

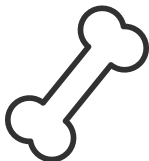
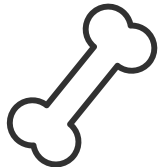
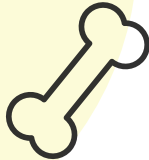
May 2025



Effective May 5, 2025 to May 30, 2025



shop now
www.middlewestpet.com



1195 Atlantic Drive . West Chicago . IL . 60185
phone (630) 876 - 8990 . fax (630) 876-8920

Check Out What's New!!!!



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	FUS 35188	3.5lb GF Fussie Cat Market Fresh Tuna	6/cs	\$67.99	810138	35188 8
	FUS 35188E	3.5lb GF Fussie Cat Market Fresh Tuna	Each	\$11.49	810138	35188 8
	FUS 35189	10lb GF Fussie Cat Market Fresh Tuna	Each	\$24.49	810138	35189 5



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	MCN 00686	FD Bully Stick Chew	35/pc	\$113.95	853009	00686 9



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	FRO 12800	6oz Digestive Functional Dog Treat	Each	\$3.64	072705	12800 6
	FRO 12810	6oz Mobility Functional Dog Treat	Each	\$3.64	072705	12810 5
	FRO 12820	6oz Immunity Functional Dog Treat	Each	\$3.64	072705	12820 4
	FRO 13601	Dog Digestive Supplement Pate	12/13oz	\$32.40	072705	13601 8
	FRO 13611	Dog Mobility Supplement Pate	12/13oz	\$36.96	072705	13611 7
	FRO 13621	Dog Immunity Supplement Pate	12/13oz	\$33.00	072705	13621 6



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	ANS 34260	2.2lb Mighty Raw Nibbles – Cat Chicken	10/case	\$139.70	850003	34260 3
	ANS 34261	2.2lb Mighty Raw Nibbles – Cat Turkey	10/case	\$166.00	850003	34261 0
	ANS 34260E	2.2lb Mighty Raw Nibbles – Cat Chicken	Each	\$14.30	850003	34260 3
	ANS 34261E	2.2lb Mighty Raw Nibbles – Cat Turkey	Each	\$17.00	850003	34261 0

Store: _____

Delivery: _____



Check out What's New!!!!



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	DOG 14643	24in Braided Lamb Collagen Chew	20/cs	\$103.50	850046	14643 5
	DOG 14660	Beef Collagen UFO	24/cs	\$154.49	850046	14660 2



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	PRM 94258	5.4lb Dog Kibble in the Raw Beef Recipe	Each	\$62.99	810076	94258 2
	PRM 94259	5.4lb Dog Kibble in the Raw Chicken Recipe	Each	\$62.99	810076	94259 9
	PRM 94260	5.4lb Dog Kibble in the Raw Fish & Pork Recipe	Each	\$62.99	810076	94260 5
	PRM 94261	5.4lb Dog Kibble in the Raw Puppy Recipe	Each	\$62.99	810076	94261 2
	PRM 94262	5.4lb Dog Kibble in the Raw Small Breed Recipe	Each	\$62.99	810076	91262 9
	PRM 94333	1.5lb Cat Kibble in the Raw Beef Recipe	Each	\$20.99	810076	94333 6
	PRM 94334	1.5lb Cat Kibble in the Raw Chicken Recipe	Each	\$20.99	810076	94334 3
	PRM 94335	1.5lb Cat Kibble in the Raw Chicken & Fish Recipe	Each	\$20.99	810076	94335 0
	PRM 94336	4lb Cat Kibble in the Raw Beef Recipe	Each	\$49.99	810076	94336 7
	PRM 94337	4lb Cat Kibble in the Raw Chicken Recipe	Each	\$49.99	810076	94337 4
	PRM 94338	4lb Cat Kibble in the Raw Chicken & Fish Recipe	Each	\$49.99	810076	94338 1



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	RDC 44015	8oz Beef Gullet Chips	Each	\$5.70	810066	44015 9



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	MAS 55187	6" BullySplit BullyStick	100/cs	\$129.95	7464819	55187 1
	MAS 55188	12" BullySplit BullyStick	50/cs	\$129.95	7464819	55188 8

Store: _____

Delivery: _____



Check Out What's New!!!!



