
EXTREME!™
Gourmet Food
& TREATS
BROWN'S®
F.M. Brown's Sons, Inc.®
205 Woodrow Avenue • Sinking Spring, PA 19608
800-334-8816 • petinfo@fmbrown.com • www.fmbrown.com




My Great-Great Grandfather, George Brown, built a water powered grist mill in 1843. (It's featured in the illustration above and protected as a national historic landmark that still stands today). He used mill stones to grind the grains to produce farm animal feed and flour from the wheat he grew on his farm.

Franklin Brown, one of George's sons, joined his father in the business that he directed until he retired in 1920. As our country was celebrating the dawn of the 20th century, Brown's business started on its path of expansion and growth with the addition of Franklin Brown's four sons, the third generation, into the family business.

The four sons formed a partnership called F.M. Brown's Sons that was later incorporated in 1948. Each son successfully established separate but supporting divisions of F.M. Brown's including a large animal food division in Birdsboro, PA; the flour division in Sinking Spring, PA which later moved into a new plant in Fleetwood, PA; a working farm in Douglassville, PA and a fuel oil and coal division in Reading, PA. Later, their sons, the fourth generation of Brown's, entered the corporation.

In 1960, Harvey Brown, my Father and a member of the fourth generation of F.M. Brown's, moved his family to Sinking Spring, PA and began selling large animal foods that were produced by his brother in Birdsboro, PA. Harvey enjoyed a thriving business and had many trucks lined up waiting to be loaded with feed for their farm animals.

He then began to notice that farmers in the area were selling their land to developers and that it was time to think about the prospect of reinventing his business. Harvey noticed that people in the suburbs were setting up wild bird feeding stations in their backyards. He enjoyed the hobby but had difficulty finding a good quality wild bird food in the area. He began to explore the business of producing wild bird food at his facility. He channeled his entrepreneurial spirit, did his research, and spent endless hours setting up the plant to produce and package wild bird food. This was a brand new venture for F.M. Brown's.

With blood, sweat and tears, Harvey built his division from the ground up and made innovations in manufacturing procedures, including his exclusive five-stage cleaning process. He had no tolerance for dust, dirt or inferior ingredients. With his high standards, he established us a hobbyist quality wild bird food company that caters to people who are true hobbyists, interested in bringing beautiful songbirds into their backyard feeding stations. His loyal customers were so impressed with his wild bird food that they asked him to produce companion pet foods as well. He remembers when he received his first full truckload order for wild bird and companion pet food and how he celebrated that day.

Now under the supervision of the fifth generation of Brown's, Marianne Brown Egolf as Manager of the division, we have expanded the Sinking Spring facility in order to keep up with the demand for our trusted brands, licensed products, and private label companion pet and wild bird products that are sold and recognized throughout the world. We're proud to have "stepped up to the plate" and reinvented the business again. My dad, Harvey Brown, was there to guide us all the way through the expansion with encouraging words and instilling us with his values, high standards, and work ethic.

F.M. Brown's has grown into five privately held manufacturing facilities with divisions that include fuel oil and coal, a working farm, pigeon feed, grass seed, companion pet food and treats, wild bird food, equine treats, pond food, farm animal foods, and of course flour for the snack industry. We'll continue our legacy into the sixth generation who will hopefully one day pass the business onto their children... the 7th generation of Brown's.

# FROM OUR FAMILY TO YOURS!

## *Brown's® offers standard and custom tailored plan-o-grams, displays and POP to fit the needs of your store... and your valued customers.*

We offer 3', 4', 8' and 16' standard plan-o-grams designed to maximize retail space and increase sales & profits. Choose from one of our pre-existing plan-o-grams or let us customize something to fit your needs.



EXTREME!™ Gourmet Food

## Food & Treat, All-In-One!

Extreme!™ Gourmet blends are foods and treats, all-in-one, fortified with vitamins and minerals. These enticing daily diets are loaded with a medley of delicacies such as fruits, veggies, seeds, grains, and nuts your companion pet will find simply irresistible. The colorful shapes and textures in each blend add variety to help make mealtime fun and a source of activity to help reduce cage boredom.




