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Larry's Logic

From the desk of **Larry Miller**, Pet Food Sales & Marketing Specialist

Resourceful™ Brand Pet Food

The multi-particle, healthy pet food market is one of the fastest growing segments. Let's take advantage of this opportunity!

Resourceful™ is off and running and hopefully, your dealers that booked it at the expos will be receiving their orders as planned and be excited about us honoring the expo price of \$14.95. They will also have until the end of May to reorder again at this hot price. If they did not order at an expo, they should be ready to buy in on the current promotion and get free bags. Buy 10 and get 1 free; buy 21 and get 3 free; buy 40 and get 8 free; or buy 80 and get 16 bags FREE. Sixteen free bags is more than \$239 of pet food at no charge.

Just to let you know, the competition has taken a price increase and their food will now cost our dealers around \$19-21 per 35.2# bag. John Hamilton told me that he saw the competition at the grocery stores in Denver priced at \$26.99. I went to a Petsmart in Kansas City and it was priced at \$20.99 but if you had a buyer's card it could be purchased for \$19.99. Petco's flyer had Beneful priced at \$21.99. Our dealers are now selling the competitive pet food for \$22.99-24.99, so no matter how you look at it, Resourceful™ can be a good margin pet food for our dealers.

Suggestions for our Dealers:

- Have our Dealers bring in Resourceful™.
- Build a display in a prime location and price it at \$19.99.
- Send a message to their customers that they are priced better than grocery and mass.
- Now after 30-60 days, raise the price to \$21.99 but then offer our frequent buyers program of buy 6 and get 1 free. That would take the net cost per bag down to \$18.85 which is less expensive than they could ever buy the competition for and now the dealer has the customer locked in with the frequent buyers card.

Competition is spending lots of money advertising and have grown their sales in excess of \$106 million dollars and to number 5 in the grocery store market. So let their national TV ads bring consumers into our dealers looking for other brands: but then the dealers can convert them over to their house brand, **Resourceful™**. Now they have a pet food that lets them make some money but still be less expensive than grocery or mass.