

Celtic Sea Salt® 2017 Promotional Calendar - USA



Company: Celtic Ocean International, Inc. DBA Selina Naturally

Brands: Celtic Sea Salt®, Aquon Matrix®, Rare Body™

Last Update: 5/27/2016 - TMP

| GROUP # | CELTIC SEA SALT ITEM CODE | ITEM DESCRIPTION | CASE PACK | SIZE | UOM | UPC (FORMATTED NO DASHES) | LAST CHECK DIGIT | JANUARY | | FEBRUARY | | MARCH | | APRIL | | MAY | | JUNE | | JULY | | AUGUST | | SEPTEMBER | | OCTOBER | | NOVEMBER | | DECEMBER | | | |
|---|--|---|-----------|------|---------------|---------------------------|------------------|---------|-----|----------|-----|-------|-----|-------|-----|-----|-----|------|-----|------|-----|--------|-----|-----------|-----|---------|-----|----------|-----|----------|-----|----|-----|
| | | | | | | | | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB |
| #1 | CELTIC SEA SALT® LIGHT GREY (coarse salt) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | S-GREY-1/4-6C | Light Grey 1/4 lb Resealable Bag | 6 | 4 | OZ | 7 28060 10403 | 1 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-GREY-1/2-6C | Light Grey 1/2 lb Resealable Bag | 6 | 8 | OZ | 7 28060 10400 | 0 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-GREY-1-6C | Light Grey 1 lb Resealable Bag | 6 | 1 | LB | 7 28060 10008 | 8 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-GREY-5-6C | Light Grey 5 lb Bag | 6 | 5 | LB | 7 28060 10700 | 1 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-GREY-22 | Light Grey 22 lb Bag | 1 | 22 | LB | 7 28060 10701 | 8 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-GREY-55 | Light Grey 55 lb Bag | 1 | 55 | LB | 7 28060 10755 | 1 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-SJ-010-6C | Light Grey Plastic Shaker | 6 | 8 | OZ | 7 28060 10710 | 0 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-SG-GREY-6C | Light Grey® Large Glass Grinder | 6 | 3 | OZ | 7 28060 10408 | 6 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | S-SG-LGGREY-6C | Light Grey® Mini Glass Grinder | 6 | 1.8 | OZ | 7 28060 10405 | 5 | 15% | | | | 15% | | | | | | 15% | | | | | | 15% | | | | 15% | | | | | |
| | CELTIC SEA SALT® MAKAI PURE® DEEP SEA SALT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | S-MK-1/2-6C | Makai 1/2 lb Resealable Bag | 6 | 8 | OZ | 7 28060 90101 | 2 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | S-MK-5 | Makai 5 lb Bag | 1 | 5 | LB | 7 28060 90103 | 6 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | S-SG-SMMK-6C | Makai Mini Glass Grinder | 6 | 2 | OZ | 7 28060 90105 | 0 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | S-SG-MK-6C | Makai Large Glass Grinder | 6 | 3.1 | OZ | 7 28060 90100 | 5 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | CELTIC SEA SALT® PINK SALT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | S-SG-PINK-6C | Pink Celtic Sea Salt Glass Grinder | 6 | 4 | OZ | 7 28060 10801 | 5 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | S-SJ-PINK-6C | Pink Celtic Sea Salt Plastic Shaker | 6 | 10 | OZ | 7 28060 10802 | 2 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | S-PINK-1-6C | Pink Celtic Sea Salt 1 lb Bag | 6 | 1 | LB | 7 28060 10805 | 3 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| | S-PINK-5 | Pink Celtic Sea Salt 5 lb Bag | 1 | 5 | LB | 7 28060 10806 | 0 | 20% | | | | 20% | | 20% | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | |
| CELTIC SEA SALT® TOASTED SESAME SALT GRINDER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GM-100-6C | Toasted Sesame Salt Glass Grinder, Original | 6 | 2 | OZ | 7 28060 30155 | 3 | 20% | | | | 20% | | | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | |
| GM-200-6C | Toasted Sesame Salt Glass Grinder, Flax | 6 | 2 | OZ | 7 28060 30190 | 4 | 20% | | | | 20% | | | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | |
| GM-300-6C | Toasted Sesame Salt Glass Grinder, Garlic | 6 | 2 | OZ | 7 28060 30160 | 7 | 20% | | | | 20% | | | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | |
| #2 | CELTIC SEA SALT® FINE GROUND | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | S-FINE-1/4-6C | Fine Ground 1/4 lb. Resealable Bag | 6 | 4 | OZ | 7 28060 10503 | 8 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | S-FINE-1/2-6C | Fine Ground 1/2 lb Resealable Bag | 6 | 8 | OZ | 7 28060 10500 | 7 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | S-FINE-1-6C | Fine Ground 1 lb Resealable Bag | 6 | 1 | LB | 7 28060 10011 | 8 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | S-FINE-5-6C | Fine Ground 5 lb Bag | 6 | 5 | LB | 7 28060 10508 | 3 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | S-FINE-22 | Fine Ground 22 lb Bag | 1 | 22 | LB | 7 28060 10502 | 1 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | S-FINE-55 | Fine Ground 55 lb Bag | 1 | 55 | LB | 7 28060 10509 | 0 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | S-SJ-020-6C | Fine Ground Plastic Shaker | 6 | 8 | OZ | 7 28060 10720 | 9 | | | | 15% | | | | | | 15% | | | | 15% | | 15% | | | | 15% | | | | | | |
| | CELTIC SEA SALT® FLOWER OF THE OCEAN (Fleur De Sel) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | S-FLOW-1/4-6C | Flower of the Ocean 1/4 lb Resealable Bag | 6 | 4 | OZ | 7 28060 10603 | 5 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | |
| | S-FLOW-1/2-6C | Flower of the Ocean 1/2 lb Resealable Bag | 6 | 8 | OZ | 7 28060 10600 | 4 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | |
| | S-FLOW-1-6C | Flower of the Ocean 1 lb Resealable Bag | 6 | 1 | LB | 7 28060 10014 | 9 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | |
| | S-FLOW-5 | Flower of the Ocean 5 lb Bag | 1 | 5 | LB | 7 28060 10604 | 2 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | |
| | S-FLOW-11 | Flower of the Ocean 11 lb Bag | 1 | 11 | LB | 7 28060 30601 | 5 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | |
| S-GS-FLOW-6C | Flower of the Ocean Glass Jar | 6 | 3 | OZ | 7 28060 10606 | 6 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | | |
| S-SJ-030-6C | Flower of the Ocean Plastic Shaker | 6 | 8 | OZ | 7 28060 10730 | 8 | | | | 20% | | | | | | 20% | | | | 20% | | 20% | | | | 20% | | | | | | | |



