



RAWZ[®]
BRAND
100% PROFITS DONATED

BEST PRACTICES

FOR INDEPENDENT RAWZ PET FOOD RETAILERS



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10 ESSENTIALS

- 10 - FISH PROTEINS

10 SUPERFOODS TO SUPPORT HEALTH BENEFITS

- Green Aniseeds
- Egg
- Squash
- Misoferries
- Pumpkin
- Chia
- Carobites
- Peppa
- Algal Oil
- Inulin
- Chlo

RAWZ[®]
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LIMITED RECIPE

WITH REAL RABBIT

ONE ANIMAL PROTEIN
EASILY DIGESTIBLE INGREDIENTS
ALGAL OIL

+ RAW FREEZE DRIED RABBIT COATING

Dry Adult Cat Food
With Mealworms & Superfoods

ALL LIFE STAGES - ALL BREEDS

Wholesome Dry Cat Food
With Animal Protein, Mealworm Superfoods & More
NET WT 1.75 LBS (0.79kg)

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FOR MY SMALL DOG

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AIR DRIED

Synthetic Free

96% MEAT & ORGAN MEAT
GOAT'S MILK
GREEN MUSSELS

HEALTHY DIGESTION FOR SMALL
WITH PRE- & PROBIOTICS

COMPLETE MEAL T

NEW ZEALAND VENISON RECIPE
With Goats Milk

CHICKEN PUPPY

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CORE DIFFERENTIATORS

- Customer service is core
- Indie-owned
- Support manufacturers that have a higher MAP than MSRP
- Nutritional counseling
- Events
- Cause-based and community commitment
- In-store bakery
- Dog park
- Vet services via mobile vet
- Ecom local speedy delivery

MOTIVATION & TRAINING

- Provide 1st class customer service
- Conduct weekly training sessions
- Hold staff sales contests, with rewards for top performers
- Train staff on open-ended customer questions
- Encourage personalized interactions using customer/pet names
- Set measurable daily, weekly and monthly goals
- Track conversions and reward staff performance
- Train staff to do solution selling versus upselling
- Teach solution-based selling and nutritional consultations

Key Training Focus Areas

- Open-ended greetings instead of “Can I help you?” (i.e. Who are you shopping for?)
- Transition education and digestive support guidance
- Reinforce add-on selling and rotational feeding education



CUSTOMER EVENTS

- Host socialization events for customers and their pets with samples + giveaways (i.e. Barkday Bash, Gotcha Day Party, Puppy Social Hour)
- Schedule in-store demos with pet food companies
- Reward treats in-store for dogs who perform tricks
- Announce pet adoption opportunities with local shelters
- Promote a “Pet of the Month” giveaway for a chance to win prizes
- Make sampling an experience: Tasting stations, event swag bags with samples, treat trials, etc.
- Offer nutrition and health management consultations
- Follow up after food transitions or event participation





SALES SUPPORT

- Promote buying programs to save 10% on reorders
- Offer local, speedy delivery
- Offer a 5% discount on repeat monthly purchases
- Price items to turn product faster, rather than focusing on % margins
- Offer call-ahead ordering
- Curbside pickup
- “Don’t Run Out” reminders
- Monitor customer traffic vs. transactions (average transaction & conversion rate)
- Create easy-to-follow sales scripts and consultation guides



MERCHANDISING

- Showcase products from indie-focused brands on end caps during sales event
- Group products by benefit (i.e. digestive, high protein) to help busy shoppers find what they need
- Add sign near the food aisle, “Not sure what to feed? Ask us!”
- Face and front shelves throughout the day
- Replenish inventory after sales
- Keep baskets readily available for customers
- Offer to hold products at checkout while customers continue shopping
- Highlight promotions throughout the store
- Eliminate empty shelf space and create a sense of abundance
- Use color blocking and visual displays to attract attention
- Place premium and featured products in high-visibility areas
- Merchandise heavy items low and lighter items high
- Maintain clean sightlines and uncluttered displays
- Keep signage professional, clear and product-focused
- Take merchandising photos and create visual standards
- Maintain promotional and cleaning calendars
- Refresh displays regularly to keep the store visually exciting

OTHER BUILDS

- Create your own store app
- Small dog sections
- Local speedy delivery, same day
- Subscribe and save
- Tasting stations
- Vet "free health check ups/shots"
- Focus cat food sales
- Create an Indie advisory group
- Visit other specialty retailers (i.e. LL Bean)
- Spin the roulette wheel for free gifts & discounts



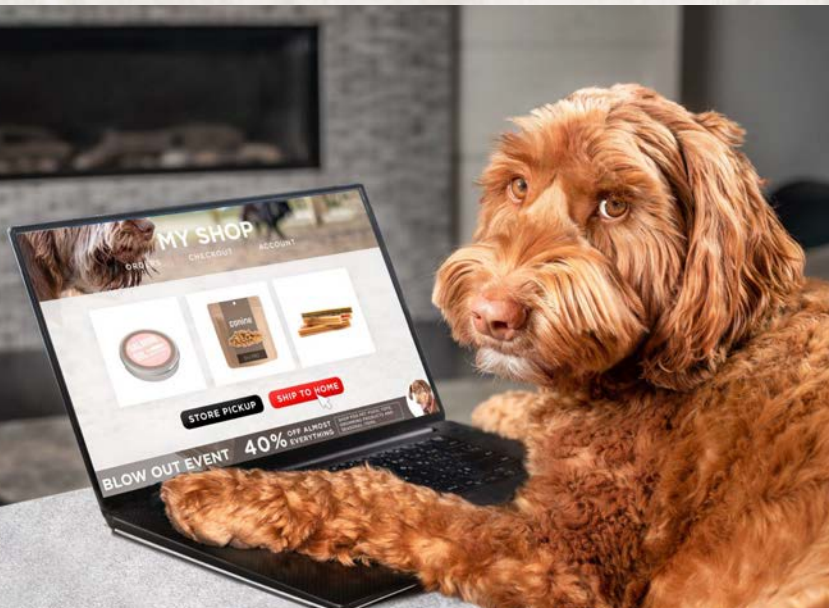


ROTATIONAL FEEDING

- Pets thrive on variety
- Rotating between multiple proteins can help support:
 - healthy eating habits
 - provide flavor variety
 - help reduce mealtime boredom
 - healthier gut microbiome
 - reduces food sensitivities
- More variety. More excitement. More RAWZ.

SPREAD THE WORD!

- Post blogs and timely pet articles on your website
- Post content on social media regularly - promos, pet of the week, staff picks, sampling event photos, etc.
- Promote and recommend indie-focused brands that offer strong retailer support
- Check Astro Loyalty for exclusive discounts from premium brands. Include signage near products that are currently on promotion
- Position staff as trusted nutrition advisors
- Promote buying programs, in-store specials, nutritional consulting, rotational feeding benefits



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A Family Brand with a Big Heart.[®]

Scan to learn
our story

