



Real Pet Food Company
Ground Floor / 39 Albany St
Crows Nest, NSW 2065, Australia
ABN 98 069 880 164
t 1800 REAL PET (1800 732 573)
e info@realpetfoodco.com.au
realpetfoodco.com.au

08/07/2024

Notification of Deletion

Dear Valued Customer,

As a business, we have recently invested significantly into consumer & brand research to ensure that we're maintaining our portfolio of brands & products with the highest regard.

During this review, we spent lots of time considering the role of our **Ivory Coat Holistic** range and determined that its role had deviated too far from the original purpose as a value, easy to navigate entry point into the brand.

Therefore, we've made the decision to delete the Holistic range from our portfolio, effective from 5th of August or until stocks run out.

In exciting news, we are launching a new premium tier of Ivory Coat across dog & cat and will be available in late September 2024. Your RPF account manager will be in touch to share details soon.

If you have any further questions, please reach out to your RPF contact.

Thanks,
Sam McLoughlin
National Business Manager – Pet Specialty



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Brand	Species	Segment	Item Code	Description
Ivory Coat	Dog	Wet	107815	Ivory Coat Puppy Chicken & Brown Rice Loaf 400g
Ivory Coat	Dog	Wet	1078161	Ivory Coat Adult Lamb & Brown Rice Loaf 400g
Ivory Coat	Dog	Wet	107862	Ivory Coat Adult Beef & Brown Rice Loaf 400g
Ivory Coat	Dog	Wet	107863	Ivory Coat Puppy Lamb & Brown Rice Loaf 400g
Ivory Coat	Dog	Dry	107860	Ivory Coat Adult Chicken & Brown Rice Loaf 400g
Ivory Coat	Dog	Dry	260125	Ivory Coat Puppy Chicken & Brown Rice 2.5kg
Ivory Coat	Dog	Dry	260124	Ivory Coat Adult Lamb and Brown Rice 2.5kg
Ivory Coat	Dog	Dry	260107	Ivory Coat Puppy Large Breed Turkey and Brown Rice 2.5kg
Ivory Coat	Dog	Dry	260110	Ivory Coat Adult Large Breed Turkey and Brown Rice 2.5kg
Ivory Coat	Dog	Dry	260108	Ivory Coat Adult Chicken & Brown Rice 2.5kg
Ivory Coat	Dog	Dry	260129	Ivory Coat Adult Chicken & Brown Rice 15kg
Ivory Coat	Dog	Dry	260133	Ivory Coat Puppy Chicken & Brown Rice 15kg
Ivory Coat	Dog	Dry	260135	Ivory Coat Puppy Large Breed Turkey & Brown Rice 15kg
Ivory Coat	Dog	Dry	230131	Ivory Coat Adult Lamb & Brown Rice 15kg
Ivory Coat	Dog	Dry	260132	Ivory Coat Adult Large Breed Turkey & Brown Rice 15kg