



Inukshuk[™]
PROFESSIONAL DOG FOOD

**Trusted Reseller
Program**



Advantages of Becoming an Inukshuk Reseller

Our products are truly remarkable. We see dogs keep weight on where they couldn't before. Stools become smaller and more concentrated since we use no fillers, and our formulas are extremely digestible and nutrient dense. Our multi-protein formulas contain omega 3, 6, and 9, promoting healthy skin and coat conditions. Not to mention our unrivaled energy delivered through our calorically dense formulas.



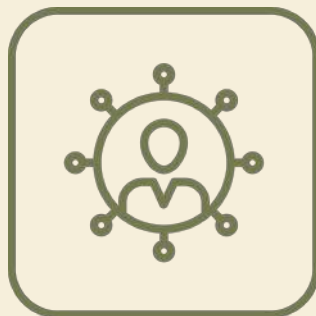
Factory-Direct Support

Whether you need Inukshuk product expertise yourself, or need to pass it on to your customers, our team is available to support you.



Sales and Marketing Tools

Product literature, online resources, product samples, and more are available to our resellers. Contact us to create literature specific to your business.



Channel-Focused

Through our website's Trusted Reseller locator map and interactions with our expanding client base, we direct customers to you. Your success, is our success.



Healthy Margins

Our competitive prices allow for healthy margins through modest markups. Keeping both Inukshuk and you extremely competitively priced.

Inukshuk Reseller Program Overview

We sell our food at wholesale prices, direct to the consumer. By removing the typical retail distribution chain, of manufacturer, to distributor, to retailer, we can offer our food at extremely competitive prices and pass along the savings to our customers.

Due to the nature of our client base: kennels, breeders, trainers, mushing teams etc, a good portion are already buying in bulk - half a pallet or full pallets at a time, so the transition to become a reseller is quick and simple.

We like to let our food do the talking whenever possible. If you would like to try our food on one of your dogs, please let us know and we can start our process off with us sending you a full-size bag to feed a candidate of your choosing.

Why Become A Reseller?

Although customers can order from Chewy.com in the USA, or our website in Canada, people prefer to shop local and find comfort in knowing they can build relationships with local professionals who are experts in dogs and canine nutrition. We prefer to direct business to our base of resellers, whenever possible.

How to Price Inukshuk Formulas

Every reseller's situation is different, which is why prices of Inukshuk vary from reseller to reseller. We advise resellers to be aware of what clients perceive as our competition and what their prices are online and in retail stores, then price Inukshuk slightly lower than that. We recommend you build a price structure that incentivize multiple purchases (for example: 10% off orders of 10-19 bags, 15% off orders between 20-30 bags)

Single bag customers can order directly from the Inukshuk factory in Canada, and off Chewy.com in the USA. We recommend pricing at or around the posted online prices. Please note that in Canada, the price of shipping and processing is built into the cost of our online orders.

Canadian Online Ordering: <https://www.inukshukpro.com/order-online>

USA Online Ordering: <https://www.chewy.com/brands/inukshuk-6933>

Most resellers end up making between 20 and 30 dollars per bag sold. We can always help advise on pricing if need be, but most people find where they need to be on price fairly easily.

Inukshuk Formulas

Our four formulations come in the following sizes:

26/16, 33lb bag, 65 bags to a pallet.

30/25, 33lb bag, 65 bags to a pallet.

Marine 25, 33lb bag, 65 bags to a pallet.

32/32, 44lb bag, 50 bags to a pallet.

Marketing Materials and Digital Assets

We provide a variety of marketing materials, such as sample bags of food, digital marketing assets, and physical in store banners if requested and available.



Social Media

Facebook <https://www.facebook.com/InukshukPro/>

Instagram: <https://www.instagram.com/inukshukdogfood>

Customer Resource Page

Resources such as product images, customizable brochures, and logos can be found here: <https://www.inukshukpro.com/customer-resources>

Accessible with password: **INUKSHUK2020**



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Additional resources include being on our highly visited **Trusted Reseller Map** for customers looking to purchase locally, and a **\$100 order credit** for placing a Trusted Reseller banner on your website. Credit pending approval once approved by our marketing team.

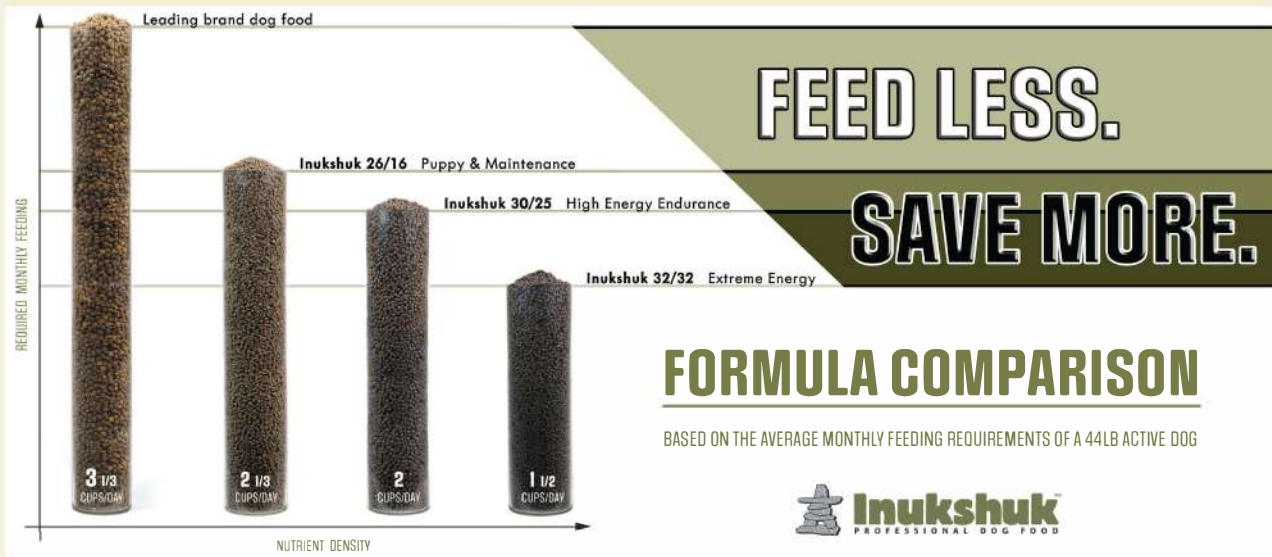
Podcast

The Inukshuk Pro Podcast: Inside The World of Working Dogs is our in house Podcast! You can listen to past and present episodes here: <https://www.inukshukpro.com/podcast>

If you or someone you know would like to be featured on the podcast, please reach out to: inukshukpro@corey.ca



Formula Comparison Chart



Customizable Trusted Reseller Example

VOM WHITTINGFIELD
DRAHTHAARS

TRUSTED RESELLER

Trusted Reseller/We Feed & Reccomend Website Badges

Inukshuk
PROFESSIONAL DOG FOOD

Trusted Reseller

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We Feed & Recommend