

Introducing Wholemade™ Dehydrated Dog Food

A new look and name for our dehydrated recipes

Dehydrated Packaging Change Happening Now

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.

2lb Box > New 2lb Resealable Bag



4lb, 7lb and 10lb Box Transition



Click [here](#) for assets to highlight the transition on shelves.

Timeline

	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					First Ship	

Reminders

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.