



Treat Planet, LLC
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Earth City MO 63045

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treatplanet.com

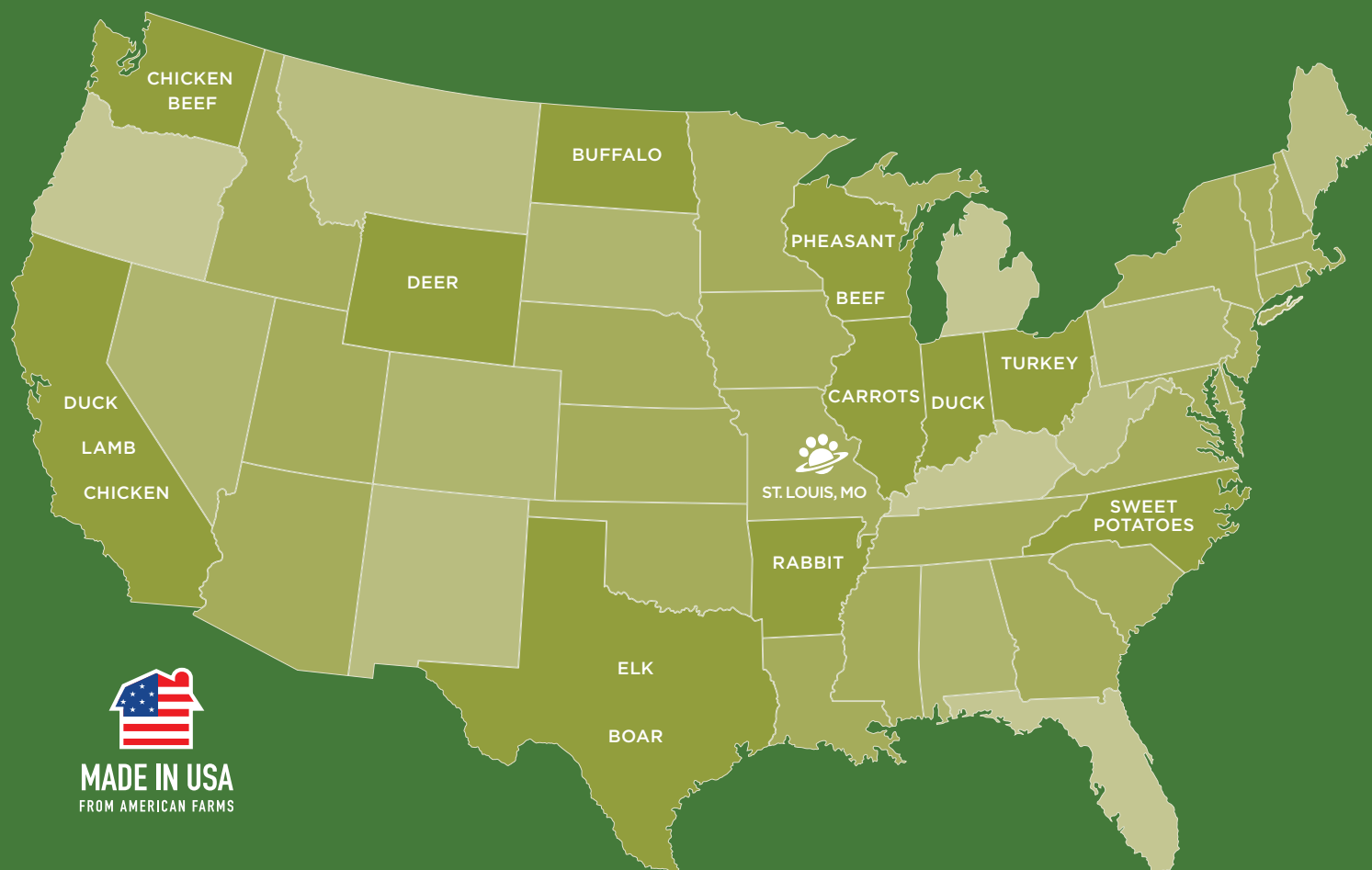


Visit treatplanetretailers.com
for additional retail support!



WE ARE PROUD TO USE 100% USA
ingredients and products

SOURCED FROM LOCAL FARMS



- **Deer** from Wyoming
- **Elk** and **Boar** from Texas
- **Buffalo** from North Dakota
- **Turkey** from Ohio
- **Rabbit** from Arkansas
- **Duck** from California and Indiana
- **Lamb** from California
- **Chicken** from California and Washington
- **Beef** from Washington and Wisconsin
- **Pheasant** from Wisconsin
- **Organic Carrots** from Illinois
- **Organic Sweet Potatoes** from North Carolina



Best
DARN
TREATS
on the
PLANET



AT TREAT PLANET, WE LOVE DOGS

WHO WE ARE

We create natural, healthy, eco-friendly pet treats made in the USA

RETAILER SUPPORT

- Innovative products
- Attention grabbing packaging & displays
- Team committed to excellence

OUR BRANDS

Etta Says! Premium Chews & All Natural Treats
Hare of the Dog 100% Natural Rabbit Treats
Snicky Snaks True USDA Organic Treats

COMMUNITY SUPPORT

- Partnered with local sheltered workshops for job creation
- Routinely support community events



Our Inspiration
Harlow & Cosmo

"If you want to be successful, it's just this simple. Know what you are doing, love what you are doing, and believe in what you are doing."

– Will Rogers

We love this quote, because it embodies how we feel about Treat Planet and where we are headed. Thank you to all our partners for your part in teaching us what a good company needs to exemplify!

Thank you to all our partners for your constant inspiration to be more than just a pet treat manufacturer — we want to be a company that cares about your pet and what you feed them.

Thank you to all our partners for making it easier for us to do what we believe in, for mutual success comes from our ability to gather strength and reassurance from those who surround us.

Doug Martin Sherry Huber

Doug Martin & Sherry Huber
Founders of Treat Planet™



Community Partnership

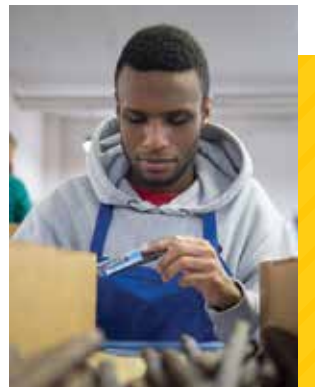
TREAT PLANET HAS PARTNERED WITH GOODWILL INDUSTRIES SINCE 2010.

