



Outdoor Herbivore
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Sacramento, CA 95821
916-800-4036

Dear Store Manager or Buyer,

I would like you to consider carrying Outdoor Herbivore backpacking food in your store.

Outdoor Herbivore was founded on the idea that trail food should not only be healthy and taste delicious but also be **produced and packaged** with a **lighter environmental footprint**.

The meals are made in California using primarily **domestic, organic, and whole-food vegetarian** ingredients. They offer products free of common food allergens, such as gluten, dairy, egg, and fish. Also, their packaging is more eco-friendly because it is compact and uses less plastic than the typical bulky backpacking food pouches. Environmentally-minded consumers appreciate the saving on space, weight, and waste. In addition, Outdoor Herbivore is priced competitively with mainstream brands.

Finally, Outdoor Herbivore specializes in **no-cook meals** (add cold-water), which are incredibly convenient for stove-less backpacking, day hiking, and fire-restricted areas.

In summary, Outdoor Herbivore's products are a **healthier** alternative to the mass-produced freeze-dried camp foods on the market today. I think their products would appeal to many of your customers, like me, who are interested in eating a healthy and tasty meal on the trail.

To request product samples and information from Outdoor Herbivore, you can email service@outdoorherbivore.com, or call: 916-800-4036.

I appreciate your consideration!
A happy customer 😊