

Introducing Wholemade™ Dehydrated Dog Food

A new look and name for our dehydrated recipes

Dehydrated Packaging Change Beginning in Q3

We're excited to share an important update to our product packaging that reflects our evolving brand and a deeper understanding of what drives purchase decisions.

Starting in July, you will begin to see updated packaging for all our Dehydrated recipes under the Wholemade™ name – a name that reflects our commitment to using real, minimally processed whole foods that offer the nutrition of a homemade meal without the time or effort.

Backed by in-depth research and consumer insights, this refreshed packaging is designed to highlight the key benefits of our Dehydrated recipes while making products easily recognizable to shoppers.



What's Not Changing:

Ingredients, Guaranteed Analysis, UPC, Case Quantity and Pricing.

What's New:

- **Clear Product Name:** We are building brand equity around Wholemade™ (whole ingredients, homemade food) so that consumers know what to look for when we advertise.
- **Streamlined Messaging:** We simplified messaging to clearly communicate the top benefits of the product, while focusing on what consumers use to make purchase decisions.
- **Improved Layout:** Backed by packaging research, we reorganized the communication hierarchy to reflect how consumers shop – prioritizing the information that drives purchase decisions.

Front of Pack:



Back of Pack and Side Panel:



Timeline:

New packaging will begin to ship from our warehouse in July, with a phased rollout throughout the rest of the year as we move through existing inventory.

| | July | Aug | Sept | Oct | Nov | Dec |
|--|--|-----|------------|-----|-----|-----|
| WG, GF, LID & Base Recipes 7lb & 10lb | First Ship | | | | | |
| WG, GF, LID & Base Recipes 3lb, 4lb, Sachets | | | First Ship | | | |
| All 2lb SKUs | Additional information and timeline to follow. | | | | | |

We appreciate your continued partnership during this transition and are confident that these packaging updates will enhance product visibility, improve the shopper experience, and drive purchase — supporting both your sales and our shared success.