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	PNP 95448	10.5oz Small Yak Milk Dog Chew	9/pc	\$11.89	791512	95448 5
	PNP 95450	7.5oz Medium Yak Milk Chew	3/pc	\$11.39	791512	95450 8
	PNP 95452	10.5oz Large Yak Milk Chew	3/pc	\$12.89	791512	95452 2
	PNP 95454	16.5oz Ex-Large Yak Milk Chew	3/pc	\$17.35	791512	95454 6
	PNP 95456	24oz Jumbo Yak Milk Chew	3/pc	\$24.80	791512	95456 0
	PNP 95381	5lb Small Yak Milk Dog Chew Display Box	Bulk	\$88.70	791512	95381 5
	PNP 71991	5lb Medium Yak Milk Chew Display Box	Bulk	\$88.70	718598	71991 3
	PNP 71992	Large Yak Milk Chew Display Box	Bulk	\$88.70	718598	71992 0
	PNP 71993	Ex-Large Yak Milk Chew Display Box	Bulk	\$88.70	718598	71993 7
	PNP 71994	Jumbo Yak Milk Chew Display Box	Bulk	\$88.70	718598	71994 4
	PNP 32513	10.5oz Large Yak Milk Chew – Flaxseed	3/pc	\$14.39	785034	32513 7
	PNP 32504	10.5oz Large Yak Milk Chew – Strawberry	3/pc	\$14.39	785034	32504 5
	PNP 32522	10.5oz Large Yak Milk Chew – Blueberry	3/pc	\$14.39	785034	32522 9
	PNP 32516	10.5oz Large Yak Milk Chew – Mint	3/pc	\$14.39	785034	32516 8
	PNP 76088	10.5oz Large Yak Milk Chew – Pumpkin	3/pc	\$14.39	767461	76088 0
	PNP 32514	5lb Large Yak Milk Chew Display Box – Flaxseed	Bulk	\$94.69	785034	32514 4
	PNP 32505	5lb Large Yak Milk Chew Display Box – Strawberry	Bulk	\$94.69	785034	32505 2
	PNP 32523	5lb Large Yak Milk Chew Display Box – Blueberry	Bulk	\$94.69	785034	32523 6
	PNP 32517	5lb Large Yak Milk Chew Display Box – Mint	Bulk	\$94.69	785034	32517 5
	PNP 76089	5lb Large Yak Milk Chew Display Box – Pumpkin	Bulk	\$94.69	767461	76089 7
	PNP 53594	2.4oz Small Coffee Wood Chew	Each	\$5.49	726667	53594 4
	PNP 53595	3.5oz Medium Coffee Wood Chew	Each	\$6.49	726667	53595 1
	PNP 53596	7oz Large Coffee Wood Chew	Each	\$6.99	726667	53596 8
	PNP 69907	3lb Small Split Elk Antler (Bulk)	Bulk	\$115.00	792105	69907 3
	PNP 69908	3lb Medium Split Elk Antler (Bulk)	Bulk	\$115.00	792105	69908 0
	PNP 69909	3lb Large Split Elk Antler (Bulk)	Bulk	\$115.00	792105	69909 7
	PNP 69910	3lb Ex-Large Split Elk Antler (Bulk)	Bulk	\$115.00	792105	69910 3



Order	MWD UPC	Description	Quantity	Catalog Price	MFG UPC	Item UPC
	NZN 17879	Woof AD Dog Chicken Neck	Each	\$5.25	9421906	17879 1

Store: _____

Delivery: _____





Protect your dog this Flea & Tick Season!
 Herbal Defense Powder is 20% off
 Minimum purchase of 9 units
 Valid May/June 2025

CRP-P0525/20

Order	MWD UPC	Description	Catalog Price	20% Off Price	MFG UPC	Item UPC
	CRP 42491	4oz Herbal Defense Powder	12.49	9.99	082056	42491 7



Store Name: _____

Delivery Date: _____



fromm Family Nutritional[®]



MOBILITY FUNCTIONAL DOG TREATS

*Promo Case**

- 1 COUPON PAD SHELF TALKER WITH 18 COUPONS:**
"BUY ANY BAG OF NUTRITIONALS TREATS, GET A FREE NUTRITIONALS CAN!"
- 2 DOUBLE-SIDED SHELF TALKERS**



PLACEMENT DEAL

NUTRITIONALS FUNCTIONAL DOG TREATS

12812	6/6 oz	Mobility Treats
12822	6/6 oz	Immunity Treats
12802	6/6 oz	Digestive Treats

PURCHASE

2
2
2

FREE

NUTRITIONALS DOG FOOD SUPPLEMENT • PÂTÉ

13611	12/13 oz	Mobility Pâté
13621	12/13 oz	Immunity Pâté
13601	12/13 oz	Digestive Pâté

1
1
1

TOTAL

6

3

\$151
of retail value
FREE

*While supplies last. Actual prices will reflect your current distributor pricing. Maximum (2) offers per location. Promotion valid on one delivery only. Promotion cannot be combined with other Fromm discounts. Expires 7/31/2025.

RETAILER

ADDRESS

CITY

STATE

ZIP

TELEPHONE

WEBSITE / EMAIL

DISTRIBUTOR

ISO F3561

DEAL NUMBER

SHIP DATE

SIGNATURE

DATE

INTRODUCING fromm *Family* Nutritionals

Pioneers in
PET HEALTH
& NUTRITION
since 1904

Fromm Family Nutritionals treats and dog food supplements are formulated by a PhD animal nutritionist and are designed to support a variety of pet health needs, including joint health, immune function, and digestive health.



FUNCTIONAL TREATS & SUPPLEMENTS



MOBILITY
FORMULATED WITH BONE BROTH
TO SUPPORT JOINT HEALTH



CONTAINS OMEGA-3
FATTY ACIDS



EGG SHELL MEAL



NEW ZEALAND
GREEN MUSSELS



Immunity
FORMULATED WITH ANTIOXIDANTS
TO SUPPORT THE IMMUNE SYSTEM



WITH CRANBERRY
& BLUEBERRY



MADE WITH
TURMERIC &
CINNAMON



CONTAINS
VITAMINS C & E



DIGESTIVE
FORMULATED WITH A FIBER BLEND
TO SUPPORT GUT HEALTH



CONTAINS
PUMPKIN



SUPPORTS
HEALTHY
STOOL QUALITY



SUPPORTS OVERALL
DIGESTIVE HEALTH



DOG FOOD SUPPLEMENT PÂTÉ

GUARANTEED ANALYSIS:

Crude Protein	9% Min	Crude Fiber	4% Max
Crude Fat	5% Min	Moisture	78% Max
Omega-3 Fatty Acids*	0.3% Min		
Omega-6 Fatty Acids*	1.5% Min		
Glucosamine Hydrochloride*	2000 mg/kg Min		
Chondroitin Sulfate*	200 mg/kg Min		

CALORIE CONTENT (CALCULATED):

kcal/kg.....	1005	kcal/can.....	370
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INGREDIENTS:

Chicken, chicken bone broth, chicken liver, brown rice, flaxseed, glucosamine hydrochloride, chondroitin sulfate, salmon oil (preserved with mixed tocopherols), New Zealand green mussels, egg shell meal, fennel, xanthan gum, agar-agar, chicken cartilage, turmeric, salt, potassium chloride, Minerals [dicalcium phosphate, zinc sulfate, magnesium sulfate, ferrous sulfate, zinc proteinate, calcium carbonate, copper sulfate, iron proteinate, sodium selenite, calcium iodate, manganese sulfate, copper proteinate, manganese proteinate], Vitamins [Vitamin E supplement, niacin supplement, calcium pantothenate, riboflavin supplement, Vitamin A supplement, biotin, thiamine mononitrate, Vitamin B12 supplement, pyridoxine hydrochloride, Vitamin D3 supplement, folic acid].



