



Build Better Bowls *and Bigger Baskets*

Save 20% with the purchase of Dog & Cat Endcaps



Build a dynamic endcap leveraging Open Farm best sellers across categories.
Open Farm Pet Parents are Wildly Obsessed- visiting stores +28% more frequently and have +60% larger basket rings.

**Nielsen, 52 weeks ending on January 2025*

Valid through September 2025



Premium Nutrition, More Variety

Endless Ways to Drive Sales



Theme:
Build a Bowl
for Dogs & Cats

Today's pet parents crave **customization**.
This curated promotion brings together top-performing formats like Freeze-Dried Raw, Air Dried, Bone Broth, and Wet Food to create a **'Build-a-Bowl' destination that delivers on nutrition and variety.**



Campaign Timeline:
September 2025





Save 20% on Dog & Cat Endcaps

UNIT ITEM	ITEM UPC #	AIRDRIED	SIZE	ORDER QTY	EDLP	% DISCOUNT	NET COST	SRP
12970	683547129702	Air Dried Harvest Chicken Recipe	16oz	3	\$19.59	20%	\$15.67	\$27.99
12971	683547129719	Air Dried Alaskan Pollock & Lamb Recipe	16oz	3	\$19.59	20%	\$15.67	\$27.99
12972	683547129726	Air Dried Surf & Turf Recipe (whitefish, beef, salmon)	16oz	3	\$20.99	20%	\$16.79	\$29.99
		FREEZE DRIED RAW						
12360	628451123606	Freeze Dried Raw Turkey Recipe	13.5oz	3	\$33.13	20%	\$20.30	\$35.99
12361	628451123613	Freeze Dried Raw Chicken Recipe	13.5oz	3	\$33.13	20%	\$20.30	\$35.99
12362	628451123620	Freeze Dried Raw Beef Recipe	13.5oz	3	\$35.24	20%	\$21.43	\$37.99
12363	628451123637	Freeze Dried Raw Surf & Turf Recipe	13.5oz	3	\$35.24	20%	\$21.43	\$37.99
12900	683547129009	Freeze Dried Raw Patties Homestead Turkey Recipe	10.5oz	3	\$23.09	20%	\$13.99	\$24.99
12902	683547129023	Freeze Dried Raw Patties Grass-Fed Beef Recipe	10.5oz	3	\$23.09	20%	\$13.99	\$24.99
12903	683547129030	Freeze Dried Raw Patties Surf & Turf Recipe	10.5oz	3	\$23.09	20%	\$13.99	\$24.99
		WET FOOD						
12091	683547120914	Canned Food Cod & Arctic Char Recipe with Cranberries	7oz	1 case	\$50.16	20%	\$40.13	\$2.99
12092	683547120921	Canned Food Salmon & Capelin Recipe with Kelp	7oz	1 case	\$50.16	20%	\$40.13	\$2.99
12093	683547120938	Canned Food Cod Recipe with Blueberries	7oz	1 case	\$50.16	20%	\$40.13	\$2.99
12070	683547129702	Canned Food Chicken Recipe	12.5oz	1 case	\$33.48	20%	\$26.78	\$3.99
12071	683547129719	Canned Food Chicken & Salmon Recipe	12.5oz	1 case	\$33.48	20%	\$26.78	\$3.99
12072	683547129726	Canned Food Turkey Recipe	12.5oz	1 case	\$33.48	20%	\$26.78	\$3.99
12073	683547120730	Canned Food Chicken & Grass-Fed Beef Recipe	12.5oz	1 case	\$33.48	20%	\$26.78	\$3.99
12380	628451123804	Turkey Rustic Stew	12.5oz	1 case	\$35.19	20%	\$28.15	\$4.19
12381	628451123811	Chicken Rustic Stew	12.5oz	1 case	\$35.19	20%	\$28.15	\$4.19
12382	628451123828	Beef Rustic Stew	12.5oz	1 case	\$36.04	20%	\$28.83	\$4.29
		TOPPERS						
12642	683547126428	Icelandic Toppers Salmon Recipe	4.59oz	1 case	\$20.88	20%	\$16.70	\$2.49
12644	683547126442	Icelandic Toppers Arctic Char Recipe	4.59oz	1 case	\$20.88	20%	\$16.70	\$2.49
12645	683547126459	Icelandic Toppers Salmon & Cod Recipe	4.59oz	1 case	\$20.88	20%	\$16.70	\$2.49
		BONE BROTH						
12446	683547124462	Bone Broth Homestead Turkey Recipe	32oz	1 case	\$71.87	20%	\$57.49	\$16.99
12447	683547124479	Bone Broth Harvest Chicken Recipe	32oz	1 case	\$71.87	20%	\$57.49	\$16.99
12448	683547124486	Bone Broth Grass-Fed Beef Recipe	32oz	1 case	\$71.87	20%	\$57.49	\$16.99
				TOTAL	\$886.02		\$1,055.95	