A dedicated team of adults with intellectual and/or physical disabilities, supported by a supervisory team, diligently work every day to label our extensive chew line. Associates range in age from 18-75 and can work at whatever speed they are capable of. Partnerships like these give associates opportunities to achieve independence in a social setting. Treat Planet is proud of our relationship with these key contributors to our business.



"Etta Says! Chews are the favored product of associates at MERS Goodwill to work on!"

– Debbie Gore, Director



"I will never look at your chews the same way again."

– Ingrid, SE Pet



A dedicated team diligently work to label our extensive chew line.

we love
**PEOPLE
& DOGS**



Maximize Sales in *Your Store!*

One of the largest impediments to growth for pet stores today is the fact that you cannot easily make your store bigger! So, maximizing retail dollars per linear space is a critical component of retail success. **Do you know what your average retail per linear foot is in your store?**

To help our retail partners maximize this critical matrix, we have added a simple tag to many of our award winning displays showing retail dollars per linear space.



DRIVE UP Your Average Cash Register Ring

Treat Planet knows that our success depends on the success of our retail partners. This simple philosophy has shaped our approach to provide world class merchandising options with market leading packaging design. Treat Planet knows that market success depends on:

- Great Products
- Engaging Packaging
- Award Winning Displays



ASK US HOW we can help you drive those sales through creative merchandising with great products!

Professional store layout and product display experts are not something that stores can easily afford. Treat Planet strives to provide this expert advice for free to our retail partners by providing professionally designed displays to drive incremental sales for each customer. Driving up average retail rings is a win win for our partners and Treat Planet.



LOOK FOR THESE TAGS throughout the catalog!

etta says!



From innovative chews, to unique single source proteins, Etta Says! has the U.S. meat-based treats that your dogs love!



etta says!



MADE IN USA
FROM AMERICAN FARMS

it's
Etta



"My tasty dog treats are made from 100% USA meat products and all natural ingredients."

— Etta, Head of Household



Lamb



Duck



Beef



Chicken Liver

Beef, duck, buffalo, turkey, elk, deer, rabbit, chicken, pork and lamb - it's all right here!



Red Apples/
Carrots



Sweet Potatoes/
Peas



Cranberries/
Blueberries



Quinoa/
Flaxseed



BEST IN Show

RETAIL DOLLARS
\$1125
PER 14 IN. LINEAR SPACE

We are excited and honored to announce that **Treat Planet's Ultimate Chew Power Wing** was awarded **Best in Show** for "Point of Purchase" display in the New Product Showcase at Global Pet Expo in 2018.

This display expands our range of unique and space saving merchandising solutions currently offered to our retailer partners. Incorporating our proprietary "Munch Meter" signage, it showcases 11 unique proteins with 3 levels of hardness – Premium, Select and Deluxe.



RCH-CHEWDISPLAY-ULT-POWERWING
13 7/8" L X 5" W X 38 3/4" H



RCH-CHEWDISPLAY-CNTR 18" L X 14" W X 20" H

Etta Says!® Chew Displays

- Available in three great displays - Power Wing, Counter Display & Floor Display.
- One-of-a-kind **MUNCH-METER™** defines hardness of chew.
- Filled with 100% Natural, made in the USA chews – the Premium Crunchy Chews, Select Crunchy Chew and the Deluxe Chew.
- All chews maintain Etta Says! unique manufacturing process to create easily digestible chews.
- All chews naturally displayed with a UPC band for easy check out.

RETAIL DOLLARS
\$1573
PER 22 IN. LINEAR SPACE



hey!
WE WON!



RCH-CHEWDISPLAY-ULT
22" L X 12" W X 50" H

CHOOSE THE
HARDNESS

Grain Free
Easy to Digest



MUNCH-METER™

3 DIFFERENT CHEW TYPES

PREMIUM • **SELECT** • **DELUXE**

Chew types vary in hardness level with our proprietary Munch-Meter.™

PICK THE
PROTEIN

Low Odor
Won't Stain Carpet



Available in 6 proteins:

- Duck • Rabbit • Deer
- Elk • Turkey • Buffalo

Etta Says!® Premium Crunchy Chews

- Available in 7" (20 count refill pack).
- Made from US sourced rawhide and a unique protein.
- Each chew is labeled with a UPC.
- **Casual 'Hardness'** on Munch-Meter™ Scale.

RCH-DUCK-7INWRSPX20
RCH-DEER-7INWRSPX20
RCH-RABBIT-7INWRSPX20

RCH-ELK-7INWRX20
RCH-TURKEY-7INWRX20
RCH-BUFFALO-7INWRX20



Available in 3 proteins:

- Sausage • Bacon • Liver

Etta Says!® Select Crunchy Chews

- Available in 7" (20 count refill pack).
- Only **2 ingredients** – beef ligament protein and/or natural flavoring.
- Each chew is labeled with a UPC.
- **Feisty 'Hardness'** on Munch-Meter™ Scale.

SCH-LIVER-BLK7INX20
SCH-SAUSAGE-BLK7INX20
SCH-BACON-BLK7INX20



Available in 3 proteins:

- Lamb • Chicken • Turkey

Etta Says!® Deluxe Chews

- Available in 7" (20 count refill pack).
- Formulated with longevity in mind, our hardest yet, with a simple ingredient deck.
- Each chew is labeled with a UPC.
- **Hardy 'Hardness'** on Munch-Meter™ Scale.

BCH-LAMB-BLK7INX20
BCH-CHICKEN-BLK7INX20
BCH-TURKEY-BLK7INX20

Our bestsellers instantly
add impulse purchases!



RCH-PORKABOX

RCH-PORKA-BLKS4

Etta Says!® Premium Crunchy Chews & Bars

Just like the candy racks at the supermarket, your customers won't be able to pass on delicious Crunchy Chews displayed in attractive POS racks and display packaging.

- Incremental profit driver for your store.
- Features high-quality mixed protein treats that are safer than traditional rawhide.
- Available individually or boxed.