DOG FOOD SUPPLEMENT PÂTÉ

GUARANTEED ANALYSIS:

Crude Protein	7% Min	Crude Fiber	2% Max
Crude Fat	3.5% Min	Moisture	78% Max
Vitamin E	200 IU/kg Min		
Omega-3 Fatty Acids*	0.4% Min		
Omega-6 Fatty Acids*	0.8% Min		
Ascorbic Acid (Vitamin C)*	40 mg/kg Min		

CALORIE CONTENT (CALCULATED):

kcal/kg.....	950	kcal/can.....	350
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INGREDIENTS:

Chicken, chicken broth, salmon, brown rice, cranberries, blueberries, chicken liver, carrots, salmon oil (preserved with mixed tocopherols), dried egg product, xanthan gum, agar-agar, potassium chloride, salt, Minerals [dicalcium phosphate, zinc sulfate, magnesium sulfate, ferrous sulfate, zinc proteinate, calcium carbonate, copper sulfate, iron proteinate, sodium selenite, calcium iodate, manganese sulfate, copper proteinate, manganese proteinate], Vitamins [Vitamin E supplement, niacin supplement, calcium pantothenate, riboflavin supplement, Vitamin A supplement, biotin, thiamine mononitrate, Vitamin B12 supplement, pyridoxine hydrochloride, Vitamin D3 supplement, folic acid].



DOG FOOD SUPPLEMENT PÂTÉ

GUARANTEED ANALYSIS:

Crude Protein	7% Min	Crude Fiber	4% Max
Crude Fat	2.5% Min	Moisture	78% Max
Omega-3 Fatty Acids*	0.4% Min		
Omega-6 Fatty Acids*	1.5% Min		

CALORIE CONTENT (CALCULATED):

kcal/kg.....	823	kcal/can.....	303
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INGREDIENTS:

Chicken, pumpkin, chicken broth, apples, chicken liver, white rice, dried plain beet pulp, ground miscanthus grass, dried chicory root, sunflower oil (preserved with mixed tocopherols), salmon oil (preserved with mixed tocopherols), dried yeast, flaxseed, potassium chloride, xanthan gum, agar-agar, salt, Minerals [dicalcium phosphate, zinc sulfate, magnesium sulfate, ferrous sulfate, zinc proteinate, calcium carbonate, copper sulfate, iron proteinate, sodium selenite, calcium iodate, manganese sulfate, copper proteinate, manganese proteinate], Vitamins [Vitamin E supplement, niacin supplement, calcium pantothenate, riboflavin supplement, Vitamin A supplement, biotin, thiamine mononitrate, Vitamin B12 supplement, pyridoxine hydrochloride, Vitamin D3 supplement, folic acid].



FUNCTIONAL DOG TREATS

GUARANTEED ANALYSIS:

Crude Protein	11% Min	Crude Fiber	3% Max
Crude Fat	5% Min	Moisture	10% Max
Omega-3 Fatty Acids*	0.1% Min		
Omega-6 Fatty Acids*	1.5% Min		
Glucosamine Hydrochloride*	450 mg/kg Min		
Chondroitin Sulfate*	150 mg/kg Min		

CALORIE CONTENT (CALCULATED):

kcal/kg.....	3452	kcal/lb	1569	kcal/treat.....	3
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INGREDIENTS:

White rice, brown rice, tapioca starch, chicken bone broth, cheese, dried egg product, chicken collagen, xanthan gum, chicken cartilage, natural hickory smoke flavor, salt, egg shell meal, glucosamine hydrochloride, chondroitin sulfate, New Zealand green mussels, yucca schidigera extract, Vitamin E supplement.



FUNCTIONAL DOG TREATS

GUARANTEED ANALYSIS:

Crude Protein	13% Min	Crude Fiber	5% Max
Crude Fat	5% Min	Moisture	10% Max
Vitamin E	100 IU/kg Min		
Omega-3 Fatty Acids*	0.3% Min		
Omega-6 Fatty Acids*	1.6% Min		
Ascorbic Acid (Vitamin C)*	60 mg/kg Min		

CALORIE CONTENT (CALCULATED):

kcal/kg.....	3391	kcal/lb	1541	kcal/treat.....	3
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INGREDIENTS:

White rice, brown rice, tapioca starch, salmon, dried egg product, cranberries, blueberries, carrots, gelatin, flaxseed, xanthan gum, salmon oil (preserved with mixed tocopherols), salt, yucca schidigera extract, turmeric, Vitamin E supplement, citric acid (preservative), cinnamon, ascorbic acid (Vitamin C).



