

fruitables[®] pet foods 2014 NEW ITEMS

Fruitables Greek Yogurt Flavors 7 oz. Size





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Greek Yogurt, one of today's hottest, healthy food trends!

- Greek Yogurt & Pumpkin Granola makes a delicious combination.
- Unmatched aroma and innovative flavors with antioxidants & fiber.
- Dogs everywhere will be learning to bark "OPA"!
- Planned Start Ship: July 7, 2014
- SRP: \$4.99



Item #: 2560,2577,2553

Case Pack: 8

Item Size: 7oz. (198g)

Pack Format: SURP

Retail Pricing: Line/7-oz.

Case Weight: 4.6 lbs.

Cases/Pallet: 85-17x5



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Fruitables Skinny Minis 12 oz. Value Size





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Fruitables Skinny Minis 12 oz. Value Size

Skinny Minis Value Size!

- Over 300 treats per pouch-great value.
- Smaller treat size (1/2" diameter), perfect for all dogs and training!
- Apple Bacon is our #1 selling flavor!
- Grilled Salmon will have a hint of pineapple and is our first seafood flavor.
- New 25% softer recipe!
- Start Ship: July 7, 2014



Item #: AB-2591, GS-2669

Case Pack: 8

Item Size: 12 oz. (340g)

Pack Format: SURP

Retail Pricing: \$9.99 SRP

Case Weight: 6.5 lbs.

Cases/Pallet: 90-15x6



Ingredients: Pumpkin, Oat Flour, Brown Rice Flour, Vegetable Glycerin, Brown Sugar, Tapioca Starch, Salmon, Barley Flour, Gelatin, Pineapple, Salt, Sunflower Oil, Phosphoric Acid, Sorbic Acid (to preserve freshness), Natural Flavor, Citric Acid (to preserve freshness), Mixed Tocopherols (to preserve freshness), Rosemary Extract.





2014 SEASONAL ITEM-LIMITED QUANTITIES

Fruitables Snowflake Flavor 7 oz. Size

THE FIRST OF ITS KIND!

- Real Snowflakes harvested for an innovative, fun holiday treat!
- Vanilla, Greek Yogurt & Cinnamon create a memorable taste.
- Festive packaging and limited availability certain to sell through with national media exposure:
 - Kickstarter campaign to generate consumer buzz
 - Snow harvest story & video to be distributed for major broadcast and online distribution/coverage
- SRP: \$4.99
- Start Ship: October 6, 2014



Item #:	2546
Case Pack:	8
Item Size:	7oz. (198g)
Pack Format:	SURP
Retail Pricing:	Line/7-oz.
Case Weight:	4.6 lbs.
Cases/Pallet:	85-17x5
Units/Pallet:	680