RACK-CHEWS-POS
6"L X 10"W X 17"H



RCH-DUCKSPBOX

RCH-DUCKSP-BLKS4



RCH-CHIKCH-BOX

RCH-CHIKCH-BLKS4



RCH-DUCK-BLKS4



RCH-BEEF-BLKS4



RCH-RABBIT-BLKS4



RCH-DEER-BLKS4

RETAIL DOLLARS
\$150
PER 6 IN. LINEAR SPACE

Etta Says!® Premium Crunchy Chew Counter Racks

FREE! rack with first purchase of 3 boxes of chews.

etta says!® 3 Foot Bestsellers



8" L X 8" W X 37" H

8" L X 8" W X 37" H

8" L X 8" W X 31" H

Premium Crunchy Chews

Flavors include:

- Deer Chews
- Rabbit Chews
- Duck Chews

STARTER KIT
(DISPLAY AND 54 CHEWS)

RCH-DUCK-STRTKIT

RCH-DEER-STRTKIT

RCH-RABBIT-STRTKIT

18 PER CASE

RCH-DUCK-BLK3

RCH-DEER-BLK3

RCH-RABBIT-BLK3

WRAPPED - 18 PER CASE

RCH-DUCK-BLK3WR

RCH-DEER-BLK3WR

RCH-RABBIT-BLK3WR

Prime Beef Stick

- USA Real Beef - #1 Ingredient.
- **No Antibiotics, Nitrates, Rawhide, Wheat, Corn, or Soy.**
- Highly Palatable, Chewy Beef Stick.
- Dainty on the Munch-Meter™ Scale.
- Wrapped 18 per case.

STARTER KIT
(DISPLAY AND 54 CHEWS)

PRM-BEEF-STRTKIT

18 PER CASE

PRM-BEEF-BLK3

Esophanormous - Bully Stuffed Esophagus Chew

- Limited Ingredient Deck - Just Beef and Sweet Potato.
- 30" Esophagus stuffed with compressed bully, beef ligament and sweet potato.
- **No Rawhide**, Artificial Fillers, Coloring or Preservatives.
- 100% Natural.
- Naturally High in Chondroitin.
- Hardy on the Munch-Meter™ Scale.

STARTER KIT
(DISPLAY AND 20 CHEWS)

STFD-BULLY-BLK3

10 PER CASE

STFD-BULLY-BLK3



RETAIL DOLLARS
\$144
PER 6 IN. LINEAR SPACE

FREE! with first purchase of two 18 packs - of any 3ft chew.

RCH-FIXTURE-METAL
6" L X 6" W X 40" H

Etta Says!® 3 ft. Wire Rack

- Used as an add-on for the Ultimate Powerwing or as a free-standing, in-line display.
- Consider as a secondary placement for your top-selling 3ft chew.



etta says!®

RETAIL DOLLARS
\$378
PER 18 IN. LINEAR SPACE



Premium

RCH-MEGA-STRTKIT
18" L X 15" W X 11" H

MEGA SIZE

Etta Says!® Mega Chews

Mega-sized versions of our popular Premium and Select Crunchy Chews! A unique protein source blended with rawhide or beef ligament.

Flavors include:

- | | | | |
|------------------|------------------|------------------|------------------|
| • Turkey | RCH-TURKEY-10IN | • Bacon | SCH-BACON-10IN |
| • Buffalo | RCH-BUFFALO-10IN | • Sausage | SCH-SAUSAGE-10IN |
| • Elk | RCH-ELK-10IN | • Liver | SCH-LIVER-10IN |

FREE! attractive counter display with first order.

RETAIL DOLLARS
\$431
PER 18 IN. LINEAR SPACE



Select

SCH-MEGA-STRTKIT
18" L X 15" W X 11" H



RCH-MEGA-SINGLE
6 3/4" L X 6 3/4" W X 11" H

FREE! with first purchase of qty 2, 18 packs - Premium or Select Chews (any flavor).

new! etta says!® Eat Simple!

ONE INGREDIENT, NOTHING TO HIDE

100% REAL MEAT • 100% FREEZE DRIED, NEVER COOKED • NO HORMONES OR ANTIBIOTICS



- Bite sized, uniform shape, highly palatable.
- Breaks apart for use as a training treat.
- Softer than traditional freeze dried.

SMPL-DUCK
SMPL-TRKY
SMPL-LAMB

new! etta says!® Sit!

LIMITED INGREDIENT TRAINING TREAT

LOW CALORIE • 3 CALORIES PER PIECE • NO GELATIN, WHEAT, CORN OR SOY



- Tasty morsels in three delicious flavors - **Peanut Butter, Cheese and Bacon.**
- Soft and chewy delicious treat!
- **SIT!** - simple command, simple ingredients.

SIT-PB
SIT-CHS
SIT-BCN

etta says!® Go Wild!

new!

SINGLE PROTEIN JERKY

GRAIN FREE • 100% NATURAL • EXOTIC PROTEINS



FEED YOUR
INNER BEAST!

Your dog will **Go WILD** over our new exotic proteins - **Boar, Pheasant and Duck.**

WILD-BOAR
WILD-DUCK
WILD-PHST

etta says!® Chew!

new!

EXOTIC PROTEIN CHEWS

GRAIN FREE • EASY TO DIGEST • GOOD FOR TEETH



BAG
BUNDLE
available

Crunchy Chews made from unique protein sources provide longer enjoyment - good for your teeth and gums.....better than going to the dentist.

- New proteins of your favorite Premium Crunchy Chews - **Venison, Elk, Buffalo.**

CHEW-VEN
CHEW-ELK
CHEW-BUF

=new! New Look, New Recipe, More Proteins....More Sales



7.5" L X 5.5" W X 8.5" H

GOTRT-PB

Etta Says!® Treats To-Go!

Premium soft-moist treats are just the right size for busy pet families. We designed these treats in a delightful package that is only 3-inch tall and easily held in one hand. Ideal for training.

- 100% all natural peanut butter treat.
- Easy to carry – can easily be thrown in a purse, backpack, or car!
- Attached, air-tight snap cap keeps treats fresh for a longer period of time.

PERFECT TREATS for IMPULSE BUYS

Etta Says!® Doggy Snack Bar

Top rated POS items all in one display.

- Efficient use of limited countertop space.
- Wide variety of treats from chews to soft moist treats.
- Retail price points for all items below \$3.
- **Increase Register Ring** - Optional 5 for \$10 front panel available for blended margin.

RETAIL DOLLARS
\$561
PER 18 IN. LINEAR SPACE



1 DISPLAY, 9 ITEMS!

TPSNACKBAR
18" L X 14" W X 20" H

Etta Says!® Yumm Sticks

Made from human-grade, single protein - lean cuts of beef, pork, chicken or turkey only a handful of other limited ingredients.

