

Brand Criteria Guidelines

VENDOR	FREQUENT BUYER	DOLLARS OFF COUPONS	FREE PRODUCT VOUCHERS
Answers	Accepted through Astro ONLY — Buy 10, get 1 free	Not accepted	Not accepted — with exception of free Goats Milk coupons
Applaws	Not accepted	Not accepted	Accepted — with vendor approval
Bixbi	Not accepted	Accepted	Not accepted
Blue Buffalo	Accepted — Buy 10 in the same category & size, get 1 free. Receipts, POS reports, or UPCs required.	Not accepted — Must be sent to the vendor directly	Not accepted
Boxiecat	Accepted — Receipts of purchases & free product are required. Lowest priced item is free.	Accepted	Not accepted
Bravo	Accepted — Buy 12, get 13th free	Accepted	Not accepted
Caru	Not accepted	Accepted	Not accepted
Champion	Accepted — Buy 12, get 1 free. Free product is equal to the lowest priced item purchased. Receipts, POS report, and/or UPCs required. 16oz freeze dried items are part of program but, 12oz products are not eligible nor are the 6oz sizes or freeze-dried treats. Orijen and Acana brands can be mixed. For breeder program, breeder # is required. Breeder must purchase 6 bags at once and they must be either 13lb or 25lb size for dry food only. Freeze-dried is not eligible.	Accepted — Please include receipt if possible and/or circle the dollar off amount given.	Accepted — Please provide receipt and/or note on coupon that states which formula/protein of food was given out to the customer.
Cloudstar	Accepted — Buy 10 bags or cases, get 1 bag or case free of the most frequently purchased (4lb bags or larger only). Receipts or POS history required.	Accepted	Not accepted
Dave's Pet Food	Not accepted — Must be sent to the vendor directly.	Not accepted — Must be sent to the vendor directly.	Not accepted — Must be sent to the vendor directly.
Diggin' Your Dog	Accepted — Buy 10, get 1 free	Accepted	Accepted
Earth Animal	Accepted — Buy 3, get 1 free	Not accepted	Accepted
Fromm	Accepted — Buy 12 get 1 free of the most frequently purchased bag. Must provide UPCs, receipts, or POS report. The product purchased the most will receive credit.	Accepted	Accepted - Any emailed coupons must be printed out in its entirety showing the customer's email in the middle of the coupon.
Grandma Lucy's	Accepted — Grandma Lucy's issues "frequent diner" vouchers to customers once they reach the required purchases for a free bag.	Accepted	Accepted
Grandma Mae's	Accepted — ONLY for Midwest territory. Buy 11, get 1 free. UPCs required. Free item to be the smallest item purchased. Must be within 18 months.	Not accepted	Not accepted
Grizzly	Accepted through Astro ONLY — Buy 12, get 1 free	Not accepted	Accepted through Astro ONLY
Happy Tails	Accepted — Buy 11, get 1 free. UPC and/or receipts required.	Not accepted	Not accepted