FUNCTIONAL DOG TREATS

GUARANTEED ANALYSIS:

Crude Protein	10% Min	Crude Fiber	5% Max
Crude Fat	4% Min	Moisture	10% Max
Omega-3 Fatty Acids*	0.5% Min		
Omega-6 Fatty Acids*	1.6% Min		

CALORIE CONTENT (CALCULATED):

kcal/kg.....	3332	kcal/lb	1515	kcal/treat.....	2
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INGREDIENTS:

Pumpkin, white rice, brown rice, tapioca starch, dried egg product, xanthan gum, gelatin, psyllium seed husk, ground miscanthus grass, flaxseed, salt, dried chicory root, fennel, L-carnitine.

fromm[®] Family PET FOOD

BUY 4, GET 1 FREE COMPLETE CAT COLLECTION



3 OZ CANS FOR CATS

13331	12/3 oz	Gold Adult
13335	12/3 oz	Gold Healthy Weight
13339	12/3 oz	Gold Indoor Cat Hairball Control
13343	12/3 oz	Gold Kitten Chicken
11275	12/3 oz	Four-Star Chicken Pâté
11267	12/3 oz	Four-Star Chicken & Duck Pâté
11269	12/3 oz	Four-Star Chicken & Salmon Pâté
11273	12/3 oz	Four-Star Salmon & Tuna Pâté
11255	12/3 oz	Four-Star Shredded Chicken in Gravy Entrée
11257	12/3 oz	Four-Star Shredded Turkey in Gravy Entrée
11259	12/3 oz	Four-Star Surf & Turf in Gravy Entrée

PURCHASE

FREE

4 LB DRY RECIPES FOR CATS

11561	5/4 lb	Gold Adult
11591	5/4 lb	Gold Healthy Weight
10701	5/4 lb	Gold Indoor Cat Hairball Control
11581	5/4 lb	Gold Kitten
11721	5/4 lb	Four-Star Beef Livattini Veg Recipe
11681	5/4 lb	Four-Star Chicken À La Veg Recipe
11741	5/4 lb	Four-Star Chicken Au Frommage Recipe
11661	5/4 lb	Four-Star Duck À La Veg Recipe
11701	5/4 lb	Four-Star Game Bird Recipe
11731	5/4 lb	Four-Star Hasen Duckenpfeffer Recipe
11671	5/4 lb	Four-Star Salmon À La Veg Recipe
11711	5/4 lb	Four-Star Salmon Tunachovy Recipe
11691	5/4 lb	Four-Star Surf & Turf Recipe
11751	5/4 lb	Four-Star Trout & Whitefish Recipe

PURCHASE

FREE

MAXIMUM 5 FREE CASES

TOTAL

5.5 OZ CANS FOR CATS

13321	12/5.5 oz	Gold Adult
13323	12/5.5 oz	Gold Healthy Weight
13325	12/5.5 oz	Gold Indoor Cat Hairball Control
13327	12/5.5 oz	Gold Kitten
11229	12/5.5 oz	Four-Star Beef & Venison Pâté
11239	12/5.5 oz	Four-Star Beef Pâté
11241	12/5.5 oz	Four-Star Chicken & Duck Pâté
11243	12/5.5 oz	Four-Star Chicken & Salmon Pâté
11245	12/5.5 oz	Four-Star Chicken, Duck & Salmon Pâté
11249	12/5.5 oz	Four-Star Chicken Pâté
11235	12/5.5 oz	Four-Star Lamb Pâté
11233	12/5.5 oz	Four-Star Seafood & Shrimp Pâté
11247	12/5.5 oz	Four-Star Salmon & Tuna Pâté
11231	12/5.5 oz	Four-Star Turkey & Duck Pâté
11251	12/5.5 oz	Four-Star Turkey & Pumpkin Pâté
11237	12/5.5 oz	Four-Star Turkey Pâté
11223	12/5.5 oz	Four-Star Shredded Chicken in Gravy Entrée
11225	12/5.5 oz	Four-Star Shredded Turkey in Gravy Entrée
11227	12/5.5 oz	Four-Star Surf & Turf in Gravy Entrée
13351	12/5.5 oz	Perfectly Pâté Chicken Pâté
13355	12/5.5 oz	Perfectly Pâté Salmon Pâté
13353	12/5.5 oz	Perfectly Pâté Turkey Pâté

PURCHASE

FREE

MAXIMUM 5 FREE CASES

TOTAL

10 LB DRY RECIPES FOR CATS

11563	10 lb	Gold Adult
11593	10 lb	Gold Healthy Weight
10703	10 lb	Gold Indoor Cat Hairball Control
11583	10 lb	Gold Kitten
11723	10 lb	Four-Star Beef Livattini Veg Recipe
11683	10 lb	Four-Star Chicken À La Veg Recipe
11743	10 lb	Four-Star Chicken Au Frommage Recipe
11663	10 lb	Four-Star Duck À La Veg Recipe
11703	10 lb	Four-Star Game Bird Recipe
11733	10 lb	Four-Star Hasen Duckenpfeffer Recipe
11673	10 lb	Four-Star Salmon À La Veg Recipe
11713	10 lb	Four-Star Salmon Tunachovy Recipe
11693	10 lb	Four-Star Surf & Turf Recipe
11753	10 lb	Four-Star Trout & Whitefish Recipe

PURCHASE

FREE

MAXIMUM 5 FREE BAGS

TOTAL

TREATS FOR CATS

12402	6/3 oz	PuriSnackitty Chicken Flavor Snackitties
12422	6/3 oz	PuriSnackitty Liver Flavor Snackitties
12412	6/3 oz	PuriSnackitty Salmon Flavor Snackitties

PURCHASE

FREE

MAXIMUM 5 FREE CASES

TOTAL

Actual prices will reflect your current distributor pricing. Free item of equal or lesser value.
Maximum 5 free items per section. Promotion valid on one delivery only.
Promotion cannot be combined with other Fromm discounts. Expires 06/30/2025.

RETAILER

DISTRIBUTOR

F3609

ADDRESS

DEAL NUMBER

SHIP DATE

CITY

STATE

ZIP

TELEPHONE

WEBSITE / EMAIL

SIGNATURE

DATE

Chef's SPECIALS

by fromm. Family PET FOOD



Goldie's MARKET

BUY 10, GET 1 FREE

MIX & MATCH!