- Soft product that is easy to break and treat. Ideal for training.
- **NO HORMONES** - pork, chicken, turkey
- **NO NITRATES OR NITRITES**
- **GLUTEN FREE**
- **SOY FREE**

JRKSTK-PORK
JRKSTK-BEEF
JRKSTK-CHICKEN
JRSTK-TURKEY

FREE! fixture with purchase of 4 boxes.



FIXTURE - 2X2
7 3/4" L X 7" W X 17" H



FDLSPRIN3

Etta Says!® Liver Sprinkles

Made from highest quality freeze-dried ingredients.

- Enhances the flavor of any meal.
- Great for picky eaters or pets recovering from injury or illness.

RETAIL DOLLARS
\$191
PER 8 IN. LINEAR SPACE





WHY IS ORGANIC IMPORTANT?

Organic certification ensures that products have been grown and handled according to strict USDA procedures. Dog treat certification is the same process as human food certification.

Organic Ingredients are Chemical Free

Organic foods do not contain chemicals such as fungicides, herbicides, and insecticides. These chemicals are widely used in conventional agriculture where residues remain on (and in) the food. Organic foods are also not genetically modified (non-GMO).

Organic Food Tastes Great

Well-balanced soils grow strong healthy plants that taste great. In addition, organic food is usually fresher because it does not contain preservatives.

Organic Farming is Better for the Environment

Organic farming practices reduce pollution (air, water, soil), conserve water, increase soil fertility, and use less energy.

Organically Raised Animals are Cared for - Not Tended to

We only use chicken and milk from organically certified sources - they care for their animals. These animals are NOT given antibiotics, growth hormones, or fed animal byproducts.



Organic U.S.
Fruits & Vegetables



Organic
Peanut Butter



All-natural
Molasses



Organic
Milk

Organic

All-natural, oven-baked dog treats!
We source the absolute finest organic ingredients
available in the USA!



Organic
Chicken



Organic
Cinnamon



Organic
Rolled Oats



No Sugar, Salt,
Preservatives, Artificial
Colors or Flavors.



Our Pledge

At Snicky Snaks we start with only high quality ingredients.

All ingredients are sourced and made in the USA and 100% USDA Organic certified.

Our treats are made with **REAL** fruits and vegetables, grown without the use of pesticides, synthetic fertilizers, or GMO's.

No Sugar, Salt, Preservatives, Artificial Colors or Flavors.

RETAIL DOLLARS
\$400
PER 20 IN. LINEAR SPACE

Snicky Snaks™ USDA Organic Bulk Treat Bar

Mix & Match your Organic Dog Treats.

- **FREE** display with purchase of 8 bulk boxes of product, plus free bulk bags with initial order.
- Our organic bulk treats are wheat, corn and soy free with no sugar, salt, preservatives, artificial colors or flavors.

4 delicious flavors to choose from:

- Carrot Cake SNKYCARROT12LBS
- Apple Cobbler SNKYAPPLEC12LBS
- Sweet Potato Pie SNKYSWPPIE12LBS
- Peanut Butter SNKYPBCOOKIE12LBS



SNKYDISPLAY-BULK
SNKY-BULKBAGS (100 CT. PACK)
20"L X 13.5"W X 52.5"H



SNKYPPOWERWING-NP
SHIPS WITHOUT PRODUCT
13.5"L X 6.5"W X 48"H

RETAIL DOLLARS
\$130
PER 14 IN. LINEAR SPACE

Snicky Snaks™ Powerwing Display

Available with the following purchase:

- 9 Shareables - 3 each of our Shareable Tea Cookies and Granola
- 12 Snicky Snaks 10oz boxes - 3 each of all four flavors
- 3 of the Organic Chicken Sliders
- 6 of the Organic Chicken Meatballs



SNKYCARROT10OZ

MADE
WITH
real
FRUITS &
VEGETABLES



SNKYSWPPIE10OZ



SNKYAPPLEC10OZ



SNKYPBCOOKIE10OZ



SNKYCHICKENMTBL



SNKYCHICKENSLDR

Snicky Snaks® Organic Chicken Sliders & Organic Chicken Meatballs

USDA Organic Chicken Sliders with **REAL** Sweet Potato and USDA Organic Chicken Meatballs.

- Made with **REAL** organic chicken sourced from the USA.
- Our ingredients have a guarantee of no antibiotics, GMOs, growth hormones or animal by products.
- Soft & chewy.



Snicky Snaks™ Oven-Baked Treats

- 10 oz. of our delicious oven baked treats boxed for shelf convenience.
- Made with **REAL** fruits and vegetables.
- Our organic boxed treats are wheat, corn and soy free with no sugar, salt, preservatives, artificial colors or flavors.

4 delicious flavors to choose from:

- Carrot Cake
- Apple Cobbler
- Sweet Potato Pie
- Peanut Butter Cookie

100%
HUMAN-GRADE

DOGGY Shareables™ Real Food for Our Pets

Shareables™ offers natural, **human-grade** treats that dogs will not want to share. Shareables™ are produced in facilities dedicated to making human treats with 100% **human-grade** ingredients.



Snicky Snaks® Shareables™ Granola Clusters & Tea Cookies

Yummy, bite-sized treats to please every palate. These gourmet treats are made with wholesome ingredients and are deliciously crunchy. Available in 3 different flavors and attractively presented in a 6 oz. box. 3 delicious flavors to choose from.



Granola Clusters with
Coconut and Cranberry
SHBLGRAN-CRAN

Yogurt Dipped Steel Cut
Oats and Pumpkin
SHBL-OATMAPLE

Yogurt Dipped Oat
and Maple
SHBL-OATPUMP

100% HUMAN-GRADE
NATURAL & HIGH IN PROTEIN!



SHBL-BEEF-BBQ

SHBL-BEEF-ORIGINAL

SHBL-TURKEY-ORIGINAL



FREE!
rack with
purchase
of 36 bags.

RETAIL DOLLARS
\$324
PER 12 IN. LINEAR SPACE

RACK-3PRONG
SHBLRACKSIGN
12"L X 6"W X 16"H

Etta Says!® Shareables™ Premium Jerky

Made with **PREMIUM CUTS** of Turkey and Beef.

