



2021 MAP & MSRP PRICING POLICY

EFFECTIVE 8/15/2021

ITEM	ITEM #	ITEM UPC	MAP	MSRP
ENERGY BARS				
Energy Bar- Lamb & Apple Recipe Display 12ct	6069	850016076069	\$2.99	\$2.99
Energy Bar- Chicken & Mango Recipe Display 12ct	6113	850016076113	\$2.99	\$2.99
Energy Bar- Salmon & Carrot Recipe Display 12ct	6052	850016076052	\$2.99	\$2.99
Energy Bar- Lamb & Apple Recipe (Singles) 72ct	1947	850002221947	\$2.99	\$2.99
Energy Bar- Chicken & Mango Recipe (Singles) 72ct	6090	850016076090	\$2.99	\$2.99
Energy Bar- Salmon & Carrot Recipe (Singles) 72ct	1954	850002221954	\$2.99	\$2.99
KEEP'EM BUSY				
Keep'Em Busy Chicken & Apple Recipe for Large Toys 5 oz	1138	850002221138	\$9.99	\$9.99
Keep'Em Busy Duck & Blueberry Recipe for Large Toys 5 oz	1114	850002221114	\$10.99	\$10.99
Keep'Em Busy Chicken & Apple Recipe for Small Toys 5oz	1145	850002221145	\$9.99	\$9.99
Keep'Em Busy Duck & Blueberry Recipe for Small Toys 5oz	1121	850002221121	\$10.99	\$10.99
MINI THINKERS				
Mini Thinkers Salmon Recipe 3oz	1312	850002221312	\$6.79	\$6.79
Mini Thinkers Chicken Recipe 3oz	1329	850002221329	\$6.79	\$6.79
Mini Thinkers Duck Recipe 3oz	1336	850002221336	\$7.99	\$7.99
Mini Thinkers Lamb Recipe 3oz	1879	850002221879	\$7.29	\$7.29
Mini Thinkers Salmon Recipe 6oz	1367	850002221367	\$11.99	\$11.99
Mini Thinkers Chicken Recipe 6oz	1350	850002221350	\$11.99	\$11.99
Mini Thinkers Duck Recipe 6oz	1343	850002221343	\$12.99	\$12.99
Mini Thinkers Lamb Recipe 6oz	1886	850002221886	\$12.49	\$12.49

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ORIGINAL REAL STRIPS				
Original Real Strips Salmon Recipe 3oz	1497	850002221497	\$6.79	\$6.79
Original Real Strips Organic Chicken Recipe 3oz	1527	850002221527	\$7.29	\$7.29
Original Real Strips Duck Recipe 3oz	1534	850002221534	\$7.99	\$7.99
Original Real Strips Salmon Recipe 6oz	8182	859554001182	\$11.99	\$11.99
Original Real Strips Organic Chicken Recipe 6oz	8175	859554001175	\$12.49	\$12.49
Original Real Strips Duck Recipe 6oz	8199	859554001199	\$12.99	\$12.99
Original Real Strips Salmon Recipe 18oz	1503	850002221503	\$23.99	\$23.99
Original Real Strips Organic Chicken Recipe 18oz	1510	850002221510	\$24.99	\$24.99
Original Real Strips Duck Recipe 18oz	1541	850002221541	\$26.99	\$26.99
THINKERS				
Thinkers Salmon 6.5oz	1749	850002221749	\$13.99	\$13.99
Thinkers Chicken 6.5oz	1756	850002221756	\$13.99	\$13.99
Thinkers Duck 6.5oz	1763	850002221763	\$14.99	\$14.99
Thinkers Lamb 6.5oz	1848	850002221848	\$14.49	\$14.49
Thinkers Salmon 10oz	8465	859554001465	\$18.49	\$18.49
Thinkers Chicken 10oz	8458	859554001458	\$18.49	\$18.49
Thinkers Duck 10oz	8441	859554001441	\$19.99	\$19.99
Thinkers Lamb 10oz	1855	850002221855	\$18.99	\$18.99
Thinkers Salmon 18oz	1558	850002221558	\$29.99	\$29.99
Thinkers Chicken 18oz	1565	850002221565	\$29.99	\$29.99
Thinkers Duck 18oz	1572	850002221572	\$32.99	\$32.99
Thinkers Lamb 18oz	1862	850002221862	\$30.99	\$30.99
Thinkers Singles Salmon 0.63oz	1939	859554001540	\$2.24	\$2.24
Thinkers Singles Chicken 0.63oz	1915	850016076021	\$2.24	\$2.24
Thinkers Singles Duck 0.63oz	1922	850016076038	\$2.24	\$2.24
Thinkers Singles Lamb 0.63oz	1831	850002221985	\$2.24	\$2.24
Thinkers 36pc Counter Display	1977	859554001977	\$2.24	\$2.24