BUY 10, GET 1 FREE SELECT 26 LB. BAGS

11611	26 lb	Chicken À La Veg Recipe
11621	26 lb	Duck À La Veg Recipe
11641	26 lb	Salmon À La Veg Recipe

MAXIMUM 6 FREE 26 LB. BAGS

TOTAL

PURCHASE

FREE

BUY 10, GET 1 FREE SELECT 12 LB. BAGS

11613	12 lb	Chicken À La Veg Recipe
11623	12 lb	Duck À La Veg Recipe
11643	12 lb	Salmon À La Veg Recipe

MAXIMUM 6 FREE 12 LB. BAGS

TOTAL

PURCHASE

FREE

BUY 10, GET 1 FREE SELECT 4 LB. BAGS

11616	4 lb	Chicken À La Veg Recipe
11626	4 lb	Duck À La Veg Recipe
11646	4 lb	Salmon À La Veg Recipe

MAXIMUM 6 FREE 4 LB. BAGS

TOTAL

PURCHASE

FREE

**While supplies last. Actual prices will reflect your current distributor pricing. Maximum (6) free bags per section. Free items of equal or lesser value. Promotion valid on one delivery only. Promotion cannot be combined with other Fromm discounts. Expires 06/30/2025.*

LIMITED EDITION

PROMO CASES INCLUDE:

5 4 LB. DUCK À LA VEG® BAGS OR
4 LB. CHICKEN À LA VEG® BAGS OR
4 LB. SALMON À LA VEG® BAGS!



1 25-COUPON PAD SHELF TALKER
11" X 4.25" FOLDED WITH PAD

"RECEIVE (1) FREE CAN OF FROMM PÂTE DOG FOOD
WHEN YOU PURCHASE ANY (1) BAG OF FROMM CRUNCHY OS
(ANY VARIETY, ANY SIZE!)"

1 OF 3 UNIQUE MULTI-FUNCTION
DISPLAY POSTERS

CAN BE FEATURED ONE OF 4+ WAYS!



RETAILER

ADDRESS

CITY

TELEPHONE

WEBSITE / EMAIL

DISTRIBUTOR

DEAL NUMBER

SIGNATURE

SIGNATURE

F3613

SHIP DATE

DATE



fromm. Giant News!

WE'VE EXPANDED OUR TIME-TESTED CLASSICS

Many families pass down recipes from generation to generation, ours just happen to be recipes for pet food. Fromm Classic pays homage to our very first dry dog food that debuted in 1949. Today, Fromm Classic is still family-made with the finest ingredients in our family-owned-and-operated facility in Wisconsin.



Economically
Priced

Supports Healthy
Skin & Shiny Coat

Family Made
in Wisconsin

Whole Grain
Goodness

Added
Probiotics

TIME-TESTED QUALITY: IT'S IN THE FIRST 5 INGREDIENTS.



New!

ADULT LARGE & GIANT BREED:

Chicken, chicken meal, pearled barley, oatmeal, white rice

New!

ADULT WHITEFISH & RICE RECIPE:

Whitefish, menhaden fish meal, white rice, pearled barley, oatmeal

ADULT:

Chicken, chicken meal, brown rice, pearled barley, oatmeal

PUPPY:

Chicken, chicken meal, pearled barley, oatmeal, menhaden fish meal

MATURE ADULT:

Chicken, chicken meal, pearled barley, brown rice, white rice



PUPPY CHICKEN & SALMON PÂTÉ

Chicken and salmon cooked in chicken broth with rice and potatoes.

GUARANTEED ANALYSIS:

Crude Protein.....8% min
Crude Fat.....5% min
Crude Fiber.....1.2% max
Moisture.....78% max

CALORIE CONTENT:

kcal/kg.....1,074
kcal/can.....381

INGREDIENTS:

Chicken, chicken broth, salmon, pork liver, white rice, dried plain beet pulp, pearled barley, potatoes, dried yeast, salmon oil (preserved with mixed tocopherols), Minerals, dried egg product, potassium chloride, salt, chicken cartilage, agar-agar, DL-methionine, taurine, choline chloride, Vitamins.

VITAMINS: Vitamin E supplement, niacin supplement, calcium pantothenate, riboflavin supplement, Vitamin A supplement, biotin, thiamine mononitrate, Vitamin B12 supplement, pyridoxine hydrochloride, Vitamin D3 supplement, folic acid.
MINERALS: Dicalcium phosphate, zinc sulfate, magnesium sulfate, ferrous sulfate, zinc proteinate, calcium carbonate, copper sulfate, iron proteinate, sodium selenite, calcium iodate, manganese sulfate, copper proteinate, manganese proteinate.

ADULT CHICKEN & RICE PÂTÉ

Chicken cooked in chicken broth with rice and potatoes.

GUARANTEED ANALYSIS:

Crude Protein.....6.5% min
Crude Fat.....4% min
Crude Fiber.....1.2% max
Moisture.....78% max

CALORIE CONTENT:

kcal/kg.....988
kcal/can.....350

INGREDIENTS:

Chicken, chicken broth, white rice, chicken liver, potatoes, dried plain beet pulp, pearled barley, dried yeast, salmon oil (preserved with mixed tocopherols), Minerals, dried egg product, potassium chloride, salt, DL-methionine, agar-agar, choline chloride, Vitamins.

ADULT TURKEY & RICE PÂTÉ

Turkey cooked in turkey broth with rice and potatoes.

GUARANTEED ANALYSIS:

Crude Protein.....6.5% min
Crude Fat.....4% min
Crude Fiber.....1.2% max
Moisture.....78% max

CALORIE CONTENT:

kcal/kg.....1,073
kcal/can.....380

INGREDIENTS:

Turkey, turkey broth, white rice, turkey liver, potatoes, dried plain beet pulp, pearled barley, dried yeast, salmon oil (preserved with mixed tocopherols), Minerals, dried egg product, potassium chloride, salt, DL-methionine, agar-agar, choline chloride, Vitamins.



PUPPY

Precisely formulated with protein and fat levels that safely meet the needs of a growing puppy.

