



Food for pets,
naturally.

CHANGES TO THE BIG COUNTRY RAW GRAB N GO BOXES

Dear Customers,

You may have heard some exciting news regarding changes we are making to Grab N Go boxes. We are happy to share some further information here for you regarding these changes.

The first change is that we are discontinuing our plastic 2 lb containers and are bringing out a new 2 lb container in a recyclable paperboard cup. As a company, our approach to packaging has been to reduce the packaging materials we use and recognize that it's not just the amount of packaging we use but also the life cycle of those materials and the resources needed to make them. For these reasons, we are have made an initiative to introduce paperboard packaging to replace the plastic 2 lb. containers in our popular 24 lb. Grab N Go boxes.

You may be asking, why the switch to paperboard?

1. First, paperboard is renewable raw material with about a third derived from recycled fiber. The paperboard used in our packaging is also from third party audited SFI (Sustainable Forestry Initiative) suppliers. SFI paper ensures the forestry partners that supply the wood to make paper products are also involved in replanting trees for a truly renewable resource.
2. Secondly, paperboard is more durable and handles the rigor of a cold environment. An ongoing struggle with plastic packaging is that when it freezes, it becomes very brittle, resulting in cracked containers. Reducing the amount of damaged and cracked containers and ensuring our customers can be sure that their product is received in good condition is a significant consideration for this change.

The second change we are making is reducing the case size from 24 lbs to 18 lbs. We simply lowered the amount in each box from 4 – 2 lb containers of each protein to 3 – 2 lb containers. The product selection and variety remains the same. Additionally the price per lb of the Grab N Go boxes remains unchanged. Our pricing for the GNG - 18's are as follows:

PRODUCT	SRP
Big Deal 18	60.99
Raw Deal 18	61.99
Country Deal 18	70.99
Blend Deal 18	70.99
Dinner Deal 18	66.99
Pure Deal 18	73.99
Farm Deal 18	78.99
Red Deal 18	82.99

If you are wondering about the **Frequent Buyer Program**, the new 18 lb boxes will replace the 24 lb boxes. This might mean that your FREE box is now 18 lbs not 24 lbs. If this is your situation, and your card is nearly full, give us a call or send us an email when you've reached your free box. Please direct your inquiry to a member of our customer care team. Your retailer can not offer a substitute in-store.

Thank you for your continued support!

Sincerely,

Your Big Country Raw Team

