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FOR IMMEDIATE RELEASE

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Happy Howie's Launches its Soft Meat Roll Topper Hanger

DETROIT – Happy Howie's is pleased to announce the launch of a new way to merchandise the popular Soft Meat Rolls: The Happy Howie's Meat Roll Topper Hanger.

Happy Howie's Soft Meat Rolls have always been great for use as a dog food topper. Retailers now have a unique way to merchandise the treat rolls for this purpose. The Happy Howie's Meat Roll Topper Hanger is now available through your favorite distributor.

- 3 each of the 12oz Beef, Lamb and Turkey Rolls
- Colorful and informative header cards—for each flavor—show the consumer how to use the product
- Made to hang on the bulk dog food racking (takes up no extra space in your store!)
- Plus business! A high profit add-on sale for each dog food purchase!



Order #59993

The Happy Howie's Meat Roll Topper Hanger is FREE with the purchase of the Meat Roll Counter Display—an assorted pack of the 12oz Soft Meat Rolls. (The display and 9 rolls are shipped together as a pre-pack)

Order from your favorite distributor today!

For more information about Happy Howie's All Natural Dog Treats, please visit www.happyhowies.com.

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