

# Wild Delight®

Premium Nutrition For Outdoor Pets

The Wild Delight®

## FREQUENT BUYER PROGRAM

### A SPECIAL CLUB FOR YOUR CUSTOMERS

**Loyal customers get a free Wild Delight® product for every 10 of those products they buy! It's simple, and it keeps your customers coming back to you! Best of all, it's free, and there is no obligation to retailers!**

This program is available to full-line Wild Delight® retailers that wish to participate. This application must be completed and returned to D & D Commodities Ltd. (directly or through the authorized Wild Delight® distributor). When completed forms are received and approved by D & D Commodities Ltd., the Wild Delight® Frequent Buyer Program Kits will be sent directly to the participating retailer.

### Index Cards

Retailers receive a free supply of Wild Delight® Frequent Buyer Club cards for their customers. Retailers then complete these cards as customers purchase Wild Delight® products. Customers are entitled to one (1) free after the purchase of ten (10) of the same product. The retailer then turns the completed card into their Wild Delight® supplier and receives replacement merchandise or credit. This program applies to all Wild Delight® purchases – any product, any size! As consumers purchase products, store employees complete the information on the card (including date and time of purchase). Please use one card for each SKU purchased. When the card is complete (10 purchases made), retailers simply give the customer the free merchandise and indicate so on the card itself (in the space provided). Finally, retailers turn the completed card into their Wild Delight® distributor, who will replace the free product at no cost to the retailer. Additional cards are available at any time, so customers can always be earning (and buying) more great Wild Delight® products!

Purchase Number	Date	Wild Delight Product	Size	Credit One Size Package
1	5		8	
2	6		10	
3	7		FREE	
4	8			

### Envelope

With this method, retailers simply offer a Wild Delight® Frequent Buyer Program envelope to their customers. As in the method above, customers are entitled to one (1) free product after the purchase of ten (10) of the same product. After the customer has collected 10 Wild Delight® UPC codes, he or she simply seals them into the envelope and mails it directly to D & D Commodities Ltd. In turn, we will mail him or her a voucher to use in your store. This program applies to all Wild Delight® purchases – any product, any size!

### Web Site

For added convenience, retailers can direct their customers to [wilddelight.com](http://wilddelight.com), where consumers can download a Wild Delight® Frequent Buyer Club form (very similar to the envelope method). Customers just need to purchase 10 Wild Delight® products (of the same size and recipe) and save the UPC codes from the packages. Next, they download and complete a short form from [wilddelight.com](http://wilddelight.com) and mail it, along with the 10 UPC codes, to D & D Commodities Ltd. (address is included on the form). Finally, we'll send them a voucher to bring them back to your store for free product.



(Please print clearly or type one application for each retail location.)

Distributor Name: \_\_\_\_\_

Location: \_\_\_\_\_

Distributor Salesperson: \_\_\_\_\_

Retail Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Owner/Manager Name: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

**Frequent Buyer Program:**

**Please Send Me**

Index Cards

Envelopes

Ref# PWDFM2020

Ref# PWD6000

**Indicate Product Categories Carried:**

**Wild Delight® Products**

Packaged

Bulk

Wild Delight® Bins

Other Bulk Bins

I understand that this program applies only to Wild Delight® labeled products and purchase cards must be completed accurately and in full. Photocopies or other reproductions of member cards will not be accepted. Free product given to consumers on the terms of this program will be replaced with like product as indicated on completed cards. No other term of payment or credit is allowed. Responsibility of completing and submitting cards for product replacement is that of the retailer shown on the application. Program is subject to change, modification and cancellation. Program is valid only for retailers completing the retailer application. Any use of this program other than expressed or implied herein will cause the program to be terminated without notice. This program may not be combined with any other Wild Delight® programs.

**Fax To:** Wild Delight® Frequent Buyer Program, 800-897-1331

**Mail To:** Wild Delight® Frequent Buyer Program, PO Box 359, Stephen, MN 56757

**In addition, please check the following**

**point-of-sale materials that you have or need:**

Have    Need

Banner – 4.5’ x 2.5’ (P661100).....    

Laminated PROJECT WILDBIRD® Feeding Chart – 8.5” x 11” (PWDBR0380).....    

Consumer Product Guides (PWDMC0500).....    

Kids Activity Books (PWDP A0400) .....    

**Q:** What does it cost to register?

**A:** Nothing. Registration is FREE, and complete store kits will be sent along with any POS materials the retailer orders.

**Q:** How does the retailer participate?

**A:** It’s simple. Just complete this application and mail or fax to D & D Commodities Ltd. Once received, the retailer will receive complete information and supplies.

**Q:** Can any retailer participate?

**A:** Yes, but the retailer must sign the application indicating that the retailer named is a “full line” Wild Delight® retailer and will participate according to the terms stated.

**Q:** How long will this Wild Delight® Frequent Buyer Program run?

**A:** It is an ongoing program and has no time limit. Of course, D & D Commodities Ltd. may at some time decide to discontinue the program, but even then, outstanding vouchers and coupons will still be valid until their expiration date.