



Premium Gently Cooked Recipes

Boost Freezer Sales with Diversified Recipes & Price Points

Save 50%
Double Door Fill

Save 20%
Single Door Fill



Valid through July 2025



Unlock Sales Potential with Gently Cooked Recipes!

- Open Farm's fresh food category is outpacing the industry with 19% YoY growth.
- Includes 100% human grade ingredients, ethically sourced and animal welfare certified protein, and non-GMO fruits and vegetables.
- As an innovation leader, Open Farm developed 11 new thaw and serve recipes across three formats - Gently Cooked Classics, Homestyle Meatballs, and Fresh Rolls.

Build your Freezer now to capitalize on the Gently Cooked Tentpole

- Open Farm will invest \$3M to increase awareness of the category and drive foot traffic into NHP.

 Theme: Fresh For July	Defrost with Gently Cooked recipes, provide the best in fresh food - just thaw and serve!	 Campaign Timeline: July 2025
---	---	--



✓ **Save 50% off double door fill**

Must commit to Open Farm Classics,
Homestyle Meatballs, and Fresh Rolls

Maximum purchase **\$3,000 per store**

✓ **Save 20% off single door fill**

Must commit to a minimum of 2 formats:
Open Farm Classics, Homestyle Meatballs, or Fresh Rolls

Maximum purchase **\$3,000 per store**



UNIT ITEM	ITEM UPC #	PRODUCT NAME	SIZE	ORDER QTY	EDLP	DOUBLE DOOR 50% DISCOUNT	SINGLE DOOR 30% DISCOUNT	SRP
		OPEN FARM CLASSICS						
12437	683547124370	PUPPY GENTLY COOKED RECIPE	16 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12438	683547124387	PUPPY GENTLY COOKED RECIPE	96 OZ		\$41.99	\$21.00	\$33.59	\$59.99
12424	683547124240	HARVEST CHICKEN GENTLY COOKED RECIPE	16 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12433	683547124332	HARVEST CHICKEN GENTLY COOKED RECIPE	96 OZ		\$41.99	\$21.00	\$33.59	\$59.99
12430	683547124301	SURF & TURF GENTLY COOKED RECIPE	16 OZ		\$9.79	\$4.90	\$7.83	\$13.99
12435	683547124356	SURF & TURF GENTLY COOKED RECIPE	96 OZ		\$45.49	\$22.75	\$36.39	\$64.99
12427	683547124271	GRASS-FED BEEF GENTLY COOKED RECIPE	16 OZ		\$9.79	\$4.90	\$7.83	\$13.99
12434	683547124349	GRASS-FED BEEF GENTLY COOKED RECIPE	96 OZ		\$45.49	\$22.75	\$36.39	\$64.99
12421	683547124219	HOMESTEAD TURKEY GENTLY COOKED RECIPE	16 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12432	683547124325	HOMESTEAD TURKEY GENTLY COOKED RECIPE	96 OZ		\$41.99	\$21.00	\$33.59	\$59.99
12779	683547127791	NEW PASTURE-RAISED LAMB GENTLY COOKED RECIPE	16 OZ		\$9.79	\$4.90	\$7.83	\$13.99
12782	683547127821	NEW PASTURE-RAISED LAMB GENTLY COOKED RECIPE	96 OZ		\$45.49	\$22.75	\$36.39	\$64.99
12780	683547127807	NEW WILD-CAUGHT FISH GENTLY COOKED RECIPE RECIPE	16 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12783	683547127838	NEW WILD-CAUGHT FISH GENTLY COOKED RECIPE RECIPE	96 OZ		\$41.99	\$21.00	\$33.59	\$59.99
12781	683547127814	NEW TUMMY RESCUE LIMITED INGREDIENT GENTLY COOKED RECIPE	16 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12784	683547127845	NEW TUMMY RESCUE LIMITED INGREDIENT GENTLY COOKED RECIPE	96 OZ		\$41.99	\$21.00	\$33.59	\$59.99
12995	683547129955	NEW GOODBOWL HOMESTYLE CHICKEN & WHOLESOME GRAINS RECIPE	16 OZ		\$6.99	\$3.50	\$5.59	\$9.99
12997	683547129979	NEW GOODBOWL HOMESTYLE CHICKEN & WHOLESOME GRAINS RECIPE	96 OZ		\$34.99	\$17.50	\$27.99	\$49.99
12996	683547129962	NEW GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS RECIPE	16 OZ		\$6.99	\$3.50	\$5.59	\$9.99
12998	683547129986	NEW GOODBOWL GRASS-FED BEEF & WHOLESOME GRAINS RECIPE	96 OZ		\$37.09	\$18.55	\$29.67	\$52.99
		OPEN FARM HOMESTYLE MEATBALLS						
12120	683547121201	NEW HOMESTYLE MEATBALLS - HARVEST CHICKEN RECIPE	14 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12123	683547121232	NEW HOMESTYLE MEATBALLS - HARVEST CHICKEN RECIPE	36 OZ		\$20.99	\$10.50	\$16.79	\$29.99
12121	683547121218	NEW HOMESTYLE MEATBALLS - TURKEY & SALMON RECIPE	14 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12124	683547121249	NEW HOMESTYLE MEATBALLS - TURKEY & SALMON RECIPE	36 OZ		\$20.99	\$10.50	\$16.79	\$29.99
12122	683547121225	NEW HOMESTYLE MEATBALLS - GRASS-FED BEEF & PORK RECIPE	14 OZ		\$9.09	\$4.55	\$7.27	\$12.99
12125	683547121256	NEW HOMESTYLE MEATBALLS - GRASS-FED BEEF & PORK RECIPE	36 OZ		\$20.99	\$10.50	\$16.79	\$29.99
		OPEN FARM FRESH ROLLS						
12985	683547129856	NEW GOODBOWL HARVEST CHICKEN ROLLS	28 OZ		\$10.49	\$5.25	\$8.39	\$14.99
12986	683547129863	NEW GOODBOWL TURKEY & SALMON ROLLS	28 OZ		\$10.49	\$5.25	\$8.39	\$14.99
12987	683547129870	NEW GOODBOWL CHICKEN & GRASS-FED BEEF ROLLS	28 OZ		\$10.49	\$5.25	\$8.39	\$14.99

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.

Store Name

Account#

Address

City, State, Zip Code

Contact Name

Phone Number

Valid through July 2025

For Office Use Only	
40/10	10/10