- 100% Natural
- High in Protein
- Gluten Free

Available in a 2.85 oz. stay-fresh package in 3 flavors:

- Turkey - Original Recipe
- Beef - Original Recipe
- Beef - Barbecue Recipe



Elegant
gift for dog lovers!



APPLE COBBLER
GFT-SNKYAPC

PEANUT BUTTER COOKIE
GFT-SNKYPBC

Snicky Snaks®

Oven-baked and delicious. 100% organic treats made from human-grade ingredients with no wheat, corn or soy.



LAMB LIVER
GFT-FDILLAMB

BEEF LIVER
GFT-FDLBEEF

Etta Says!®

100% USA meat products with all natural ingredients — no chemicals, additives or preservatives!



All American, 100% Rabbit Jerky Dog Treats



MADE IN USA
FROM AMERICAN FARMS

Discover What Mother-Nature has Always Known...Dogs love Rabbit!

Our 100% Rabbit Recipe, also blended with sweet potato or cranberries, is sure to please!



100% Rabbit



Sweet Potatoes



Cranberries



Honey



Why Rabbit?

The USDA calls rabbit the most nutritious meat available. Higher in protein, lower in fat, lower in calories and lower in cholesterol than chicken, veal, turkey, lamb, beef or pork. Because it is easy to digest, vets frequently recommend rabbit for dogs with sensitive stomachs and gastrointestinal, skin or pancreatic issues.

Savvy customers demand higher quality. We deliver by only using 100%, USDA inspected, All-American Rabbit, farm raised in the USA.

No wheat, corn or soy.



Watch our video online or request a copy of our *Why Rabbit?* brochure, for more benefits of rabbit.

YouTube



The Food Mother-Nature Intended for Dogs...Rabbit!



Hare of the Dog® Bagged Rabbit Treats

Full of all natural ingredients,
these tasty treats will
disappear fast!

- Available in 3 varieties to
please every palate:
- 100% Rabbit Recipe
 - Rabbit Tender
 - Rabbit Slider with
REAL Cranberry



HTDRABTNR

HTDRABBAG

HTDRABSLDR

Hare of the Dog® Rabbit Recipe Display

Lean, nutritious treats that pet lovers can
use to reward their pooch – confident in
it's quality and safety.

- Mother Nature doesn't use preservatives
so neither do we! Nothing artificial.
No filler or additives.
- Our 100% Rabbit Jerky Treats come
in 3 sizes to match any dog's needs.

*GREAT SIZE
for training*



RABBIT RECIPE
BIG DOGS
HTDBD2X5

RABBIT RECIPE
MEDIUM DOGS
HTDMD2X5

RABBIT RECIPE
SMALL DOGS
HTDTR2X5



**FREE! 1 or 2 tier
display with
first purchase
of 3-6 cases.**

RACK-3PRONG
12"L X 6"W X 16"H
RACK-6PRONG
12"L X 6"W X 20"H
HODRACKSIGN

*EASY IMPULSE BUYS
quick sales!*



HTDJERKY-STRKIT
REFILLS (36 PCS
HTDJERKY

BUNDLE
available

HTDJERKY-STRKITSP
REFILLS (36 PCS)
HTDJERKYSP
6"L X 6"W X 11"H

Hare of the Dog® 100% Rabbit Jerky Counter Display

Attractive counter display with
fun, single serve rabbit treats.

- Available in 2 flavors:
- 100% Rabbit Jerky
 - 100% Rabbit and Sweet Potato Jerky

FREE! display with first order.



HTDCH2X5

**RABBIT
ISN'T
JUST FOR
DOGS!**

Cat Hare®

Cats will love the taste, and
owners will love the benefits
of this 100% rabbit product.
It is just what Mother Nature
intended for cats too!