### Gourmet Parrot Food

### Gourmet Cockatiel Food

### Gourmet Parakeet Food







| Item # | Product Description | Cs. Pk |
|---|---|---|
| 44512-0 | 5 lb. Extreme!™ Gourmet Parrot Food | 3 |
| 44485-7 | 8 lb. Extreme!™ Gourmet Parrot Food | 3 |

| Item # | Product Description | Cs. Pk |
|---|---|---|
| 44503-8 | 5 lb. Extreme!™ Gourmet Cockatiel Food | 3 |
| 44506-9 | 5 lb. Extreme!™ Gourmet Parakeet Food | 3 |

# Extreme!™ Gourmet Small Animal Food

*Extreme! Gourmet Foods™ are loaded with real fruits, nuts, veggies, seeds and grains, plus beneficial bacteria and natural preservatives.*




## Gourmet Pet Rabbit Food



## Gourmet Hamster Food



## Gourmet Guinea Pig Food



| Item # | Product Description | Cs. Pk |
|---|---|---|
| 44491-8 | 5 lb. Extreme!™ Gourmet Pet Rabbit Food | 3 |
| 44492-5 | 8 lb. Extreme!™ Gourmet Pet Rabbit Food | 4 |

| Item # | Product Description | Cs. Pk |
|---|---|---|
| 44490-1 | 3 lb. Extreme!™ Gourmet Hamster Food | 3 |
| 44489-5 | 5 lb. Extreme!™ Gourmet Guinea Pig Food | 3 |
| 44488-8 | 8 lb. Extreme!™ Gourmet Guinea Pig Food | 4 |

# Extreme!™ Gourmet Treats for Pet Birds

EXTREME!™ TREATS

Extreme!™ Treats are great snacks, treats, or rewards for your pet birds and small animals. We blended a medley of natural fruits, berries, veggies seeds and grains to create a variety of different flavors for your pet's diet. Extreme!™ Treats benefit the overall well-being of your companion pet while making feeding time fun & exciting!






## Trail Mix Small Bird Treat

A crunchy, chewy & spicy treat for cockatiels, lovebirds, parakeets, canaries & finches. With real spicy peppers that birds love!

| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 44501-4 | 4 oz. Extreme!™ Trail Mix Small Bird Treat | 12 |

# *They're loaded with EXTREMEly great fruits, nuts & veggies!*









## HOOPS™

Crispy-crunchy, fun to eat berry flavored treat. Hoops also contain probiotics to help support digestive system health.



## Tropical Treasures™

Real papaya & pineapple with zesty fruit flavors. Treasured by hamsters, guinea pigs, rabbits & chinchillas.



| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 44467-3 | 2 oz. Extreme!™ Hoops™ Small Animal Treat | 12 |
| 51227-3 | 3 oz. Extreme!™ Tropical Treasures™ Treats | 12 |

# *They're loaded with EXTREMEly great fruits, nuts & veggies!*









## Fruit & Nut Small Animal Treats

Loaded with extremely great fruits, nuts, seeds and veggies including apricots, mangos, shelled almonds, peanuts, whole corn, papaya, raisins, kiwi, and more! For a variety of small animals.



## Sweet Potato Sticks

Rich in antioxidants and packed full of vitamins & minerals.



| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 44497-0 | 6 oz. Extreme!™ Fruit & Nut Small Animal Treat | 8 |
| 44510-6 | 3.5 oz. Extreme!™ Sweet Potato Sticks | 12 |

# Extreme!™ Super Premium Gourmet Treats






## Yogurt Yummies Small Animal Treat

Real chunks of fruits & veggies enrobed in a creamy yogurt shell.






## Candy-Covered Sunflower Seeds Treat

Sunflower hearts in a crunchy candy shell.