Special Programming for 2017



Company: Celtic Ocean International, Inc. DBA Selina Naturally
Brands: Celtic Sea Salt®, Aquon Matrix®, Rare Body™
Last Update: 5/27/2016 - TMP

| | | JANUARY | | FEBRUARY | | MARCH | | APRIL | | MAY | | JUNE | | JULY | | AUGUST | | SEPTEMBER | | OCTOBER | | NOVEMBER | | DECEMBER | | | | | | | |
|---------------------------|---|---|-----|---|-----|-------|-----|-------|-----|-----|-----|------|-----|---------------------|-----|----------|-----|-----------|-----|----------|-----|----------|-----|----------|-----|--|--|--|--|--|--|
| | | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | OI | MCB | | | | | | |
| CSS Focus Items | Peppersalt / Pink Salt / Makai | Program (new Distribution, all sku's carried, large drops) add 20% MCB. Need Celtic Sea Salt Rep prior approval first | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEW ITEM LAUNCH | Launch a New Brand (Green=Go, Red= NO) | ELECTROLYVE™ | | See New Item Launch announcement from Terry 5/16/2016 | | | | | | | | | | Jan 2018 | | Jan 2018 | | Feb 2018 | | Mar 2018 | | Apr 2018 | | May 2018 | | | | | | | |
| NEW ITEM LAUNCH | (Item will be listed) -- Item must be announced | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Table Top Shows | All distributor show 15% OI, 10% Distr, 5% MCB | ←-----→ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Expo East | 15% OI, Distr 10%, +10% MCB | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Expo West | 15% OI, Distr 10%, +10% MCB | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fancy Food Shows | 15% OI, Distr 10%, +5% MCB | 5% | | 10% | | 5% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Any Special Events | CALL YOUR CELTIC SEA SALT REPRESENTATIVE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Display Unit | CALL YOUR CELTIC SEA SALT REPRESENTATIVE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Holiday 3 / Piece | CALL YOUR CELTIC SEA SALT REPRESENTATIVE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Special Programs | CALL YOUR CELTIC SEA SALT REPRESENTATIVE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| West Coast Rep | Jennifer Ables - Cell: 864-346-3252 E-Mail: Jennifer@selinanaturally.com |
| Ingredient & Restaurant | Nanette Ardakoc - Office: 828-210-9195 E-Mail: Nanette@selinanaturally.com |
| General Sales | 1-888-353-0030 E-Mail Distributors: DistributorOrders@selinanaturally.com E-Mail Wholesale: Wholesale@selinanaturally.com |
| National Wholesale Director of Sales | Terry Patterson - Office: 828-210-9138 Cell: 415-450-0761 E-Mail: Terry@selinanaturally.com |