



# FOUR-FOOT (PACKAGED GOODS ONLY) PLANOGRAM PROGRAM

May not be combined with other programs, promotions or discounts.  
No substitutions. One (1) per retail store location. NEW RETAILERS ONLY.

### Step 1:

Retail Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Distributor: \_\_\_\_\_

Distributor Sales Person: \_\_\_\_\_

DD Sales Person: \_\_\_\_\_

### Step 2 - Frequent Buyer Program:

Yes, this retailer will participate in the Wild Delight® Consumer Frequent Buyer Program.

**Send store kit immediately.** (PWDKT0200)

### Step 3 - Point Of Sale - FREE:

Yes, this retailer will install all required and available POS materials. Please have D&D Customer Service send the Wild Delight® Point-Of-Sale Starter Kit (PWDKT2050) to the contact name and address above.

Send \_\_\_\_\_ Wild Delight® Product Guides for consumers and store reference. (How many?) (PWDMC0500)

### Step 4 - Introductory Promotion:

Describe introductory store promotion:

Approved by Distributor Sales Manager

Date

Distributor Order/Invoice Number \_\_\_\_\_

### Step 5 - Order Product:

Order from products listed below. No substitutions allowed. Limit one (1) FREE case per item ordered. Order must be for a minimum of 12 different items and must include a minimum of six (6) different items marked with an asterisk (\*). Case lots only.

ITEM#	ITEM	ITEM SIZE	CASES ORDERED	FREE UNIT	TOTAL CASES
364050	Woodpecker, Nuthatch And Chickadee Food*	6/5 lb.	_____	+ 1 =	_____
364200	Woodpecker, Nuthatch And Chickadee Food	1/20 lb.	_____	+ 1 =	_____
376070	Cardinal Food*	4/7 lb.	_____	+ 1 =	_____
376150	Cardinal Food	1/15 lb.	_____	+ 1 =	_____
377080	Songbird Food*	4/8 lb.	_____	+ 1 =	_____
377200	Songbird Food	1/20 lb.	_____	+ 1 =	_____
365080	Fruit & Berry*	4/8 lb.	_____	+ 1 =	_____
365200	Fruit & Berry	1/20 lb.	_____	+ 1 =	_____
367050	Total Cuisine™* (Zero-Waste)	6/5 lb.	_____	+ 1 =	_____
367200	Total Cuisine™ (Zero-Waste)	1/20 lb.	_____	+ 1 =	_____
366050	Nut N' Berry®*	6/5 lb.	_____	+ 1 =	_____
366200	Nut N' Berry®	1/20 lb.	_____	+ 1 =	_____
374050	Deck, Porch N' Patio™* (Zero-Waste)	6/5 lb.	_____	+ 1 =	_____
374200	Deck, Porch N' Patio™ (Zero-Waste)	1/20 lb.	_____	+ 1 =	_____
390105	Less Mess Cardinal Food	6/5 lb.	_____	+ 1 =	_____
390205	Less Mess Songbird Food	6/5 lb.	_____	+ 1 =	_____
390305	Less Mess Gourmet	6/5 lb.	_____	+ 1 =	_____
390405	Less Mess Fruit & Berry	6/5 lb.	_____	+ 1 =	_____
381050	Special Finch Food*	6/5 lb.	_____	+ 1 =	_____
381200	Special Finch Food	1/20 lb.	_____	+ 1 =	_____
388070	Corn On The Cob*	4/7 lb.	_____	+ 1 =	_____
376042	Less Mess Cardinal Food (Jar)	6/4.25 lb.	_____	+ 1 =	_____
374045	Deck, Porch N' Patio™ (Jar)	6/4.5 lb.	_____	+ 1 =	_____
364040	Woodpecker, Nuthatch And Chickadee Food (Jar)	6/4 lb.	_____	+ 1 =	_____
366040	Nut N' Berry® Food (Jar)	6/4 lb.	_____	+ 1 =	_____
381040	Special Finch Food (Jar)	6/4 lb.	_____	+ 1 =	_____
389011	Gourmet Goodies Suet*	12/11 oz.	_____	+ 1 =	_____
389311	Deck, Porch N' Patio™ Party Suet*	12/11 oz.	_____	+ 1 =	_____
389211	Woodpecker Picnic Suet*	12/11 oz.	_____	+ 1 =	_____
389411	Fruit & Berry Smoothie Suet*	12/11 oz.	_____	+ 1 =	_____
389111	Nut N' Berry® Parfait Suet*	12/11 oz.	_____	+ 1 =	_____
388540	Suet Basket	12/case	_____	+ 1 =	_____
383010	Finch Sock (Full)*	12/13 oz.	_____	+ 1 =	_____
388490	Woodpecker And Wild Bird Nut Block	6/13 oz.	_____	+ 1 =	_____
388330	Fruit & Berry Outdoor Pet Food Block	6/10 oz.	_____	+ 1 =	_____
388340	Total Cuisine™ Outdoor Pet Food Block	6/14 oz.	_____	+ 1 =	_____
388350	Nut N' Berry® Outdoor Pet Food Block	6/13 oz.	_____	+ 1 =	_____
388380	Deck, Porch N' Patio™ Outdoor Pet Food Block	6/14 oz.	_____	+ 1 =	_____
388360	Squirrel Outdoor Pet Food Block	6/13 oz.	_____	+ 1 =	_____
388370	Special Finch Outdoor Pet Food Block	6/13 oz.	_____	+ 1 =	_____

TOTAL CASES ORDERED

### Step 6 - Signature Required:

By signature below, retailer named agrees to place Wild Delight® products ordered in a prominent high-traffic store location and maintain this retail product display for a period of six months. Shelf inventory must be maintained at all times. Point-of-sale materials ordered in Step 3 must be installed immediately upon receipt. Delivery of product subject to verification. Failure to provide copy of invoice upon request showing delivery of required products voids the program, and distributor will be billed for the total cost of fixtures and free products.

Signature \_\_\_\_\_

Date \_\_\_\_\_