



NUGGET'S
Healthy Eats



We're exclusive to independents like you!

A Guide for Retailers

Smart Snacking for a Strong Gut...Naturally





Our Founders



Co-Founders Dayna & Nugget in 2013

(1 year before starting the company)

Nugget was a senior and a liver cancer survivor. I was looking for healthy snacking alternatives and there weren't many quality options, so we started making our own.





Our Production Team

Cleveland, Ohio





Eats Beyond Treats

More than just a treat, Nugget's Superfood Snacks provide a daily nutritional boost, including...

- **Digestive Support**
- **Immune/Gut Boost**
- **Anti-Inflammatory**
- **Healthy Hydration**
- **Joint, Skin, Coat Health**





Why Independents Love the Nugget's Brand

- Exclusive to indies
- Innovative products
- Nugget's customers are extremely brand loyal
- Great upsell opportunities
- Single store can gross \$25,000+ per year in revenue
- Low price-point "gateway" product for customers not yet buying from the freezer
- Good freezer margin with high repeatability/turn
- Presents an opportunity for deeper engagement with customers
- Yogurt positioned as healthier & higher quality than "doggie ice cream"
- Nugget's is a small, family-owned business, like our retailers!





Bone Brews

Print Bone Brew sales sheets from our website...

nuggetsbrands.com/retailers

Smart Snacking for a Strong Gut...Naturally

MINORITY Kettle-Cooked Bone Broth for Dogs & Cats BONE BREW™

Our slow-braised broths - we call them "BONE BREWS" - packed with essential amino acids such as glycine, proline, glutamine that boost health in numerous ways.

Rich in gelatin, collagen, cartilage and marrow, real bone is known to enhance joint, coat/skin, digestion & immune health. Great for hairballs, too!

Our premium marrow & knuckle bones are from antibiotic-free animals humanely raised on the open pastures of small, Midwest family farms.

Not All Bone Broths are Created Equal!

- No shortcuts; Not processed
- Simmered for days, gelatin-rich
- Humanely raised in Midwest
- Cooked with organ meat to boost nutrients & enhance savory flavor for the fussiest eaters
- Virtually fat free - jelly-like because of the goodness that seeps from the bones
- Reverse osmosis water
- Certified organic chicken
- 100% grass-fed beef

Hand-raised with love

NUGGET'S Healthy Eats
nuggetshappyeats.com

EXCLUSIVE TO INDEPENDENT

Individually SKU'd Lickable Brothsicle Cups

Pourable Bags for Topping, Hydrating & Meal Enhancement

PRODUCT	SIZE	UPC	MSRP
BEEF BREW BROTHSICLES	4-PK	019962607233	\$9.99 - 11.99
TURKEY BREW BROTHSICLES	4-PK	019962606533	\$9.99 - 11.99
BEEF BREW BAG	20 OZ	019962997693	\$10.99 - 12.99
TURKEY BREW BAG	20 OZ	019962997594	\$10.99 - 12.99
CHICKEN BREW BAG	20 OZ	019962999895	\$10.99 - 12.99
BEEF BREW BAG	7.5 OZ	019962992698	\$6.99 - 7.99
TURKEY BREW BAG	7.5 OZ	019962997891	\$6.99 - 7.99
CHICKEN BREW BAG	7.5 OZ	019962992797	\$6.99 - 7.99

Healthy Gut = Happy Pet

Ask your rep about samples
Look for us on Astro Loyalty

888.504.1112
nuggetshappyeats.com

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Why Bone Broth?

Who should have Bone Broth in their daily diet?

- **Every pet, for optimal health!**
- **Newly adopted pets who are stressed, have a poor diet history**
- **Puppies & kitties – immune support**
- **Pets with chronic health issues**
- **Senior pets – immune boost**
- **Pets with allergies & food sensitivities**



Why Bone Broth?

What is Bone Broth good for?

- Maintaining healthy skin & coat
- Low fat/cal hydration
- Stimulating appetite
- Arthritis & inflammation
- Digestive upset (leaky guy, diarrhea, inflamed digestive system)





Real Bone Broth – The Magical Elixir

- **Real bone broth is unique in its ability to heal leaky gut and calm an inflamed digestive system**
- **Real bone broth offers easily digestible amino acids, is bio-available (nutrients are highly absorbable) and has nutrient-dense proteins**

“No food improves digestion better than bone broth.”

- Florence Nightingale



Kitties & Bone Brew

Cats love Bone Brew too!

- Reduces hairballs
- Adds moisture to kibble & other dry diets
- Healthy hydration
- Stimulates appetite for fussy eaters
- Improves skin & coat
- Immune & digestive support
- Superfood topper





Why Nugget's Bone Brews?

Lots of reasons! Our Bone Broths are different...sure they all say that...but here's the scoop...

