



Champion Petfoods
World's Best Petfood

Champion Petfoods Commitment to Independent Pet Retailers



Our Promise to Independent Pet Retailers



We will continue to hold true to our commitment to remain in Independent Pet Retailers and not expand to Grocery or Mass.

ACANA and ORIJEN pet food, Freeze-Dried Food and Treats are superior in terms of our recipes and ingredients, and we'd love the opportunity to earn your support both in store and in recommendation.

We will continue to provide valuable retailer support to our Independent Pet Retailer partners.

1. Dedicated Sales Support

Our dedicated sales team focuses on independent retailers with initiatives designed to elevate our brand and educate their staff by:

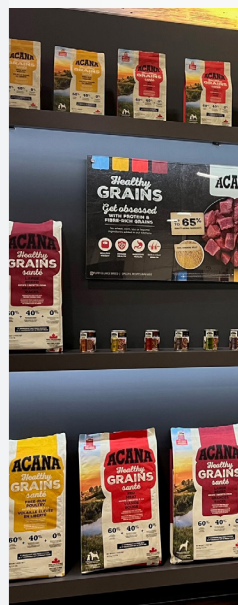
- Supporting independent store events that maximize Pet Lover engagement
- Providing staff training with research backed by veterinarians and nutritional experts
- Offering our retailers innovative products
- Sharing insights on nutrition and market trends
- Enhancing store displays
- Customizing point of sales materials to maximize product visibility and sales for retailers
- Informing independent retailers with "The Scoop," a monthly newsletter filled with insights, updates, and opportunities



2. Exclusive Programming

We have tailored promotional programs specifically for the independent pet channel, ensuring our partners receive unique support and benefits through:

- Show specials and exclusive discounts at pet industry buying shows.
- Frequent buyer and employee feeding programs to support customer loyalty and firsthand product experiences





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3. Digital Marketing Initiatives and Shopper Activation

- Astro promotions are designed exclusively for independent pet retailers, providing targeted resources and insights to help grow your business.
- Promoboxx resources, including geolocation activities, and personalized ads. These drive visibility and local engagement to maximize retailers marketing efforts.
- Tailored brand content and unique shopper marketing initiatives, to help retailers connect with customers through social media and drive traffic to their stores.
- Point of sale materials crafted specifically for independent pet retailers, helping them communicate ORIJEN and ACANA's benefits and value.



4. Technology Investment

- Champion Petfoods invests in information technology focused on enhancing the independent pet experience, helping retailers streamline operations and improve customer engagement.
- Retailer Kitchen tours, showcasing our production processes and commitment to quality.
- Our new pilot line will enable the development of industry leading innovation and product enhancements.

5. Platinum Executive Level Members of Pets Canada

- We proudly support Pets Canada Mission of advancing the Canadian pet industry
- Pets Canada advocates on behalf on the Canadian pet industry, while acting as a credible source of information and education for pet related businesses