PRODUCT ROSTER

SKU	TP Selling Unit	UPC	Product Name	MSRP USD (each)	Page No.
Etta Says! Bagged Treat Line					
SIT-PB		85399400114	Etta Says Sit! Training Treats Peanut Butter Recipe, wt 6oz	\$5.99	14
SIT-BCN		85399400116	Etta Says Sit! Training Treats Bacon Recipe, wt 6oz	\$5.99	14
SIT-CHS		85399400118	Etta Says Sit! Training Treats Cheese Recipe, wt 6oz	\$5.99	14
SIMPLE-Duck		85399400120	Etta Says Eat Simple! 100% Freeze Dried Duck, wt 2.5oz	\$9.99	14
SIMPLE-Turkey		85399400122	Etta Says Eat Simple! 100% Freeze Dried Turkey, wt 2.5oz	\$9.99	14
SIMPLE-Lamb		85399400124	Etta Says Eat Simple! 100% Freeze Dried Lamb, wt 2.5oz	\$9.99	14
CHEW-Ven		85399400126	Etta Says Chew! Premium Crunchy Venison Chew, wt 4.5oz	\$9.99	15
CHEW-Elk		85399400128	Etta Says Chew! Premium Crunchy Elk Chew, wt 4.5oz	\$9.99	15
CHEW-Buf		85399400130	Etta Says Chew! Premium Crunchy Buffalo Chew, wt 4.5oz	\$9.99	15
WILD-Phst		85399400108	Etta Says Go Wild! Jerky Treats Pheasant Recipe, wt 5oz	\$10.99	15
WILD-Duck		85399400110	Etta Says Go Wild! Jerky Treats Duck Recipe, wt 6oz	\$10.99	15
WILD-Boar		85399400112	Etta Says Go Wild! Jerky Treats Boar Recipe, wt 5oz	\$10.99	15
Etta Says! Premium Crunchy Chew Line					
RCH-Duck-Blk3		853994001269	3 Foot Crunchy Duck Chews - 18 per case	\$7.99	12
RCH-Duck-Blk3WR		853994001757	3 Foot Crunchy Duck Chews Wrapped - 18 per case	\$8.49	12
RCH-Duck-Strtkit		853994001252	3 Foot Crunchy Duck Chews Starter Kit - Display & 54 Chews	N/A	12
RCH-Deer-Blk3		853994001771	3 Foot Crunchy Deer Chews - 18 per case	\$7.99	12
RCH-Deer-Blk3WR		853994001788	3 Foot Crunchy Deer Chews Wrapped - 18 per case	\$8.49	12
RCH-Deer-Strtkit		853994001849	3 Foot Crunchy Deer Chews Starter Kit - Display & 54 Chews	N/A	12
RCH-Rabbit-Blk3		853994001580	3 Foot Crunchy Rabbit Chews - 18 per case	\$7.99	12
RCH-Rabbit-Blk3WR		853994001597	3 Foot Crunchy Rabbit Chews Wrapped - 18 per case	\$8.49	12
RCH-Rabbit-Strtkit		853994001573	3 Foot Crunchy Rabbit Chews Starter Kit - Display & 54 Chews	N/A	12
PRM-Beef-Blk3		850089007328	3 Foot Prime Beef Stick, Wrapped - 18 per case	\$5.99	12
PRM-Beef-Strkit		850089007434	3 Foot Prime Beef Stick Starter Kit, Display & 54 Chews	\$323.46	12
STFD-Bully-Blk3		850089007342	30in Esophanormous Bully Chew - 10 per case	\$16.99	12
STFD-Bully-Strkit		850089007441	30in Esophanormous Bully Chew Starter Kit - Display & 20 Chews	\$339.80	12
RCH-Beef-BlkS4		853994001795	Crunchy Beef Chews - 4.5 inch chews - 36 per box	\$1.39	11
RCH-Duck-BlkS4		853994001221	Crunchy Duck Chews - 4.5 inch chews - 36 per box	\$1.39	11
RCH-Deer-BlkS4		853994001832	Crunchy Deer Chews - 4.5 inch chews - 36 per box	\$1.39	11
RCH-Rabbit-BlkS4		853994001542	Crunchy Rabbit Chews - 4.5 inch chews - 36 per box	\$1.39	11
RCH-DuckSP-BlkS4		856595005353	Crunchy Premium Chew Bars - Duck & Sweet Potato - 12 per box	\$2.29	11
RCH-PorkA-BlkS4		856595005370	Crunchy Premium Chew Bars - Pork & Apple - 12 per box	\$2.29	11
RCH-ChikCH-BlkS4		856595005360	Crunchy Premium Chew Bars - Chicken & Chia - 12 per box	\$2.29	11
RCH-ChikCHBox		856595005988	Crunchy Premium Chew Bars - Chicken & Chia, individually boxed - 12 per case	\$2.99	11
RCH-DuckSPBox		856595005964	Crunchy Premium Chew Bars - Duck & Sweet Potato, individually boxed - 12 per case	\$2.99	11
RCH-PorkABox		856595005940	Crunchy Premium Chew Bars - Pork & Apple, individually boxed - 12 per case	\$2.99	11
RCH-Fixture-E		853994001894	3ft Chew Display Fixture - Replacements Only	N/A	11
Rack-Chews-POS		853994001900	Counter Display Rack - Free with purchase of 3 boxes of POS chews	\$15.00	11
Rch-Fixture-Metal		850089007755	3 Foot Chew Metal Hanging Rack - Free with purchase of 36 3-ft chews	N/A	13
Etta Says! Mega Chew Line (Premium and Select)					
RCH-Elk-10in		853994001023	Mega Crunchy Elk Chews - 18 per case	\$6.99	13
RCH-Buffalo-10in		853994001030	Mega Crunchy Buffalo Chews - 18 per case	\$6.99	13
RCH-Turkey-10in		853994001047	Mega Crunchy Turkey Chews - 18 per case	\$6.99	13
RCH-Mega-Strkit		854913005160	Mega PREMIUM Chews Starter Kit - Display & 54 Chews	N/A	13
SCH-Liver-10IN		853662006473	Mega Select Liver Chews - 18 per case	\$7.99	13
SCH-Sausage-10IN		853662006497	Mega Select Sausage Chews - 18 per case	\$7.99	13
SCH-Bacon-10IN		853662006510	Mega Select Bacon Chews - 18 per case	\$7.99	13
SCH-Mega-Strkit		853662006985	Mega SELECT Chews Starter Kit - Display & 54 Chews	N/A	13
RCH-Fixture-10in		854913005115	Mega Chews Counter Display - Replacement Only	N/A	13
RCH-MegaSingle		854913005191	Mega Chews Counter Display - Free with purchase of 36 Mega Chews	\$12.50	13
Etta Says! Specialty Items					
GOtrt-PB		856595005681	Treats To Go! - Peanut Butter 100% All Natural, 12 per box	\$2.49	17
FDLSprin3		853994001245	Liver Sprinkles, 100% All Natural Liver, wt 3.0oz	\$7.99	17
GFT-Snkypbc		853662006237	Gift Tin w/Snicky Snak Organic Peanut Butter Cookie, Large	\$14.99	23
GFT-Snkyapc		853662006244	Gift Tin w/Snicky Snak Organic Apple Cobbler, Large	\$14.99	23
GFT-Fdllamb		853662006220	Gift Tin w/Etta Says Freeze Dried Lamb Liver, Small	\$12.99	23
GFT-FDLbeef		853662006210	Gift Tin w/Etta Says Freeze Dried Beef Liver, Small	\$12.99	23
TPSnackBar		853662006657	Treat Planet Doggy Snack Bar Display w/product	N/A	17



