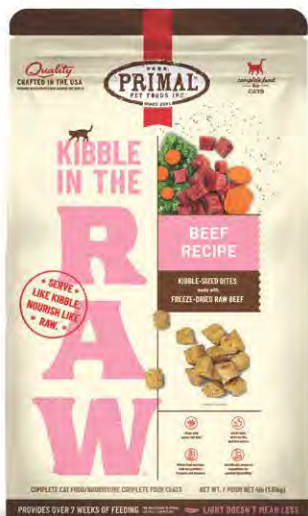




KIBBLE IN THE RAW



Kibble in the Raw™ reimagines “kibble” the **Primal way** so that you can nourish your cat’s Primal needs. Recipes are crafted with thoughtfully selected, premium and raw ingredients to deliver optimized nutrition and digestibility that helps keep cats in their prime. Ingredients are uniquely prepared to maximize their nutritional value before being artfully combined and freeze-dried into delicious bites. Simply scoop and serve for the convenience of kibble with the benefits of raw nutrition, perfect for all feeding routines. **Kibble in the Raw is nutrition and convenience in perfect harmony.**

ISO	Item Code	Item Name	ISO QTY	Unit Weight	UPC	OR	10% off Mix-n-Match
-----	-----------	-----------	---------	-------------	-----	----	---------------------

BUY: two bags of each large 4lb size					
FBFKR4	Primal Cat Kibble in the Raw Beef Recipe	0	4lb	810076-943367	
FCKKR4	Primal Cat Kibble in the Raw Chicken Recipe	0	4lb	810076-943374	
FCFKR4	Primal Cat Kibble in the Raw Chicken & Fish Recipe	0	4lb	810076-943381	

RECEIVE FREE: three bags of each small 1.5 size					
FBFKR1.5	Primal Cat Kibble in the Raw Beef Recipe	0	1.5lb	810076-943336	
FCKKR1.5	Primal Cat Kibble in the Raw Chicken Recipe	0	1.5lb	810076-943343	
FCFKR1.5	Primal Cat Kibble in the Raw Chicken & Fish Recipe	0	1.5lb	810076-943350	

Also Receive Free - Product Samples to Support Launch					
SMP-FCKR0.5/6	Primal Cat Kibble in the Raw Chicken Recipe	case	0.5oz	810076-943466	
SMP-FCFKR0.5/6	Primal Cat Kibble in the Raw Chicken & Fish Recipe	case	0.5oz	810076-943473	

10% off 4lb size	
FBFKR4	
FCKKR4	
FCFKR4	
10% off 1.5lb size	
FBFKR1.5	
FCKKR1.5	
FCFKR1.5	



STORE INFORMATION

Store Name	Contact Name
Store Address	Distributor Name
City/State/Zip ()	Retailer Signature
Store Phone	Order Date

Thank You

US-Retail_KITR-ISO 0126

Retailer Funded
Consumer Deal

\$10 off

on FREE supplied small
1.5lb KITR bags

Primal splits discount with distributor 50/50. Primal Promo Code must be entered upon order entry: **PPF25G-**