## Timothy Hay Nuggets

Fiber-rich Timothy hay plus eight nutrient-rich fruits & veggies to support tooth, gum, and digestive health.



| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 44495-6 | 2.75 oz. Extreme!™ Yogurt Yummies Treat | 12 |
| 55002-2 | 2 oz. Extreme!™ Candy-Covered Sunflower Seeds | 12 |
| 44478-9 | 2.5 oz. Extreme!™ Timothy Hay Nuggets Treat | 8 |

# Extreme!™ Spray Millet for Pets

EXTREME!™ SPRAY MILLET

## *Pets Love It!*

Brown's® Spray Millet is grown and harvested in the USA. These right-sized morsels are irresistible treats or rewards that add variety to your companion pet's daily diet. It's an excellent daily treat for domestic pet birds, hamsters, gerbils, mice, rats and other small animals. This highly palatable nutritious treat and supplement can be enjoyed daily! Your pets will find spray millet simply irresistible.




### 7 oz. Millet Spray

Millet Spray is a natural and delicious treat. It's field-fresh and American-grown. All types of pets and wild birds relish our plump, sun-cured millet sprays!




### 4 oz. Millet Spray

Millet Spray is a natural and delicious treat. It's field-fresh and American-grown. All types of pets and wild birds relish our plump, sun-cured millet sprays!




### 16 oz. Millet Spray

Millet Spray is a natural and delicious treat. It's field-fresh and American-grown. All types of pets and wild birds relish our plump, sun-cured millet sprays!

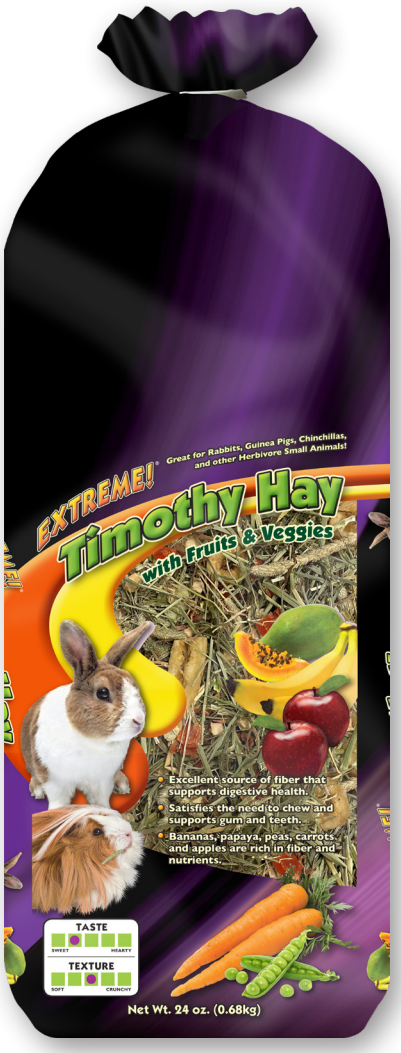


| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 42398-2 | 7 oz. Extreme!™ Natural Millet Spray | 12 |
| 42403-3 | 4 oz. Extreme!™ Natural Millet Spray | 24 |
| 42417-0 | 16 oz. Extreme!™ Natural Spray Millet | 6 |

# Extreme!™ Natural Timothy Hay Blends

## *It's What Small Animals SHOULD Eat!*

In the wild, rabbits, guinea pigs, and other small animals eat grass (hay), flowers, herbs, leaves and roots which are high in fiber and contain natural nutrients, vitamins, minerals and proteins. This type of hay is designed to replicate this natural type of diet. Your small animal's diet should always include fresh hay, good quality pellets, water and fresh vegetables.





**Bananas**


**Papayas**


**Peas**


**Carrots**


**Apples**



### Natural Timothy Hay with Fruits & Veggies

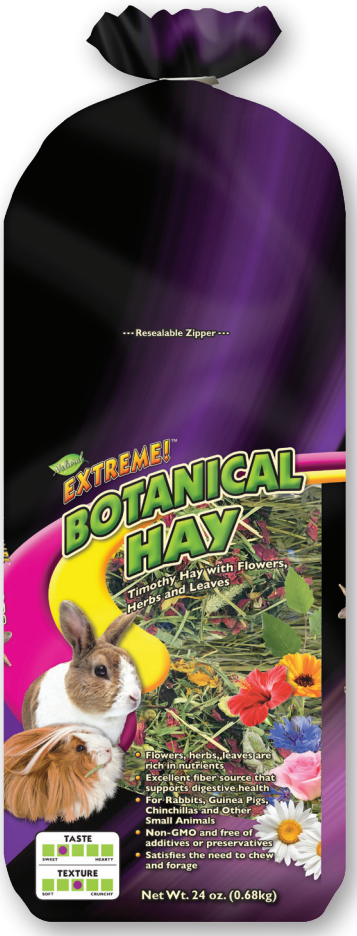
Long-strand fiber-rich natural Timothy hay support optimum digestion. Nutrient-rich fruits & veggies supply an array of supportive nutritional benefits, while encouraging their natural foraging and chewing instincts!