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UNIT ITEM	ITEM UPC #	FREEZE DRIED RAW	SIZE	ORDER QTY	EDLP	% DISCOUNT	NET COST	SRP
12950	683547129504	Freeze Dried Raw Morsels Harvest Chicken Recipe	3.5oz	3	\$6.99	20%	\$5.59	\$9.99
12951	683547129511	Freeze Dried Raw Morsels Chicken & Salmon Recipe	3.5oz	3	\$6.99	20%	\$5.59	\$9.99
12952	683547129528	Freeze Dried Raw Morsels Salmon & Cod Recipe	3.5oz	3	\$6.99	20%	\$5.59	\$9.99
12953	683547129535	Freeze Dried Raw Morsels Surf & Turf Recipe	3.5oz	3	\$6.99	20%	\$5.59	\$9.99
		WET FOOD						
12077	683547120778	Canned Wet Food Chicken Recipe	5.3oz	1 case	\$25.08	20%	\$20.06	\$2.99
12078	683547120785	Canned Wet Food Chicken & Salmon Recipe	5.3oz	1 case	\$25.08	20%	\$20.06	\$2.99
12080	683547120808	Canned Wet Food Chicken & Grass-Fed Beef Recipe	5.3oz	1 case	\$25.08	20%	\$20.06	\$2.99
12082	683547120822	Canned Wet Food Kitten Recipe	5.3oz	1 case	\$25.08	20%	\$20.06	\$2.99
12393	628451123934	Wet Food Chicken Rustic Blend	5.5oz	1 case	\$26.37	20%	\$21.10	\$3.14
12394	628451123941	Wet Food Beef Rustic Blend	5.5oz	1 case	\$27.62	20%	\$22.10	\$3.29
12395	628451123958	Wet Food Chicken & Salmon Rustic Blend	5.5oz	1 case	\$26.37	20%	\$21.10	\$3.14
12397	628451123972	Wet Food Wild Caught Salmon Rustic Blend	5.5oz	1 case	\$26.37	20%	\$21.10	\$3.14
		TOPPERS						
12646	683547126466	Icelandic Toppers Salmon Recipe	3.17oz	1 case	\$23.63	20%	\$18.90	\$1.99
12648	683547126480	Icelandic Toppers Arctic Char Recipe	3.17oz	1 case	\$23.63	20%	\$18.90	\$1.99
12649	683547126497	Icelandic Toppers Salmon & Cod Recipe	3.17oz	1 case	\$23.63	20%	\$18.90	\$1.99
		BONE BROTH						
12440	683547124400	Bone Broth Homestead Turkey Recipe	12oz	1 case	\$41.96	20%	\$33.57	\$9.99
12441	683547124417	Bone Broth Harvest Chicken Recipe	12oz	1 case	\$41.96	20%	\$33.57	\$9.99
12442	683547124424	Bone Broth Grass-Fed Beef Recipe	12oz	1 case	\$41.96	20%	\$33.57	\$9.99
				TOTAL	\$431.77		\$390.15	

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

Offer Valid through September 2025