



AMERICAN DISTRIBUTION & MANUFACTURING COMPANY

PROMO CODE: 001-187-01

VALID THRU: 2-29-12

Family-owned
for **75** years

X-SMALL dogs represent a BIG business opportunity!



Small dogs are the fastest growing segment of the population, and dogs under 8 lbs make up 59% of the population!

Capture sales of this fast-growing segment with the launch of Royal Canin® X-SMALL—the only complete nutritional solution for dogs under 8 lbs.

Royal Canin has 3 ways to make X-SMALL dogs a big opportunity in YOUR store!

Royal Canin X-SMALL Shipper

Only a 13" x 13" footprint in store!



Graphics not final

Royal Canin Rack with Graphics

A 22" x 15" footprint in store!



Graphics not final

Endcap Solution Center



Graphics not final

Choose any of these 3 options and order one case of all four Royal Canin® X-SMALL formulas, and we'll give you the case (4 bags) of X-SMALL Adult for FREE!
(deal valid on 2.5 lb-3 lb bags only)

Plus, we'll provide you with shelf merchandising tools and a first-bag discount offer for your customers on Royal Canin® X-SMALL formulas.



4 Bags Free!





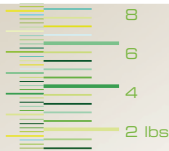
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www.admcmn.com



Choose your option

- Royal Canin X-SMALL Shipper
 - Royal Canin Rack with Graphics
 - Endcap Solution Center
- Endcap Execution Timing: _____

UPC Code (eaches)	Distributor Code	Product Description	Bag Size	Col. 3	Quantity
0-30111-51210-9	181-567-15	X-SMALL Puppy	3 lb		1 case - 4 bags
0-30111-51222-2	181-569-15	X-SMALL Adult	2.5 lb		1 case - 4 bags
0-30111-51232-1	181-571-15	X-SMALL Mature +8	2.5 lb		1 case - 4 bags
0-30111-51242-0	181-573-15	X-SMALL Aging +12	2.5 lb		1 case - 4 bags

TOTAL for Order

BONUS OFFER!
Receive 20% off on initial purchase of 13-15 lb. bags of X-SMALL Diets!



Promotion expires April 30, 2012

Promotional quantities available while supplies last.
 Royal Canin reserves the right to change this promotion at any time.
 The offer cannot be combined with any other Royal Canin discount.

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Promotion cannot be combined with any other discount, offer or program.

FAX: 651-451-0708 PHONE: 800-467-2426 EMAIL: orders@admcmn.com

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ACCOUNT NAME _____ PHONE # _____
 ADDRESS _____ CITY _____ STATE _____ ZIP _____