	\$39.99
OF629	683547126039	SURF & TURF RECIPE FREEZE DRIED MORSELS	3.5OZ	2	\$9.16	25%	\$13.74	\$12.99
OF63	628451123637	SURF & TURF RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	25%	\$40.17	\$37.99
OF631	683547124158	SURF & TURF RECIPE FREEZE DRIED MORSELS	22OZ	2	\$40.18	25%	\$60.27	\$56.99
OF666	683547129030	SURF & TURF RECIPE FREEZE DIRED PATTIES	10.5OZ	2	\$17.49	25%	\$26.24	\$24.99
OF667	683547129139	SURF & TURF RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	25%	\$42.29	\$39.99
OF798	683547129054	GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS TOPPER	8OZ	2	\$13.99	Free	\$ -	\$19.99
OF799	683547129153	GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS TOPPER	23OZ	2	\$34.99	Free	\$ -	\$49.99
OF800	683547129252	GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS TOPPER	46OZ	2	\$62.99	Free	\$ -	\$89.99
OF795	683547129047	GOODBOWL HARVEST CHICKEN & WHOLESOME GRAINS TOPPER	8OZ	2	\$13.99	Free	\$ -	\$19.99
OF796	683547129146	GOODBOWL HARVEST CHICKEN & WHOLESOME GRAINS TOPPER	23OZ	2	\$34.99	Free	\$ -	\$49.99
OF797	683547129245	GOODBOWL HARVEST CHICKEN & WHOLESOME GRAINS TOPPER	46OZ	2	\$62.99	Free	\$ -	\$89.99
OF801	683547129061	GOODBOWL WILD-CAUGHT SALMON & WHOLESOME GRAINS TOPPER	8OZ	2	\$13.99	Free	\$ -	\$19.99
OF802	683547129160	GOODBOWL WILD-CAUGHT SALMON & WHOLESOME GRAINS TOPPER	23OZ	2	\$34.99	Free	\$ -	\$49.99
OF803	683547129269	GOODBOWL WILD-CAUGHT SALMON & WHOLESOME GRAINS TOPPER	46OZ	2	\$62.99	Free	\$ -	\$89.99

ALL OFFERS SUBJECT TO CHANGE AT ANY TIME, WITH OR WITHOUT NOTICE. MUST MEET CRITERIA TO QUALIFY. CANNOT BE COMBINED WITH ANY OTHER OFFER/PRICING. PROMOTION VALID UNTIL DISCONTINUED.

TOTAL	\$1280.31
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DEAL: Buy 4 Foot Set, Save 10% and receive \$290 products FREE



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OF700	683547129177	RAWMIX OPEN PRAIRIE FREEZED DRIED MORSELS	13.5OZ	2	\$25.89	10%	\$46.60	\$36.99
OF701	683547129184	RAWMIX FRONT RANGE FREEZE DRIED MORSELS	13.5OZ	2	\$27.29	10%	\$49.12	\$38.99
OF702	683547129191	RAWMIX TIDE & TERRAIN FREEZE DRIED MORSELS	13.5OZ	2	\$27.29	10%	\$49.12	\$38.99
OF64	628451123644	PASTURE-RAISED LAMB FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	10%	\$48.21	\$37.99
OF641	683547124165	PASTURE-RAISED LAMB FREEZE DRIED MORSELS	22OZ	2	\$40.18	10%	\$72.32	\$56.99
OF66	683547129023	GRASS FED BEEF RECIPE FREEZE DRIED PATTIES	10.5OZ	2	\$17.49	10%	\$31.49	\$24.99
OF661	683547129122	GRASS FED BEEF RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	10%	\$50.75	\$39.99
OF60	628451123620	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	10%	\$48.21	\$37.99
OF601	683547124141	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	22OZ	2	\$40.18	10%	\$72.32	\$56.99
OF602	683547129207	GRASS FED BEEF RECIPE FREEZE DRIED MORSELS	31.5OZ	2	\$52.87	10%	\$95.17	\$74.99
OF62	628451123606	HOMESTEAD TURKEY RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$25.37	10%	\$45.67	\$35.99
OF662	683547129016	HARVEST CHICKEN RECIPE FREEZE DRIED PATTIES	10.5OZ	2	\$17.49	10%	\$31.49	\$24.99
OF663	683547129115	HARVEST CHICKEN RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	10%	\$50.75	\$39.99
OF609	628451123613	HARVEST CHICKEN RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$25.37	10%	\$45.67	\$35.99
OF611	683547124134	HARVEST CHICKEN RECIPE FREEZE DRIED MORSELS	22OZ	2	\$37.36	10%	\$67.24	\$52.99
OF621	683547124127	HOMESTEAD TURKEY RECIPE FREEZE DRIED MORSELS	22OZ	2	\$37.36	10%	\$67.24	\$52.99
OF665	683547129108	HOMESTEAD TURKEY RECIPE FREEZE DRIED PATTIES	17.5OZ	2	\$28.19	10%	\$50.75	\$39.99
OF666	683547129030	SURF & TURF RECIPE FREEZE DRIED PATTIES	10.5OZ	2	\$17.49	10%	\$31.49	\$24.99
OF63	628451123637	SURF & TURF RECIPE FREEZE DRIED MORSELS	13.5OZ	2	\$26.78	10%	\$48.21	\$37.99
OF631	683547124158	SURF & TURF RECIPE FREEZE DRIED MORSELS	22OZ	2	\$40.18	10%	\$72.32	\$56.99
OF801	683547129061	GOODBOWL WILD-CAUGHT SALMON & WHOLESOME GRAINS TOPPER	8OZ	2	\$13.99	Free	\$ -	\$19.99
OF802	683547129160	GOODBOWL WILD-CAUGHT SALMON & WHOLESOME GRAINS TOPPER	23OZ	2	\$34.99	Free	\$ -	\$49.99
OF798	683547129054	GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS TOPPER	8OZ	2	\$13.99	Free	\$ -	\$19.99
OF799	683547129153	GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS TOPPER	23OZ	2	\$34.99	Free	\$ -	\$49.99
OF795	683547129047	GOODBOWL HARVEST CHICKEN & WHOLESOME GRAINS TOPPER	8OZ	2	\$13.99	Free	\$ -	\$19.99
OF796	683547129146	GOODBOWL HARVEST CHICKEN & WHOLESOME GRAINS TOPPER	23OZ	2	\$34.99	Free	\$ -	\$49.99

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TOTAL	\$1074.14
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Store Name

Account#

Address

City, State, Zip Code

Contact Name

Phone Number

For Office Use Only	
50/100 FREE	50