

Homegrown Savings 2026 | Campaign launches June 18

From marketing <marketing@globalpetfoods.ca>

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Homegrown Savings is back! This year's promotion runs from June 18 to July 1. Below is everything you need to prepare your store.

In this email:

- Key Dates
- Deal Sheets
- Signage Kits
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- POS Batch Information
- Ideas to Promote In-Store & Locally

Key Dates

June 8	Creative files uploaded to the shared folder. A notification will be sent once they're live.
June 16	Signage kits arrive to stores.
June 18	Campaign launches.
July 1	Campaign ends.

Deal Sheets

A full summary of all vendor deals and deal sheets can be found here:

[Deal Sheets and Summary](#) | Password: **GPF123!**

Please note: Deals can be ordered more than once during the promotional window. The Now Fresh Dry Dog Food offer begins June 11, one week ahead of the main campaign launch — see the deal sheet for details.

FirstMate Offer Note

FirstMate has chosen to run their Homegrown Savings offers exclusively with us during this campaign. Their other June promotion for cat will still run with other retail partners mid-June, but GPF will be the only retailer in market with our Homegrown Savings offers from June 18 to July 1.

Signage Kits

Your kit will arrive by June 16 and includes:

- 1 Large Poster
- 1 Table Sign
- 1 Cash Mat Sign
- Shelf Talkers for featured offers

If your kit hasn't arrived by June 16, contact Dmitrii at dmitrii@globalpetfoods.ca.

Creative Files

Signage and social media creative files will be available in the shared folder by June 8:

📁 [Homegrown Savings](#) | Password: **GPF123!**

A notification will go out once the files are uploaded.

Flipp Flyer

Homegrown Savings will be featured in a Flipp flyer for the promotional window. No action required on your end.

POS Batch Information

POS batch information will be sent in a separate communication ahead of launch.

Ideas to Promote In-Store & Locally

- Build a dedicated endcap or table display for Homegrown Savings.
 - Brief your team on the top deals before June 18 so they can make confident recommendations. The deal sheets linked above are a great reference.
 - Post campaign creatives to your store's Facebook and Instagram. Files will be ready June 8.
 - Post in local community Facebook groups or neighbourhood apps where your store has a presence.
 - Reach out to your vendor rep about any in-store sampling opportunities during the campaign window.
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Questions? Reach out to marketing@globalpetfoods.ca.