



NEW INNOVATIONS 2025

WILD BIRD & WILDLIFE PRODUCTS



18 lb. Brown's® American Blend Wild Bird Food

UPC: 0-42934-40982-5

Case Pack: 1

FOB Factory Cost - \$6.50 per bag | SRP: \$11.99

7 lb. Brown's® American Blend Wild Bird Food

UPC: 0-42934-40979-2

Case Pack: 3

FOB Factory Cost - \$3.00 per bag | SRP: \$5.99

- Premium tier food packed with 10% black oil sunflower seeds songbirds love!
- Bird-preferred seeds and grains grown, harvested and packaged in the USA

Ingredients: Cracked Corn, Milo, Black Oil Sunflower Seeds, White Proso Millet.



25 lb. Song Blend® Whole In-Shell Peanuts Box

UPC: 0-42934-42184-1

Case Pack: 1

FOB Factory Cost - \$29.50 per box | SRP: \$49.99

- Box contains five, clear, individually-packaged 5 lb. bags for freshness and convenience
- Preservative-free
- Wild birds & wildlife love peanuts! Attracts Blue Jays, Woodpeckers, Chickadees, Cardinals, Squirrels and more!



NEW INNOVATIONS 2025

PET & POULTRY PRODUCTS



4.5" Brown's® Poultry Leafy Greens Feeder Ball

UPC: 0-42934-51818-3

Case Pack: 48 (Inner Pack: 6)

FOB Factory Cost - \$2.25 | SRP: \$5.99

- Easy-open and close design
- Easy to clean
- Provides enrichment, exercise, and nutrition
- Can feed multiple chickens at once
- Remove chain to use as an interactive rolling feeder
- Fits various vegetables, fruits and hay



240 oz. Tropical Carnival® Natural Behaviors Timothy Hay

UPC: 0-42934-45074-2

Case Pack: 2

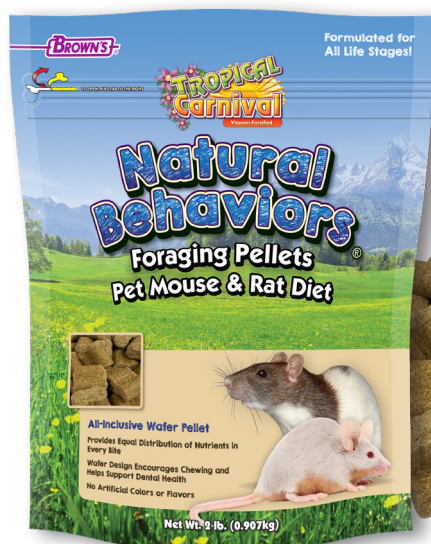
FOB Factory Cost - \$20.00 | SRP: \$49.99

- All natural, Non-GMO, and additive-free
- Sustainably grown and harvested in the USA
- Hay should contribute 70% of small animal diets
- High-fiber for digestive and dental health
- Super compressed hay has almost the same shelf footprint as the 96oz hay
- Wafer-style hay flakes off for easy feeding



NEW INNOVATIONS 2025

REBRANDED PET PRODUCTS



2 lb. Tropical Carnival® Natural Behaviors Mouse & Rat Foraging Pellets

UPC: 0-42934-44888-6

Case Pack: 6

FOB Factory Cost - \$3.80 | SRP: \$8.99

- Formerly: Tropical Carnival® Natural Mouse & Rat
- Provides equal distribution of nutrients in every bite
- Wafer design encourages chewing & dental health
- No artificial colors or flavors



2 lb. Tropical Carnival® Natural Behaviors Hamster-Gerbil Fortified Daily Diet

UPC: 0-42934-44882-4

Case Pack: 6

FOB Factory Cost - \$3.80 | SRP: \$8.99

- Formerly: Tropical Carnival® Natural Hamster-Gerbil
- Contains seeds, grains, veggies, mealworms, and more!
- No artificial flavors or preservatives
- Colors from natural sources



3 lb. Tropical Carnival® Natural Behaviors Chinchilla Fortified Daily Diet

UPC: 0-42934-44870-1

Case Pack: 6

FOB Factory Cost - \$5.09 | SRP: \$11.99

- Formerly: Tropical Carnival® Natural Chinchilla
- High fiber alfalfa & timothy hay pellets
- Nutrient-rich fruits, sunflower seeds, veggies & rose petals
- No artificial flavors or preservatives
- Colors from natural sources