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The Honest Kitchen	Accepted — Buy 10, get 1 free. Must include all receipts. Free item must have been purchased at least once. Customer must either do a frequent buyer program for "large" boxes or for "small" boxes (4lb & 3lb boxes only). Large & small sized boxes can not be mixed. 2lb boxes are not part of the frequent buyer program. Receipt for free item must also be included.	Not accepted	Not accepted
Inaba	Not accepted	Accepted — Read side of coupon must be completely filled in with customer information.	Not accepted
K9 Natural	Accepted — Buy 12, get 1 free	Not accepted	Not accepted
Koha/Nootie	Accepted through Astro ONLY — Buy 12, get 1 free	Not accepted	Accepted through Astro ONLY
Lotus	Accepted — Buy 12 get 1 free. Bags/cases must be of the same size, no mixing, and envelope must include receipts. UPCs are not necessary.	Accepted	Accepted
Merrick	Not accepted	Not accepted — Must be sent to the vendor directly.	Not accepted — with the exception of all-star product vouchers. All others must be sent to the vendor directly.
Midwestern	Accepted — Buy 12, get 1 free. CARDS MUST BE COMPLETELY FILLED OUT. Valid only on 5lb, 6lb, 14lb, & 28lb bags. ALL POS NEED TO BE SENT DIRECTLY TO YOUR MIDWESTERN REP.	Accepted	Accepted
My Perfect Pet	Accepted — Buy 12, get 1 free. Lowest priced item is free. All purchases must be made within a 12 month period.	Accepted	Accepted
Nature's Logic	Accepted — Buy 12, get 1 free on kibble, can cases or frozen products. All 12 receipts are needed along with the UPCs. Lowest priced item is free. All purchases must be made within an 18 month period.	Accepted	Accepted
NaturVet	Accepted through Astro ONLY — Buy 2, get 1 free	Accepted	Accepted through Astro ONLY
Northwest Naturals	Accepted — Buy 12, get 1 free. Original UPCs and receipts required. No photo copies accepted. Only valid on following products: 6lb nugget formulas, 25lb bulk dinner bar cases, 15lb individually wrapped dinner bar cases, 1lb individually wrapped dinner bars, 2lb & 5lb chubs, 12oz freeze-dried diets and 1lb cat food. All purchases must be made within a 24 month period.	Not accepted	Accepted
Open Farm	Accepted — Buy 12, get 1 free. Receipts & UPCs required. Free product based on most frequently purchased. All purchases must be made within a 24 month period.	Accepted — Receipts required.	Not accepted
Oxbow	Accepted — Buy 6, get 1 free. Receipts or UPCs required. Valid on food & hay. Food program excludes 15lb, 20lb and 25lb products. All packages must be the same size, variety and species. Mixing & matching lifestage is permitted. Hay program excludes 9lb, 25lb, and 50lb sizes. All packages must be the same size, mix & match variety.	Accepted	Accepted — In order to use hay day coupon, customer must have purchased a pet and receipt showing the pet purchase is required.
Pets Global	Accepted — Buy 12, get 1 free. Zignature FB program valid with 4lb, 13.5lb, 27lb bags, and 24/2 cases. Items may be mixed, although only the lowest item will be given credit.	Accepted	Accepted

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Plato	Accepted through Astro ONLY — Buy 12, get 1 free	Not accepted	Not accepted
Primal	Accepted — Buy 12, get 1 free. Card must be completely filled out and include either an email address or phone number for customer. Valid on frozen formulas, pronto formulas and freeze-dried formulas only. No bones, treats, grinds, mixes, starter packs or, goats milk. If the retailer participates in Astro, goats milk and beefy bones are also included. Free product based on most frequently purchased.	Accepted	Accepted
Redbarn	Accepted — Buy 12 cases of any 13oz canned food, get 1 case free. Receipts required. Free case is equal to the lowest priced case purchased.	Not accepted	Accepted
Sojos	Accepted — Buy 12, get 1 free. Receipts and proof of purchases must be attached. POS reports are also accepted. Lowest priced item is free.	Accepted	Accepted
Stella & Chewy's	Accepted — Buy 12, get 1 free on 1lb or greater frozen dog or cat dinners. All 12 purchases must be made within 1 year of the initial purchase. Must be sent in within 30 days of free bag given. Free product must equal the lowest priced item purchased. Excludes all frozen IntroPacks.	Not accepted	Accepted
Steve's Real Food	Accepted — Buy 12, get 1 free. 20lb boxes are not eligible for the frequent buyer program.	Not accepted	Accepted
Supreme	Not accepted	Accepted	Not accepted
Treat Planet	Not accepted	Not accepted	Accepted through Astro ONLY
Tucker's Raw	Accepted — Buy 10, get 1 free. Valid on raw frozen foods; excludes treats. Receipts required for all purchases as well as free bag. Free item must be the same size as purchased items.	Not accepted	Accepted
Tuffy's	Accepted — Buy 12 of any 1 size & variety, get 1 bag free. Customer information must be completely filled out.	Accepted	Accepted
Vital Essentials	Accepted — Buy 10, get 1 free. Valid only on freeze-dried products. Receipts for all purchases are required. Free bag to equal the lowest priced item purchased.	Accepted — Only one transaction per receipt. Receipts required.	Accepted — Only one transaction per receipt. Receipts required.
WellPet	Accepted through Astro ONLY — Buy 12, get 1 free	Not accepted	Not accepted
Weruva	Not accepted — Unless approved by your Weruva rep.	Not accepted	Not accepted
Whole Life	Accepted — Buy 12 bags, get 1 free. UPCs from each bag is required. Free bag must have been purchased a minimum of 6 times.	Not accepted	Accepted
World's Best	Accepted — Buy 10, get 1 free. Free bag will be the smallest size purchased. FB cards must have all fields completed.	Accepted — Only the dollar off coupons that come off the bags.	Not accepted
Ziwi	Accepted — Buy 12, get 1 free. All receipts required. Free item equal to the lowest priced item purchased. Card must be completed within 14 months of the initial purchase. Photo copied cards are not accepted.	Accepted — Receipts required.	Accepted — Receipts required.