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ITEM	ITEM #	ITEM UPC	MAP	MSRP
ORIGINAL REAL STRIPS – TURKEY				
Original Real Strips Turkey & Pumpkin 3oz	1404	850002221404	\$7.29	\$7.29
Original Real Strips Turkey & Sweet Potato 3oz	1435	850002221435	\$7.29	\$7.29
Original Real Strips Turkey & Cranberry 3oz	1466	850002221466	\$7.29	\$7.29
Original Real Strips Turkey & Pumpkin 6oz	1411	850002221411	\$12.49	\$12.49
Original Real Strips Turkey & Sweet Potato 6oz	1428	850002221428	\$12.49	\$12.49
Original Real Strips Turkey & Cranberry 6oz	1473	850002221473	\$12.49	\$12.49
Original Real Strips Turkey & Pumpkin 8oz	1459	850002221459	\$24.99	\$24.99
Original Real Strips Turkey & Sweet Potato 18oz	1442	850002221442	\$24.99	\$24.99
Original Real Strips Turkey & Cranberry 18oz	1480	850002221480	\$24.99	\$24.99
SMALL BITES				
Small Bites Salmon 2.5oz	1220	850002221220	\$6.49	\$6.49
Small Bites Organic Chicken 2.5oz	1213	850002221213	\$6.99	\$6.99
Small Bites Duck 2.5oz	1107	850002221107	\$7.99	\$7.99
Small Bites Lamb 2.5oz	6373	850016076373	\$6.99	\$6.99
Small Bites Salmon R6oz	1398	850002221398	\$11.49	\$11.49
Small Bites Organic Chicken 6oz	1374	850002221374	\$11.99	\$11.99
Small Bites Duck 6oz	1381	850002221381	\$12.99	\$12.99
Small Bites Lamb 6oz	6366	850016076366	\$11.99	\$11.99

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ITEM	ITEM #	ITEM UPC	MAP	MSRP
HUNDUR'S CRUNCH & SPRAT				
Hundur's Crunch Jerky Fingers 3.5oz	1946	859554001946	\$7.99	\$7.99
Hundur's Crunch Jerky Minis 3.5oz	1960	859554001960	\$7.99	\$7.99
Hundur's Crunch Jerky Fingers 10oz	1021	859554001021	\$17.99	\$17.99
Hundur's Crunch Jerky Minis 10oz	1397	859554001397	\$17.99	\$17.99
Baltic Sprat 3oz	1373	859554001373	\$10.99	\$10.99
SUPPLEMENTS				
Salmon Oil 8oz	1144	859554001144	\$15.99	\$15.99
Salmon Oil 15.5oz	1632	859554001632	\$26.99	\$26.99
Salmon Oil 32oz	1519	859554001519	\$48.99	\$48.99
ON THE GO! DISPLAYS				
On the Go! Salmon Real Strips - 100ct Display	1657	850002221657	\$0.99	\$0.99
On the Go! Chicken Mini Thinkers - 100 ct Display	1688	850002221688	\$0.99	\$0.99
On the Go! Baltic Sprat - 100 ct Display	1671	850002221671	\$0.99	\$0.99

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