INGREDIENTS:

Chicken, chicken meal, pearled barley, oatmeal, menhaden fish meal, brown rice, white rice, dried plain beet pulp, chicken fat (preserved with mixed tocopherols), dried egg product, salmon oil (preserved with mixed tocopherols), flaxseed, dried yeast, cheese, chicken liver, salt, potassium chloride, Vitamins [choline chloride, Vitamin E supplement, ascorbic acid, calcium carbonate, riboflavin supplement, niacin supplement, calcium pantothenate, Vitamin A supplement, Vitamin D3 supplement, pyridoxine hydrochloride, biotin, Vitamin B12 supplement, thiamine mononitrate, folic acid], DL-methionine, dried chicory root, Minerals [zinc sulfate, manganese sulfate, ferrous sulfate, magnesium sulfate, zinc proteinate, iron proteinate, manganese proteinate, copper sulfate, magnesium proteinate, copper proteinate, calcium iodate], chicken cartilage, yucca schidigera extract, sodium selenite, sorbic acid (preservative), L-tryptophan, taurine, dried Lactobacillus casei fermentation product, dried Lactobacillus reuteri fermentation product, dried Lactobacillus acidophilus fermentation product, dried Lactobacillus plantarum fermentation product.

CALORIE CONTENT:

kcal/kg.....3,690
kcal/lb.....1,677
kcal/cup.....413

GUARANTEED ANALYSIS:

Crude Protein.....28% min
Crude Fat.....14% min
Crude Fiber.....4.5% max
Moisture.....10% max

ADULT

Specifically prepared with protein and fat levels that safely meet the needs of a wide range of adult dogs from the family pet to the show dog.

INGREDIENTS:

Chicken, chicken meal, brown rice, pearled barley, oatmeal, white rice, chicken fat (preserved with mixed tocopherols), dried plain beet pulp, menhaden fish meal, dried egg product, cheese, flaxseed, dried yeast, chicken liver, salt, potassium chloride, Vitamins [choline chloride, Vitamin E supplement, ascorbic acid, calcium carbonate, riboflavin supplement, niacin supplement, calcium pantothenate, Vitamin A supplement, Vitamin D3 supplement, pyridoxine hydrochloride, biotin, Vitamin B12 supplement, thiamine mononitrate, folic acid], Minerals [zinc sulfate, manganese sulfate, ferrous sulfate, magnesium sulfate, zinc proteinate, iron proteinate, manganese proteinate, copper sulfate, magnesium proteinate, copper proteinate, calcium iodate], calcium sulfate, sorbic acid (preservative), dried chicory root, yucca schidigera extract, sodium selenite, DL-methionine, L-tryptophan, taurine, dried Lactobacillus casei fermentation product, dried Lactobacillus reuteri fermentation product, dried Lactobacillus acidophilus fermentation product, dried Lactobacillus plantarum fermentation product.

CALORIE CONTENT:

kcal/kg.....3,718
kcal/lb.....1,690
kcal/cup.....409

GUARANTEED ANALYSIS:

Crude Protein.....23% min
Crude Fat.....15% min
Crude Fiber.....4% max
Moisture.....10% max

ADULT LARGE & GIANT BREED

Formulated specifically for large & giant breed dogs. Includes L-carnitine to help support energy production, fat metabolism, and muscle preservation.

INGREDIENTS:

Chicken, chicken meal, pearled barley, oatmeal, white rice, brown rice, dried plain beet pulp, dried yeast, chicken fat (preserved with mixed tocopherols), menhaden fish meal, salmon oil (preserved with mixed tocopherols), cheese, dried egg product, flaxseed, chicken liver, salt, monosodium phosphate, chicken cartilage, Vitamins [choline chloride, potassium chloride, Vitamin E supplement, ascorbic acid, calcium carbonate, riboflavin supplement, niacin supplement, calcium pantothenate, Vitamin A supplement, Vitamin D3 supplement, pyridoxine hydrochloride, biotin, Vitamin B12 supplement, thiamine mononitrate, folic acid], calcium sulfate, dried chicory root, glucosamine hydrochloride, Minerals [zinc sulfate, manganese sulfate, ferrous sulfate, magnesium sulfate, zinc proteinate, iron proteinate, manganese proteinate, copper sulfate, magnesium proteinate, copper proteinate, calcium iodate], chondroitin sulfate, yucca schidigera extract, sodium selenite, sorbic acid (preservative), taurine, L-tryptophan, L-carnitine, DL-methionine, dried Lactobacillus casei fermentation product, dried Lactobacillus reuteri fermentation product, dried Lactobacillus acidophilus fermentation product, dried Lactobacillus plantarum fermentation product.

CALORIE CONTENT:

kcal/kg.....3,547
kcal/lb.....1,612
kcal/cup.....380

GUARANTEED ANALYSIS:

Crude Protein.....24% min
Crude Fat.....12% min
Crude Fiber.....4% max
Moisture.....10% max
Glucosamine Hydrochloride*.....500 mg/kg min
Chondroitin Sulfate*.....250 mg/kg min
Calcium.....1% min Calcium.....1.5% max
Phosphorus.....0.8% min Phosphorus.....1.2% max

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

ADULT WHITEFISH & RICE RECIPE

Formulated without chicken and potatoes. Lower in fat and calories compared to Classic Adult.