- **Humanely & ethically sourced from small, family (Midwest) farms**
- **Simmered with organ meat (not veggies or fillers)**
- **No shortcuts! Roasted, then simmered for days for a savory, rich, thick (not runny) gelatinous broth**
- **Reverse osmosis water to eliminate all impurities**
- **100% grass-fed beef; certified organic chicken; pasture raised turkey**





Artisan Yogurt & Kefir

Print Artisan
Yogurt & Kefir
sales sheets from
our website...

nuggetsbrands.com/retailers

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The CLEANEST Label

Artisan Yogurt & Kefir SMART SNACKS™
Made from scratch, our low-fat SMART SNACKS Artisan Yogurt & Kefir is made with milk from happy, healthy cows who are hormone/antibiotic-free, grass-fed, and enjoy open pastures. We add multiple strains of live cultures with billions of probiotics for healthy tummies & immune support.

~THE ONLY~ with ZERO added air, gums or maltodextrin

- Billions of Probiotics
- Wholesome Antioxidant Ingredients
- Happy, Healthy Cows

NUGGET'S Healthy Eats
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EXCLUSIVE TO INDEPENDENTS

Sell 4-Packs or Individually SKU'd Cups

	SIZE	UPC	MSRP
ARTISAN YOGURT FOR DOGS	4-PK	019962606137	\$8.99-10.99
ARTISAN YOGURT FOR DOGS	4-PK	019962606830	\$8.99-10.99
ARTISAN YOGURT FOR DOGS	4-PK	019962607035	\$8.99-10.99
ARTISAN YOGURT FOR DOGS	4-PK	019962992391	\$8.99-10.99

Healthy Gut = Happy Pet

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nuggetshappyeats.com

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nuggetsbrands.com



Probiotics for Gut Health

Benefits of Probiotics

- **Friendly bacteria discourages growth of unfriendly gut bacteria**
- **Improve GI health, nutrient absorption, and immune system function**

We are what we eat!

Cell structure and function are determined by what we eat. It's that simple.





Why Nugget's Artisan Yogurts & Kefir?

THE ONLY with ZERO:

- **Gums (of any kind)**
- **Maltodextrin (an artificial sweetener)**
- **Air - you can feel the difference, compare our cups**





Innovative Packaging

Packaging Designed to Optimize Your Freezer Space

- Fresh packaging
- Front & sideways display
- Stackable 4-packs or cups
- Sell by the 4-packs or individual cups (all cups individually SKU'd)





Why Do Dogs Love to Lick?



- Soothes & relaxes
- Calms anxiety
- Releases “feel good” endorphins
- Licking is natural!
It’s fun to hold the cup for your pup!





Bone Broth Jerky

Print Bone Broth Jerky sales sheets from our website...

nuggetsbrands.com/retailers

NEW!

NUGGET'S
Healthy Eats

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#1 Ingredient is Actual Bone Broth!

- Soft, sticky texture from our gelatinous liquid Bone Brew™
- Our Bone Brew is simmered for days, humanely sourced, cooked with organ meat & purified with reverse osmosis water

Turkey | Beef | Chicken

Bone Broth Jerky

Keeping Jowls Happy & Tummys Healthy with **JAMMIN' JOWLERS™** REAL Bone Broth Jerky Treats

JERKIES ARE NOT FROZEN

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Healthy Gut = Happy Pup

rep about samples

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of-healthy snacking. So we've combined
elders with nutrient-dense whole foods
& savory jerky treat.

ing: 1-2 jerks daily as a supplement
and longevity. Serve a whole jerky
y for most treats or training,
operating after opening.

Shiitake Mushrooms
Clear based jerky with mushrooms to
improve digestion & immune health.

Beets
Miner rich whole foods
with antioxidant.

Kelp
1-2 Jerky jerks & fiber
ing to a healthy digestion

MIX	
300	\$11.99
30	\$18.00 - 19.99
	\$11.99
	\$18.00 - 19.99
	\$11.99
	18.00 - 19.99

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Bone Broth Jerky



- Innovation for your treat section
- Newest Nugget's product line
JAMMIN' JOWLERS

Real Bone Broth the #1 Ingredient!





Frozen Snacks - Everyday Gut & Immune Health

- Cold weather (heat is running inside) hydration boost
- Part of pet's daily feeding regimen for optimal health
- Immune support for seniors, puppies & stressed dogs & cats
- Low calorie snack for low-activity indoor days
- Superfoods with antioxidants
- Frozen cups are a fun, refreshing activity
- Bone broth is "Liquid Bone", no messy carpet from marrow bone





Retailer Support

Exclusive to independents & we stand behind our products 100%

Education:

- Gut health research
- Staff training
- Comparing broths

Ask about free samples!

Promotion:

- Freezer clings
- Rack cards
- Shelf talkers





Customer Loyalty

- Buy 12 – 20 oz. Bone Brew, get 1 Free
- Buy 12 – Artisan Yogurt or Kefir 4-Packs, get 1 Free
- 12 Months, Mix & Match

ASTRO
LOYALTY





Thanks to Our Independent Retail Partners



Dayna Bartoldson

President, Co-founder

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