



Loyalty Program

Effective November 1, 2017

Subject to Individual Retailer Participation:

Purchase 12 Iron Will Raw items at full regular price and get one FREE ITEM at the value of the least expensive item on your Loyalty Card.

Each time a purchase is made, the items purchased can be recorded by the store staff member. It is completely up to the customer if they wish to have part, all, or none of their purchase recorded on their Loyalty Card. For example, if you are purchasing a Paw-ty Platter regularly and also at times buy Iron Will Raw raw meaty bones, you may wish not to have the raw meaty bones counted for on your Loyalty Card as this will now become the value of the Free Item earned.

All meal deals (Paw-ty Platter, K9 Buffet, Big Meal Deal and Featherless Feast and any others which may be added) count as one item. Items purchased with any other discount, coupons, credit or promotion cannot be applied to the Loyalty Card.