

2023 Private Label Program



1. Pick your recipe (16 varieties to choose from)

Healthy Grains - \$0.40 per ounce

Cinnamon Carob (Bursts or Training Treats)
Grr-Nola (Hearts or Training Treats)
Pizza (Circles or Training Treats)
Pumpkin Spice (Bones or Training Treats)

Grain Free - \$0.55 per ounce

Banana Nut (Bones or Training Treats)
Cheese (Wheels or Training Treats)
Liverdoodles (Biscuits or Training Treats)
Pot Pie (Hearts or Training Treats)

2. Select your package type, color, and size

Refer to Attachment 1 for complete details on available options and colors. All packages are stand up pouches with zipper closures, hang tag holes, and are certified food safe by the FDA. The following product quantities provide the best visual presentation:

Small – 4 to 6 ounces, Medium – 6 to 10 ounces, Large – 10 to 16 ounces.

Clear



Clear Front / Color Back



Compostable



Oval Window



3. Select your label(s)

A – Stock labels include a choice of four front and four back label options. Front labels typically display logo or graphics, product name, and package size. Back labels will provide ingredient panel, Guaranteed Analysis, and other required information.

Stock label setup fee: \$50 (up to 3 design revisions).

Front label options include the following: Oval Scallop (2" x 3"), Round Scallop (2.5" diameter), Scalloped Rectangle (2" x 3"), and Square (3" x 3").

Back label options include the following: Arched (4.75" x 3.5"), Oval (2" x 3.33"), Round (3.5" diameter), and Square (4" x 4").

B - Professional custom label design fee: \$200 (up to 6 design revisions).

Professional label print pricing determined by size / shape / complexity / quantity ordered (MOQs).

4. Compute the per unit cost

Use the worksheet on the back of this document to determine your per unit cost. Per Unit Costs is calculated by adding your package cost, label cost, and product cost.

*For Example: 5 ounces of Pizza Circles in a Small Color Back Pouch with White Oval Labels would cost only \$3.70 per unit.
[(5 oz x 0.40) + 0.90 + 0.35 + 0.45 = 3.70]*

Initial minimum order quantity: 12 units (per recipe / label design). No reorder minimums!

Private Label - Cost Estimate Worksheet



#1 - Pick Your Package	Small 5" wide 7 - 8" tall (4 - 6 oz)	Medium 6" wide 8 - 9" tall (6 - 10 oz)	Large 7" wide 10 - 11" tall (10 - 16 oz)
Clear Pouch	N/A	0.90	N/A
Clear Front / Color Back	0.90	1.20	1.30
Compostable Pouch	N/A	1.45	1.75
Oval Window Pouch	0.95	1.25	1.35

Enter costs below:

#2 - Pick Your Label(s)					
Logo Label (front)	Clear	Kraft	Gold	Silver	White
Oval Scallop - 2" x 3"	0.55	0.45	0.55	0.55	0.35
Round Scallop - 2.5" diameter	0.55	0.45	0.55	0.55	0.35
Scalloped Rectangle - 2" x 3"	0.55	0.45	0.55	0.55	0.35
Square - 3" x 3"	0.70	0.50	0.70	0.70	0.40

Ingredient Label (back)	Clear	Kraft	Gold	Silver	White
Arched - 4.75" x 3.5"	0.95	0.75	0.95	0.95	0.45
Oval - 4.25" x 3.25"	0.95	0.75	0.95	0.95	0.45
Round - 3.5" diameter	0.95	0.75	0.95	0.95	0.45
Square - 4" x 4"	0.95	0.75	0.95	0.95	0.45

#3 - Pick Your Treats	Healthy Grain Treats: 0.40 / ounce
	Grain Free Treats: 0.55 / ounce

(# oz x cost)

To order: List Flavor(s)	# Ounces	# Units

Your Per Unit Cost:

Business Name: _____ Contact Name: _____

Phone: _____ Email: _____