- *High-fiber help support optimum digestion*
- *Contains 5 nutrient-rich fruits and veggies*
- *All-natural blend is free of additives & preservatives*
- *Part of a complete diet for rabbits, hamsters, guinea pigs & chinchillas*

| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 55016-9 | 24 oz. Extreme! Natural Timothy Hay w/ Fruits & Veggies | 6 |

## *It's What Small Animals SHOULD Eat!*

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**Chamomile Flowers**



**Hibiscus Flowers**



**Blue Cornflowers**



**Rose Petals, Raspberry Leaves & Birch Leaves**



**Marigold Flowers & Nettle Leaves**



## Natural Botanical Hay

A natural blend of aromatic flowers, herbs and leaves with a healthy portion of our soft timothy hay. This fragrant and enticing Botanical Hay delivers long-strand fiber and an array of supportive nutritional and digestive benefits.

| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 55015-2 | 24 oz. Extreme! Natural Botanical Hay | 6 |

# Extreme!™ Natural Timothy Hay Blends






## Natural Botanical Hay

- *Long-strand sources of high-fiber help support optimum digestion*
- *Herbs & flowers provide a host of nutritional & digestive benefits*
- *All-natural blend is free of additives & preservatives*
- *Part of a complete diet for rabbits, hamsters, guinea pigs & chinchillas*

| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 55017 | 40oz. Extreme! Natural Botanical Hay | 3 |

# Extreme!™ Natural Premium Western Timothy Hay

Timothy Hay is an exceptional long strand fiber and roughage source for small animals. It can be fed free choice, and should consist of two thirds of the daily diet of rabbits, guinea pigs and chinchillas.

Our select hay is 100% grown and harvested, sourced from the U.S. Northwest, the provider of the world's highest quality hay. For optimum freshness, this premium hay is harvested from weed-free fields, wafer cut, and cured. It's compressed into large bales to maintain color and freshness and stored indoors until packaged into our 24, 48, 96 and 240 oz. sizes.




| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 55010-7 | 24 oz. Extreme! Natural Timothy Hay | 6 |
| 55012-1 | 48 oz. Extreme! Natural Timothy Hay | 3 |
| 55014-5 | 96 oz. Extreme! Natural Timothy Hay | 2 |



# Extreme!™ Natural Premium Western Timothy Hay

Our hay is harvested at the peak of maturity. This ensures a proper seed head and stem to leaf ratio, resulting in the softest, leafiest hay small animals prefer to eat.

- *Wafer cut hay makes feeding time easy with less mess*
- *High-fiber hay supports digestive system function & dental health*
- *Field fresh sweet aromatic soft hay with a balance of taste and texture pets prefer*
- *From field to indoor storage for maximum freshness*
- *Scientifically tested, thoroughly inspected, and carefully hand packed for optimum quality and freshness*




| Item# | Product Description | Cs. Pk. |
|---|---|---|
| 55009-1 | 240 oz. Extreme! Prime Harvest Timothy Hay | 2 |





# Brown's Story

Built in 1843 and registered as a National Historic Landmark, Brown's water-powered grist mill stands on Monocacy Creek in Pennsylvania. The old grist mill remains as solid as the day George Brown built it six generations ago.

It functions as a constant reminder of the strength, tradition, and integrity on which our company was built. 178 years later, Brown's has become a national leader in animal nutrition products. The foundation of the past and the ideas of the present have blended into what we know as Brown's today.



"CLICK", our pet mouse, says visit Brown's website at...
www.fmbrown.com