INGREDIENTS:

Whitefish, menhaden fish meal, white rice, pearled barley, oatmeal, brown rice, dried plain beet pulp, pork fat (preserved with mixed tocopherols), dried yeast, pork liver, salmon oil (preserved with mixed tocopherols), herring meal, dried egg product, flaxseed, calcium sulfate, monocalcium phosphate, Vitamins [choline chloride, potassium chloride, Vitamin E supplement, ascorbic acid, calcium carbonate, riboflavin supplement, niacin supplement, calcium pantothenate, Vitamin A supplement, Vitamin D3 supplement, pyridoxine hydrochloride, biotin, Vitamin B12 supplement, thiamine mononitrate, folic acid], salt, dried chicory root, Minerals [zinc sulfate, manganese sulfate, ferrous sulfate, magnesium sulfate, zinc proteinate, iron proteinate, manganese proteinate, copper sulfate, magnesium proteinate, copper proteinate, calcium iodate], yucca schidigera extract, sodium selenite, sorbic acid (preservative), DL-methionine, L-tryptophan, taurine, dried Lactobacillus casei fermentation product, dried Lactobacillus reuteri fermentation product, dried Lactobacillus acidophilus fermentation product, dried Lactobacillus plantarum fermentation product.

CALORIE CONTENT:

kcal/kg.....3,521
kcal/lb.....1,600
kcal/cup.....377

GUARANTEED ANALYSIS:

Crude Protein.....23% min
Crude Fat.....12% min
Crude Fiber.....5% max
Moisture.....10% max

MATURE ADULT

Carefully developed to meet the unique nutritional needs of normally active senior dogs or less active adult dogs. Mature Adult can also be used as a weight reduction diet.

INGREDIENTS:

Chicken, chicken meal, pearled barley, brown rice, white rice, oatmeal, dried plain beet pulp, chicken fat (preserved with mixed tocopherols), cheese, chicken liver, menhaden fish meal, dried egg product, flaxseed, dried yeast, salt, potassium chloride, Vitamins [choline chloride, Vitamin E supplement, ascorbic acid, calcium carbonate, riboflavin supplement, niacin supplement, calcium pantothenate, Vitamin A supplement, Vitamin D3 supplement, pyridoxine hydrochloride, biotin, Vitamin B12 supplement, thiamine mononitrate, folic acid], Minerals [zinc sulfate, manganese sulfate, ferrous sulfate, magnesium sulfate, zinc proteinate, iron proteinate, manganese proteinate, copper sulfate, magnesium proteinate, copper proteinate, calcium iodate], calcium sulfate, monocalcium phosphate, dried chicory root, yucca schidigera extract, sodium selenite, DL-methionine, sorbic acid (preservative), L-tryptophan, taurine, dried Lactobacillus casei fermentation product, dried Lactobacillus reuteri fermentation product, dried Lactobacillus acidophilus fermentation product, dried Lactobacillus plantarum fermentation product.

CALORIE CONTENT:

kcal/kg.....3,563
kcal/lb.....1,620
kcal/cup.....363

GUARANTEED ANALYSIS:

Crude Protein.....21% min
Crude Fat.....11% min
Crude Fiber.....4.5% max
Moisture.....10% max

fromm. Giant News!

**WE'VE EXPANDED OUR
TIME-TESTED CLASSICS**

BUY 16 BAGS, GET 8 FREE

New!

FROMM CLASSIC DRY RECIPES FOR DOGS

			PURCHASE	FREE
10601	30 lb	Adult Large & Giant Breed	5	1
10603	15 lb	Adult Large & Giant Breed	1	1
10611	30 lb	Adult Whitefish & Rice Recipe	5	1
10613	15 lb	Adult Whitefish & Rice Recipe	1	1
10617	5 lb	Adult Whitefish & Rice Recipe*	4	4
TOTAL			16	8

**While Supplies Last. Actual prices will reflect your current distributor pricing. Maximum (4) offers per location.*

Promotion valid on one delivery only. Promotion cannot be combined with other Fromm discounts. Expires 12/31/2025.

\$205
of retail value
FREE



WHITEFISH & RICE PROMO CASES

Each 4/5 lb. promo case includes...

1 Coupon Pad Shelf Talker
with 25 coupons for \$5 off
any bag of Fromm Classic

2 Double-Sided
Floor Stack Posters
with write-in area



RETAILER

ADDRESS

CITY

STATE

ZIP

TELEPHONE

WEBSITE / EMAIL

DISTRIBUTOR

F3468

DEAL NUMBER

SHIP DATE

SIGNATURE

DATE



Northwest Naturals

Did Someone Say
CHEESE!?

**FUNCTIONAL
TOPPERS**
RAW PET FOOD TOPPING
NOR-P0525A/25



When You Buy 6
Cheddar Cheese
Crumbles Get

25% OFF



25% off NEW Cheddar Cheese Crumble Functional Topper

QTY.	ITEM NO	DESCRIPTION	SIZE	UPC	MSRP
6	NWTPCHCHZ	Cheddar Cheese Crumbles Topper	5.0 oz	87316312188	\$13.99
Store:		City, State:			
Distributor:		Delivery:			

25% OFF
3 of each Topper
NOR-P525B/25



25% off when you buy 3 of each FUNCTIONAL TOPPERS

QTY.	ITEM NO	DESCRIPTION	SIZE	UPC	MSRP
3	NWTPBFBLD	Beef Blood Topper	3.5 oz	87316311686	\$12.99
3	NWTPGTCHZ	Goat Cheese Topper	4.5 oz	87316311723	\$18.99
3	NWTPEGG	Whole Egg Topper	4.0 oz	87316311747	\$12.99
3	NWTPBFTUM	Beef Liver With Turmeric Topper	4.5 oz	87316310962	\$11.99
3	NWTPCHCHZ	Cheddar Cheese Crumbles Topper	5.0 oz	87316312188	\$13.99
3	NWTPCXMUS	Chicken Breast With Green Mussels Topper	5.0 oz	87316310986	\$13.99
3	NWTPSALMRM	Salmon with Mushrooms Topper	3.5 oz	87316311013	\$11.99
3	NWTPVEGFRT	Veggie and Fruit Topper	3.0 oz	87316311099	\$10.99
Store:		City, State:			
Distributor:		Delivery:			

