



Date: November 16, 2022

RE: Updates – Big Box Dinner Changes – Box Dimension and Internal Packaging

Valued Partners,

As we strive to provide retailers with the best quality raw pet food, we have decided to make a couple of changes to our everyday operations to help keep up with the demand for our products. We have invested in our brand-new, state-of-the-art facility and proprietary equipment that will enhance our quality and keep up with the growth of our products throughout Canada.

Starting in December 2022, Retailers and Pet Parents will notice changes to our external box and internal packaging of Big Box Dinner. The new Big Box Dinner box will be larger and have new dimensions. **(L) 17" x (H) 5" x (W) 10"**.

The second change will be the internal packing size of the full-pound (454 grams) sleeve. The weight will stay the same, but there will be a noticeable change in the size of the plastic used. We are reducing the amount of plastic used on each sleeve to help reduce our eco-footprint.

Please look at the attached pictures for more details on external and internal updates.

Note: UPCs will not be changing.

The final update will be the addition of five new SKUs to our Big Box Dinner line-up. We will add two new 16-pound (lbs) proteins – Lamb and Salmon, one new 16-pound (lbs) Variety Box – Turkey, Lamb and Salmon and two – 24-pound (lbs) Bulk Box – Chicken and Turkey.

Information on the new SKUs and expected release dates will be sent out shortly.

Thank you for your ongoing support and loyalty. We appreciate your partnership.

Thanks,

Lucas DiFrancesco

Sale Manager

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Box Dimensions Update

Big Box Dinners - (L) 17" x (H) 5" x (W) 10" **UPDATED******

Below you will see a picture highlighting the difference in size between our current box (Turkey) and our new box (chicken).



Internal Packaging Update "Sleeve"

Below you will see a picture highlighting the difference in size between our current packaging and our new packaging.

Current packaging – 1 lbs Big Box Turkey / New packaging – 1 lbs Big Box Beef.

