



FOUR-FOOT (PACKAGED GOODS ONLY) PLANOGRAM PROGRAM

May not be combined with other programs, promotions or discounts.
No substitutions. One (1) per retail store location. NEW RETAILERS ONLY.

Step 1 -

Retailer Name: _____
 Street Address: _____
 City, State, ZIP: _____
 Contact: _____
 Phone: _____
 Fax: _____
 Email: _____
 Distributor: _____
 Distributor Salesperson: _____
 D & D Salesperson: _____

Step 2 - Point Of Sale - FREE:

Yes, this retailer will install all required and available POS materials. Please have D & D Customer Service send the Wild Delight® Point-Of-Sale Starter Kit (PWDKT2050) to the contact name and address above.

Pink POS Kit
 Kids Activity Books
 Frequent Buyer Club Envelopes
 Consumer Product Guides

Step 3 - Introductory Promotion:

Describe introductory store promotion:

Approved by Distributor Sales Manager _____

Date _____

Distributor Order/Invoice Number _____

Step 4 - Order Product:

Order from products listed below. No substitutions allowed. Limit one (1) FREE case per item ordered. Order must be for a minimum of 12 different items and must include a minimum of six (6) different items marked with an asterisk (*). Case lots only.

ITEM#	ITEM	ITEM SIZE	CASES ORDERED	FREE UNIT	TOTAL CASES
364050	Woodpecker, Nuthatch N' Chickadee® Food*	6/5 lb.	_____	+ 1 =	_____
364200	Woodpecker, Nuthatch N' Chickadee® Food	1/20 lb.	_____	+ 1 =	_____
368080	Gourmet Food*	4/8 lb.	_____	+ 1 =	_____
376070	Cardinal Food*	4/7 lb.	_____	+ 1 =	_____
376150	Cardinal Food	1/15 lb.	_____	+ 1 =	_____
377080	Songbird Food*	4/8 lb.	_____	+ 1 =	_____
377200	Songbird Food	1/20 lb.	_____	+ 1 =	_____
365080	Fruit N' Berry™*	4/8 lb.	_____	+ 1 =	_____
365200	Fruit N' Berry™	1/20 lb.	_____	+ 1 =	_____
367050	Total Cuisine®* (Zero-Waste®)	6/5 lb.	_____	+ 1 =	_____
367200	Total Cuisine® (Zero-Waste®)	1/20 lb.	_____	+ 1 =	_____
366050	Nut N' Berry®*	6/5 lb.	_____	+ 1 =	_____
366200	Nut N' Berry®	1/20 lb.	_____	+ 1 =	_____
374050	Deck, Porch N' Patio®* (Zero-Waste®)	6/5 lb.	_____	+ 1 =	_____
374200	Deck, Porch N' Patio® (Zero-Waste®)	1/20 lb.	_____	+ 1 =	_____
390105	Less Mess® Cardinal Food	6/5 lb.	_____	+ 1 =	_____
390205	Less Mess® Songbird Food	6/5 lb.	_____	+ 1 =	_____
390305	Less Mess® Gourmet	6/5 lb.	_____	+ 1 =	_____
390405	Less Mess® Fruit N' Berry™	6/5 lb.	_____	+ 1 =	_____
373050	Golden® Finch Food	6/5 lb.	_____	+ 1 =	_____
381050	Special Finch® Food*	6/5 lb.	_____	+ 1 =	_____
381200	Special Finch® Food	1/20 lb.	_____	+ 1 =	_____
388070	Corn On The Cob*	4/7 lb.	_____	+ 1 =	_____
376042	Less Mess® Cardinal Food (Jar)	6/4.25 lb.	_____	+ 1 =	_____
374045	Deck, Porch N' Patio® (Jar)	6/4.5 lb.	_____	+ 1 =	_____
364040	Woodpecker, Nuthatch N' Chickadee® Food (Jar)	6/4 lb.	_____	+ 1 =	_____
366040	Nut N' Berry® Food (Jar)	6/4 lb.	_____	+ 1 =	_____
381040	Special Finch® Food (Jar)	6/4 lb.	_____	+ 1 =	_____
383040	Pink Finch Sock w/Nyjer® Feeder	12/13 oz.	_____	+ 1 =	_____
382520	Large Finch Sock w/Nyjer® Seed	8/25 oz.	_____	+ 1 =	_____
388490	Woodpecker, Nuthatch N' Chickadee® Block	10/13 oz.	_____	+ 1 =	_____
388330	Fruit N' Berry™ Outdoor Pet Food Block	10/10 oz.	_____	+ 1 =	_____
388350	Nut N' Berry® Outdoor Pet Food Block	10/13 oz.	_____	+ 1 =	_____
388380	Deck, Porch N' Patio® Outdoor Pet Food Block	10/14 oz.	_____	+ 1 =	_____

TOTAL CASES ORDERED

Step 5 - Signature Required:

By signature below, retailer named agrees to place Wild Delight® products ordered in a prominent high-traffic store location and maintain this retail product display for a period of six months. Shelf inventory must be maintained at all times. Point-of-sale materials ordered in Step 2 must be installed immediately upon receipt. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and distributor will be billed for the total cost of fixtures and free products.

Signature _____

Date _____