Split 10% distributor / 15% NWN ONE DELIVERY ONLY

PH: 866-637-1872 • info@nw-naturals.net

Join the **RAW Revolution**

nw-naturals.net

Powered by
Protein and Whole
Food Ingredients





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
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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 1.5lb 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-**

20% off Toppers & Hydrators



16 & 32oz Goat Milk



2lb Butcher's Blend Raw Toppers



20oz Bone Broth



16oz & 32oz Fresh Toppers

10 unit minimum Frozen Toppers Mix-N-Match

Bone Broth (multiples of 4)	QTY
20oz Beef Bone Broth	
20oz Chicken Bone Broth	
20oz Pork Bone Broth	
20oz Turkey Bone Broth	

Raw Goat Milk	QTY
16oz Original	
32oz Original	
32oz Blueberry Pom Burst	
32oz Cranberry Blast	
32oz Green Goodness	
32oz Pumpkin Spice	

STORE INFORMATION



Store Name

Contact Name

Store Address

Distributor Name

City/State/Zip

Retailer Signature

Store Phone

Order Date

Thank You

Fresh Toppers	QTY
16oz Awesome Squash	
32oz Awesome Squash	
16oz Power Greens	
32oz Power Greens	
16oz Omega Mussels	
32oz Omega Mussels	

Raw Toppers	QTY
2lb Beef Raw Toppers	
2lb Chicken Raw Toppers	
2lb Lamb Raw Toppers	
2lb Pork Raw Toppers	
2lb Sardine Raw Toppers	
2lb Turkey Raw Toppers	

Total Units	0
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Primal splits discount with distributor 50/50. Primal Promo Code must be entered upon order entry: **PPF25L-**

SALE



Bundle the savings!!!

Multiple Orders / No Mix & Match

Purchase 2 ea - 6lb Beef, Chicken & Turkey & Save 20%



Order	MWD Catalog	Product Description	UOM	Catalog Price	Sale Price	Sugg Retail	UPC
2	RAW 00222E	3lb Chicken Entrée (small patty)	ea	\$18.39	\$14.71	\$26.69	8 58833 00222 3
2	RAW 00223E	3lb Turkey Entrée (small patty)	ea	\$19.19	\$15.35	\$27.89	8 58833 00223 0
2	RAW 00224E	3lb Beef Entrée (small patty)	ea	\$20.99	\$16.79	\$30.39 8	58833 00224 7

☐ Bundle Deal 1 RAW-P0525A/20

Purchase 2 ea - 6lb Beef, Chicken & Turkey & Save 20%



Order	MWD Catalog	Product Description	UOM	Catalog Price	Sale Price	Sugg Retail	UPC
2	RAW 00226E	6lb Chicken Entrée (large patty)	ea	\$32.50	\$26.00	\$47.89	8 58833 00226 1
2	RAW 00227E	6lb Turkey Entrée (large patty)	ea	\$33.99	\$27.19	\$50.09	8 58833 00227 8
2	RAW 00228E	6lb Beef Entrée (large patty)	ea	\$37.59	\$30.07	\$55.39	8 58833 00228 5

☐ Bundle Deal 2 RAW-P0525B/20

Purchase 2 ea - 18lb Beef, Chicken & Turkey & Save 10%



Order	MWD Catalog	Product Description	UOM	Catalog Price	Sale Price	Sugg Retail	UPC
2	RAW 00260	18lb Chicken Entrée - bulk box	1	\$91.50	\$82.35	\$136.79 8	58833 00260 5
2	RAW 00261	18lb Turkey Entrée - bulk box	1	\$95.75	\$86.17	\$142.99 8	58833 00261 2
2	RAW 00262	18lb Beef Entrée - bulk box	1	\$105.89	\$95.30	\$158.19 8	58833 00262 9

☐ Bundle Deal 3 RAW-P0525C/20

Store Name: _____

Delivery Date: _____



OUR NIBS HAVE GONE — SOFT —

\$5 OFF MIX AND MATCH MINIMUM 10 UNITS



QTY	UNIT UPC	ITEM DESCRIPTION	PKG SIZE	WHSL/PKG	MSRP
DOG SOFT NIBS					
	840199680207	Freeze-Dried Raw Beef Entree & Mixer Dog Food Soft Nibs	14 oz	\$21.29	\$35.99
	840199680214	Freeze-Dried Raw Beef & Salmon Entree & Mixer Dog Food Soft Nibs	14 oz	\$21.29	\$35.99
	840199680221	Freeze-Dried Raw Duck Entree & Mixer Dog Food Soft Nibs	14 oz	\$23.69	\$39.99
	840199680238	Freeze-Dried Raw Lamb & Whitefish Entree & Mixer Dog Food Soft Nibs	14 oz	\$21.29	\$35.99
	840199680245	Freeze-Dried Raw Pork Entree & Mixer Dog Food Soft Nibs	14 oz	\$21.29	\$35.99
CAT SOFT NIBS					
	840199690138	Freeze-Dried Raw Beef & Chicken Entree & Mixer Cat Food Soft Nibs	12 oz	\$21.49	\$35.89
	840199690145	Freeze-Dried Raw Chicken Entree & Mixer Cat Food Soft Nibs	12 oz	\$21.49	\$35.89
	840199690152	Freeze-Dried Raw Duck Entree & Mixer Cat Food Soft Nibs	12 oz	\$26.88	\$44.89
	840199690169	Freeze-Dried Raw Pork Entree & Mixer Cat Food Soft Nibs	12 oz	\$21.49	\$35.89
	840199690176	Freeze-Dried Raw Turkey Entree & Mixer Cat Food Soft Nibs	12 oz	\$21.49	\$35.89

STORE NAME _____
DISTRIBUTOR _____

ACCOUNT # _____
NOTES _____

DELIVERY DATE _____