



FOUR-FOOT (PACKAGED GOODS ONLY) PLANOGRAM PROGRAM

May not be combined with other programs, promotions or discounts (except Customized Framing Program). 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 (PWDKT6000) to the contact name and address above.

POS Kit

- 3-Tier Literature Holder (includes connectors)
- Kids Activity Books
- Frequent Buyer Club Envelopes and Cards
- Consumer Guides
- Shelf Talkers
- Laminated Feeding Chart

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 (9) Advanced Formula items. Case lots only.

ITEM#	ITEM	ITEM SIZE	CASES ORDERED	FREE UNIT	TOTAL CASES
364050	Woodpecker, Nuthatch N' Chickadee®	6/5 lb.	___	+ 1 =	___
364200	Woodpecker, Nuthatch N' Chickadee®	1/20 lb.	___	+ 1 =	___
368080	Gourmet Outdoor Pet 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 =	___
365050	Fruit N' Berry™	6/5 lb.	___	+ 1 =	___
365200	Fruit N' Berry™	1/20 lb.	___	+ 1 =	___
360050	Zero-Waste® Fruit Blend	6/5 lb.	___	+ 1 =	___
360200	Zero-Waste® Fruit Blend	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®	6/5 lb.	___	+ 1 =	___
374200	Deck, Porch N' Patio®	1/20 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 =	___
362080	Crunch N' Nut® Squirrel Food	4/8 lb.	___	+ 1 =	___
376042	Less Mess® Cardinal (Jar)	6/4.25 lb.	___	+ 1 =	___
374045	Deck, Porch N' Patio® (Jar)	6/4.5 lb.	___	+ 1 =	___
364040	Woodpecker, Nuthatch N' Chickadee® (Jar)	6/4 lb.	___	+ 1 =	___
366040	Nut N' Berry® (Jar)	6/4 lb.	___	+ 1 =	___
381040	Special Finch® Food (Jar)	6/4 lb.	___	+ 1 =	___
383040	Finch Sock w/Nyjer® Seed (small)	12/13 oz.	___	+ 1 =	___
382520	Finch Sock w/Nyjer® Seed (large)	8/25 oz.	___	+ 1 =	___
388490	Woodpecker, Nuthatch N' Chickadee® Block	10/13 oz.	___	+ 1 =	___
388330	Fruit N' Berry™ Block	10/10 oz.	___	+ 1 =	___
388350	Nut N' Berry® Block	10/13 oz.	___	+ 1 =	___
388380	Deck, Porch N' Patio® 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 one year. 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