PRODUCT ROSTER

SKU	TP Selling Unit	UPC	Product Name	MSRP USD (each)	Page No.
Etta Says! Yumm Sticks					
JRKSTK-Pork		850089007960	Etta Says Pork Yumm Sticks - 24 per display box	\$1.99	16
JRKSTK-Turkey		853994001061	Etta Says Turkey Yumm Sticks - 24 per display box	\$1.99	16
JRKSTK-Beef		850089007991	Etta Says Beef Yumm Sticks - 24 per display box	\$1.99	16
JRKSTK-Chicken		853994001030	Etta Says Chicken Yumm Sticks - 24 per display box	\$1.99	16
FIXTURE-2x2		853994001320	Yumm Stick Wire Rack 2x2 - Free with purchase of 4 boxes of Yumm Sticks	N/A	16
Etta Says! Ultimate Crunchy Chew Line					
RCH-Duck-7INWRx20		853994001320	7 Inch Crunchy Duck Chews - 20 Pack REFILL	\$1.99	10
RCH-Rabbit-7INWRx20		853994001535	7 Inch Crunchy Rabbit Chews - 20 Pack REFILL	\$1.99	10
RCH-Deer-7INWRx20		853994001511	7 Inch Crunchy Deer Chews - 20 Pack REFILL	\$1.99	10
RCH-Elk-7INWRx20		850089007373	8 Inch Crunchy Elk Chews - 20 Pack REFILL	\$1.99	10
RCH-Turkey-7INWRx20		850089007526	9 Inch Crunchy Turkey Chews - 20 Pack REFILL	\$1.99	10
RCH-Buffalo-7INWRx20		850089007397	10 Inch Crunchy Buffalo Chews - 20 Pack REFILL	\$1.99	10
SCH-Liver-BLK7INx20		853662006398	7 Inch Select Liver Chews - 20 Pack REFILL	\$2.49	10
SCH-Sausage-BLK7INx20		853662006428	7 Inch Select Sausage Chews - 20 Pack REFILL	\$2.49	10
SCH-Bacon-BLK7INx20		853662006459	7 Inch Select Bacon Chews - 20 Pack REFILL	\$2.49	10
BCH-Lamb-BLK7INx20		853662006305	7 Inch Deluxe Lamb Chews - 20 Pack REFILL	\$2.99	10
BCH-Chicken-BLK7INx20		853662006336	7 Inch Deluxe Chicken Chews - 20 Pack REFILL	\$2.99	10
BCH-Turkey-BLK7INx20		853662006367	7 Inch Deluxe Turkey Chews - 20 Pack REFILL	\$2.99	10
RCH-ChewDisplay-CNTR		853662006602	Etta Says! US ULTIMATE Chew Counter Display w/product	N/A	9
RCH-ChewDisplay-ULT		853662006640	Etta Says! US ULTIMATE Crunchy Chew Center w/product	N/A	9
RCH-ChewDisplayULT-PowerWing		850089007656	Etta Says ULTIMATE Chew Power Wing w/product	N/A	8
Snicky Snaks USDA Certified Organic					
SNKYCHICKENSLDR		853662006763	USDA Certified Organic Chicken Sliders with Real Sweet Potato, wt 5.5oz	\$8.99	21
SNKYCHICKENMTBL		853662006787	USDA Certified Organic Chicken Meatball, wt 5.5oz	\$8.99	21
SNKYCARROT10OZ		853662006879	USDA Certified Organic Carrot Cake Treat, wt 10oz	\$6.99	21
SNKYSWPPIE10OZ		853662006855	USDA Certified Organic Sweet Potato Pie Treat, wt 10oz	\$6.99	21
SNKYAPPLEC10OZ		853662006848	USDA Certified Organic Apple Cobbler Treat, wt 10oz	\$6.99	21
SNKYPBCCOOKIE10OZ		853662006862	USDA Certified Organic Peanut Butter Cookie Treat, wt 10oz	\$6.99	21
SNKYCARROT12LBS		853662006947	USDA Certified Organic Carrot Cake Treat, 12lb Bulk Box	\$0.52/oz	20
SNKYSWPPIE12LBS		853662006909	USDA Certified Organic Sweet Potato Pie Treat, 12lb Bulk Box	\$0.52/oz	20
SNKYAPPLEC12LBS		853662006886	USDA Certified Organic Apple Cobbler Treat, 12lb Bulk Box	\$0.52/oz	20
SNKYPBCCOOKIE12LBS		853662006923	USDA Certified Organic Peanut Butter Cookie Treat, 12lb Bulk Box	\$0.52/oz	20
SNKYDisplay - BULK		850089007045	Snicky Snaks Organic Bulk Treat Bar w/product	N/A	20
SNKY-BULKBAGS		850089007052	Snicky Snaks Organic Bulk Treat Bar Refill Bags	N/A	N/A
Hare of the Dog 100% Rabbit Treats For Dogs					
HTDBD2x5		853994001634	100% Rabbit Big Dog Jerky Treats, wt 2.5oz	\$8.99	26
HTDMD2x5		853994001627	100% Rabbit Medium Dog Jerky Treats, wt 2.5oz	\$8.99	26
HTDTR2x5		853994001610	100% Rabbit Training Jerky Treat, wt 2.5oz	\$8.99	26
HTDCH2x5		853994001993	Cat Hare 100% Rabbit Jerky, wt 2.5oz	\$8.99	27
Rack-3prong		853994001962	Counter Display Rack - Free with purchase of 36 units	N/A	26
Rack-6prong		853994001672	Dual Level Rack - Free with purchase of 72 units	N/A	N/A
HTDRabBag		853994001061	100% Rabbit Dog Jerky Treats, wt 2.5oz	\$8.99	26
HTDRabSlidr		853662006800	Rabbit Slider with REAL Cranberry, wt 6oz	\$9.99	26
HTDRabTndr		853662006824	Rabbit Tender with All-American Rabbit, wt 4.5oz	\$9.99	26
HTDJerkyStrkit		854913005214	100% Rabbit Jerky Stick Starter Kit - Display & 36 jerkies	N/A	27
HTDJerky		854913005788	100% Rabbit Jerky Stick, wt 0.8oz - 36 piece REFILL	\$2.79	27
HTDJerkyStrkitSP		856595005810	100% Rabbit Jerky W/Sweet Potato Starter Kit - Display & 36 Jerkies	N/A	27
HTDJerkySP		856595005834	100% Rabbit Jerky w/Sweet Potato Stick, wt 0.8oz - 36 piece REFILL	\$2.79	27
Shareables™ - Real Food for Your Pet					
SHBLGRANCRAN		853662006961	Granola Clusters, Coconut and Cranberry, wt 6oz	\$7.99	22
SHBLOATMAPLE		853662006992	Tea Cookies, Yogurt Dipped Oat and Maple, wt 6oz	\$7.99	22
SHBLOATPUMP		850089007021	Tea Cookies, Yogurt Dipped Steel Cut Oats and Pumpkin Spice , wt 6oz	\$7.99	22
SHLBEEFORGINAL		850089007069	Premium Beef Jerky - Original, wt 2.85oz	\$8.99	23
SHLBEEFBBQ		850089007083	Premium Beef Jerky - Barbecue, wt 2.85oz	\$8.99	23
SHBLTURKEYORIGINAL		850089007106	Premium Turkey Jerky - Original, wt 2.85oz	\$8.99	23
Rack3prong		853994001962	Counter Display Rack - Free with purchase of 36 bags of Premium Jerky	N/A	23



