



## Awesome Dawgs Is Announcing a New Customer Loyalty Program

Awesome Dawgs is excited to announce that beginning on April 22, 2019, we are going digital for all of our current and several new Frequent Buyer Programs! We will be partnering with Astro to digitally track your purchases at Awesome Dawgs that are eligible for manufacturer reimbursed, buy specified quantities / get one free. We will also be utilizing Astro's loyalty rewards program to streamline our systems and will be phasing out our current Perkvile program for rewards points.

### What this means for you, our loyal clients:

- Beginning on April 22<sup>nd</sup>, you will no longer need to cut your UPC's off the bags and save them and/or your register receipts. Awesome Dawgs and Astro will record bag purchases automatically at the time of purchase.
- You will need to bring in any UPCs and/or register receipts from previous purchases you have made at Awesome Dawgs. We will transfer their value to the Astro program for you.
- Loyalty points earned through Perkvile will be transferred to your Astro loyalty account. (Please note there may be a few days lag time until we can get all of the points transferred over)
- Loyalty points will be earned as follows: \$1 spent equals 1 loyalty point on store merchandise. (Training and Dawg park are excluded).
- Loyalty points redemption will be as follows: 200 points for \$5 off your retail merchandise purchases.
- Loyalty points will have a 6-month expiration for redemption.
- Astro has a mobile app that will be available to all customers who wish to keep tabs on their point earnings or progress towards their free item for the frequent buyer program. We can check your point values at the register upon request. (We will be sending a welcome email with this information as we start using the Astro program).
- This will streamline your check out process at the register with each purchase.
- We can now offer additional Frequent Buyer Programs in our store on products such as:
  - Fromm, VeRUS, Orijen, Bixbi Rawbble, Zignature, The Honest Kitchen, Farmina, Annamaet, Grizzly Pet Products, Jack & Pup, Plato Dog Treats
- The time and effort to submit your purchases to the manufacturer will be streamlined, thereby eliminating errors and improving our service to our loyal customers.
- You will be able to benefit from special monthly offers that will provide opportunities to save. For example, Plato may offer dollars off certain bag sizes of treats, or Grizzly may offer dollars off their Salmon oil for a specified period of time.

Awesome Dawgs is committed to remaining on the cutting edge of technology when it comes to serving our clients. We continually work with our distributors and great companies like Astro Loyalty to be able to offer the best products and prices to our loyal customers. This transition will take time and effort, but with your cooperation to transfer your existing UPCs we expect this effort to be seamless and beneficial for everyone.

Thank you for continuing to support this small family owned business. Your support is essential to our success. We will be sending a Welcome Email as we begin using the Astro Program. Please keep an eye on the email we have on file for your account.

Hope to see you soon,  
The Staff at Awesome Dawgs