

Eagle Pack

www.americandistributioncompany.com



Eagle Pack® "LEAD THE PACK" Large Bag Retention Promotion

Reward your loyal Eagle Pack dog consumers by providing them an offer they can't resist!

Available for Delivery: June 2010

Promotion Offer Available: May 3 - September 30, 2010

Consumer Offer:

- Buy a 30 lb - 40 lb bag of Eagle Pack Dry Dog Food at a special price!

Retail Offer:

- Purchase 30 - 40 lb dry dog bags, get \$4 off per bag, minimum buy (10) bags
- Multiple buys accepted, maximum (20) 30 lb - 40 lb bags total
- Retailer incentive \$ to be passed through to consumer via special price
- Recommended that promotion run for 30 day period, 30 lb bags to be placed in secondary location such as sidestack for consumer visibility
- Proof of Performance is required (Pivotal order and if advertising, provide copy of advertisement)
- Offer available for a limited time only, contact your WellPet Sales Representative for more information



Program Support:

- Shelf talker with promotional offer
- Shelf talker with consumer mail-in rebate offer



Contact your WellPet rep for more information.

EPDD30lbRET

Item#	UPC Code	Description	Pack Size	Bag Price	Bag Discount	Quantity	Total
Eagle Pack							
44442	0 41693 44442 9	Eagle Pack Dog Power Adult	40 lb.				\$ -
23923	0 41693 23923 0	Eagle Pack Dog Original Adult Lamb Meal & Rice Formula	30 lb.				\$ -
55915	0 41693 55915 4	Eagle Pack Dog Original Adult Pork Meal & Chicken Meal Formula	30 lb.				\$ -
19930	0 41693 19930 5	Eagle Pack Dog Reduced Fat Adult	30 lb.				\$ -
28973	0 41693 28973 0	Eagle Pack Dog Puppy	30 lb.				\$ -
26923	0 41693 26923 7	Eagle Pack Dog Senior	30 lb.				\$ -
55916	0 41693 55916 1	Eagle Pack Dog Original Adult Small Bites, Pork Meal & Chicken Meal Formula	30 lb.				\$ -
24933	0 41693 24933 8	Eagle Pack Dog Large & Giant Breed Adult	30 lb.				\$ -
23929	0 41693 23929 2	Eagle Pack Dog Large & Giant Breed Puppy	30 lb.				\$ -
					Order Total	\$0.00	\$ -

WellPet LLC will not honor any distributor invoice that is 90 days past the end of the promotion date.



ACCOUNT NAME _____

CITY _____ STATE _____

PHONE: 800-467-2426 • FAX: 651-451-0708 • EMAIL: americandistsales@americanagco.com