MERCHANDISING CENTERS

Etta Says! Ultimate Crunchy Chew Center (RCH-ChewDisplay-ULT)				
SKU	Individual Item UPC Number	Product Name	MSRP USD (each)	QTY
RCH-Duck-7INWRSP	853994001917	7 Inch Crunchy Duck Chews	\$1.99	60
RCH-Rabbit-7INWRSP	853994001344	7 Inch Crunchy Rabbit Chews	\$1.99	60
RCH-Deer-7INWRSP	853994001337	7 Inch Crunchy Deer Chews	\$1.99	60
SCH-Liver-BLK7IN	853662006381	7 Inch Select Liver Chews	\$2.49	40
SCH-Sausage-BLK7IN	853662006411	7 Inch Select Sausage Chews	\$2.49	40
SCH-Bacon-BLK7IN	853662006442	7 Inch Select Bacon Chews	\$2.49	40
BCH-Lamb-BLK7IN	853662006299	7 Inch Deluxe Lamb Chews	\$2.99	60
BCH-Chicken-BLK7IN	853662006329	7 Inch Deluxe Chicken Chews	\$2.99	60
BCH-Turkey-BLK7IN	853662006350	7 Inch Deluxe Turkey Chews	\$2.99	60
RCH-Elk-10in	853994001023	Mega Crunchy Elk Chews	\$6.99	18
RCH-Bufferalo-10in	853994001030	Mega Crunchy Buffalo Chews	\$6.99	18
RCH-Turkey-10in	853994001047	Mega Crunchy Turkey Chews	\$6.99	18
			\$1,572.66	534
Etta Says! Ultimate Chew Power Wing (RCH-ChewDisplayULT-PowerWing)				
SKU	Individual Item UPC Number	Product Name	MSRP USD (each)	QTY
RCH-Duck-7INWRSP	853994001917	7 Inch Crunchy Duck Chews	\$1.99	40
RCH-Rabbit-7INWRSP	853994001344	7 Inch Crunchy Rabbit Chews	\$1.99	40
RCH-Deer-7INWRSP	853994001337	7 Inch Crunchy Deer Chews	\$1.99	40
SCH-Liver-BLK7IN	853662006381	7 Inch Select Liver Chews	\$2.49	20
SCH-Sausage-BLK7IN	853662006411	7 Inch Select Sausage Chews	\$2.49	20
SCH-Bacon-BLK7IN	853662006442	7 Inch Select Bacon Chews	\$2.49	20
BCH-Lamb-BLK7IN	853662006299	7 Inch Deluxe Lamb Chews	\$2.99	40
BCH-Chicken-BLK7IN	853662006329	7 Inch Deluxe Chicken Chews	\$2.99	40
BCH-Turkey-BLK7IN	853662006350	7 Inch Deluxe Turkey Chews	\$2.99	40
RCH-Elk-10in	853994001023	Mega Crunchy Elk Chews	\$6.99	18
RCH-Bufferalo-10in	853994001030	Mega Crunchy Buffalo Chews	\$6.99	18
RCH-Turkey-10in	853994001047	Mega Crunchy Turkey Chews	\$6.99	18
			\$1,124.46	354
Etta Says! Ultimate Chew Counter Display (RCH-ChewDisplay-CNTR)				
SKU	Individual Item UPC Number	Product Name	MSRP USD (each)	QTY
RCH-Duck-7INWRSP	853994001917	7 Inch Crunchy Duck Chews	\$1.99	40
RCH-Rabbit-7INWRSP	853994001344	7 Inch Crunchy Rabbit Chews	\$1.99	40
RCH-Deer-7INWRSP	853994001337	7 Inch Crunchy Deer Chews	\$1.99	40
SCH-Liver-BLK7IN	853662006381	7 Inch Select Liver Chews	\$2.49	20
SCH-Sausage-BLK7IN	853662006411	7 Inch Select Sausage Chews	\$2.49	20
SCH-Bacon-BLK7IN	853662006442	7 Inch Select Bacon Chews	\$2.49	20
BCH-Lamb-BLK7IN	853662006299	7 Inch Deluxe Lamb Chews	\$2.99	40
BCH-Chicken-BLK7IN	853662006329	7 Inch Deluxe Chicken Chews	\$2.99	40
BCH-Turkey-BLK7IN	853662006350	7 Inch Deluxe Turkey Chews	\$2.99	40
			\$747.00	300



MERCHANDISING CENTERS

Etta Says! Doggy Snack Bar (TPSNACKBAR)				
SKU	Individual Item UPC Number	Product Name	MSRP USD (each)	QTY
RCH-ChikCHBox	856595005988	Crunchy Premium Chew Bars - Chicken & Chia, individually boxed	\$2.99	12
RCH-DuckSPBox	856595005964	Crunchy Premium Chew Bars - Duck & Sweet Potato, individually boxed	\$2.99	12
GOtrt-PB	856595005681	Treats To Go! - Peanut Butter 100% All Natural	\$2.49	12
RCH-Duck-7INWRSP	853994001917	7 Inch Crunchy Duck Chews	\$1.99	40
SCH-Liver-BLK7IN	853662006381	7 Inch Select Liver Chews	\$2.49	20
BCH-Chicken-BLK7IN	853662006329	7 Inch Deluxe Chicken Chews	\$2.99	40
JRKSTK-Pork	850089007953	Etta Says Pork Yumm Sticks	\$1.99	24
JRKSTK-Turkey	853994001054	Etta Says Turkey Yumm Sticks	\$1.99	24
HTDJerky	853994001085	100% Rabbit Jerky Stick, wt 0.8oz	\$2.79	36
			\$546.60	220
Snicky Snaks Bulk Treat Bar (SNKYDisplay-BULK)				
SKU	Individual Item UPC Number	Product Name	MSRP USD (each)	QTY
SNKYCARROT12LBS	853662006947	USDA Certified Organic Carrot Cake Treat, 12lb Bulk Box	\$0.52/oz	2
SNKYSWPPIE12LBS	853662006909	USDA Certified Organic Sweet Potato Pie Treat, 12lb Bulk Box	\$0.52/oz	2
SNKYAPPLEC12LBS	853662006886	USDA Certified Organic Apple Cobbler Treat, 12lb Bulk Box	\$0.52/oz	2
SNKYPBCOOKIE12LBS	853662006923	USDA Certified Organic Peanut Butter Cookie Treat, 12lb Bulk Box	\$0.52/oz	2
SNKY-BULKBAGS	850089007052	Snicky Snaks Organic Bulk Treat Bar Bags	N/A	
			\$798.72	8

