



Pet Specialty
COMPANION PET
Product Catalog



BROWN'S®

*When it's more than
just a hobby!®*

Copyright © 2021 F.M. Brown's Sons, Inc.®

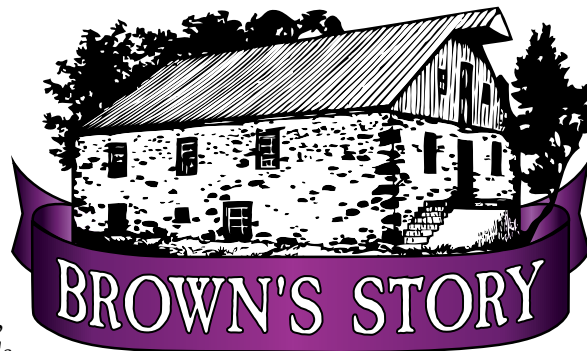
Printed by:
F.M. Brown's Sons, Inc.®
205 Woodrow Avenue
Sinking Spring, PA 19608

No parts of this publication may be reproduced in any form, except for the inclusion of brief quotations in review, without permission in writing from F.M. Brown's Sons, Inc.®

Updated on June 3, 2021

Table of Contents

Brown's® Story	4
Letter from 5th Generation - Sue Brown	5
“We're More Than You Imagined”	6
Features & Benefits.....	7
Tropical Carnival® Introduction.....	8
Plan-O-Grams, Displays & POP	9
Tropical Carnival® Gourmet Foods	10
Tropical Carnival® Natural Fortified Daily Diet.....	12
Tropical Carnival® Natural Behaviors®	14
Tropical Carnival® ZOO•Vital® Extruded Diets.....	15
Tropical Carnival® Gourmet & Natural Treats for Pet Birds.....	16
Tropical Carnival® Spray Millet for Pet Birds.....	18
Tropical Carnival® Gourmet & Natural Treats Small Animals.....	19
Tropical Carnival® Timothy Hay.....	23
Tropical Carnival® Play Barn With Hay	24
Encore® Good, Better, Best Marketing Program.....	25
(Good) Entry Level Premium Foods - Encore® Classic Natural Vitamin-Fortified Food	26
(Better) Super Premium Foods - Encore® Premium Vitamin-Fortified Food.....	27
(Best) Super Premium Gourmet Foods - Encore® Gourmet Foraging Feast™	29
Hay Bales, Hay Supplements, and Hay Treats	30
Specialty Products for Pet Birds	32
Encore® Natural Reptile Food.....	32
Bedding & Litter	33
Garden Chic!® Dried Mealworms.....	35
Encore® Poultry Products.....	36
Product Barcodes.....	38



My Great-Great Grandfather, powered grist mill in 1843. (It's 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.

George Brown, built a water featured in the illustration above

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 and Sue Brown as Sr. Vice President of Sales and Marketing, 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. He still is actively involved in overseeing the business and we consult him regularly.

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!



Dear Valued Customer,

People who read our story often ask how F.M. Brown's survived for so many years and into the 6th generation of Brown's. How did we beat the stiff odds against us? What is the secret to the long-term success of a family owned and operated business?

First and foremost, the goal of our company is to endure long-term. All of our decisions are based on expanding and building the corporation for the next generation. Being a family owned business, we are afforded the luxury of not having to answer to public shareholders who demand short term profits and instant fixes. Instead, we can take time to strategize, adapt to and overcome any unfavorable conditions by working through them as a committed family team in order to continue our legacy. There is no tolerance for jealousy, selfishness or entitlement. We strive to do the right thing for our business, our family, our employees and our customers.

F.M. Brown's has successfully reinvented itself throughout the generations while retaining its core values based upon tradition, strength and integrity. As a member of the fifth generation of F.M. Brown's, I'm proud to say that we also successfully contributed to our history of reinvention by expanding our facility and improving our products, our packaging and our sales and marketing efforts. "Stand still and die." "Grow responsibly and flourish." Those are our mottos. There are times when one of us feels like giving up; but which of us wants to go down in our history as the "generation who failed?" How's that for motivation?

We have an unshakable family strength and stick together through thick and thin. We endure, grow and learn together. We still have old fashioned Friday night family dinners at our parent's farm where we gather to eat my Mother's wonderful cooking and decompress from our long work week. We try to keep our discussions focused on the family and not the business during these meals. We nurture our children and encourage them to go their own way and pursue their interests hoping that they'll bring back new ideas and thoughts about expanding the business. I cannot wait to see what the next generation has in store for us. That's what makes it all worthwhile.

Lastly and most importantly, we want to express our heartfelt gratitude to all of our loyal customers. We respect the fact that our continued success is dependent upon our customers who continue to purchase our products and provide us with the encouragement to continue our legacy.

Thank you for allowing me to share a bit of our journey and history with you and please feel free to browse through our catalog. We truly are more than you imagined.

Sincerely,


Sue Brown
Senior Vice President, Sales & Marketing
F.M. Brown's Sons, Inc.

205 WOODROW AVENUE SINKING SPRING, PENNSYLVANIA 19608

We're More Than You Imagined!

From New York to California; From the United States to the four corners of the earth, Brown's® is there with our large variety of branded, licensed and private label companion pet and wild bird products.

We're known throughout the world for the following:

- Our complete assortment and variety of unique items are developed and designed by our innovative research and development team to stand out from the rest and always be on cutting edge of the category.
- Our use of only the finest quality and healthy ingredients available to us locally and from around the world.
- Our state-of-the-art barrier-bag, vertical packaging, color coding of products by animal, dynamic graphics,; along with important animal care information and feeding instructions are incorporated into every package.
- Our ground-breaking 5-Stage cleaning process that virtually eliminates dust and dirt in our products.
- Our promotional event calendars, our sales and marketing team that consists of experts in the companion pet and wild bird category, our excellent support staff including our customer service department and quality control using ISO 9001 standards, all work towards our goal of making your experience dealing with Brown's® a choice that can always be depended on to exceed your expectations in category management and profitable sales.
- Our 6th generation of family members who own and operate Brown's® and whose goal is to constantly improve our facilities, products and quality control.

Check us out online!

Brown's® designed a state-of-the-art product and resource database to better connect to the community and give our customers easy access to up-to-date information.

We developed a full product database, complete with all of our products including detailed descriptions, product specifications, and image downloads.

We also provide a variety of resources for the distributor and the consumer including catalog downloads, pet care sheets, wild bird feeding information, helpful hints, news from Brown's®, an assortment of plan-o-grams, advertising examples, logo downloads, and links to retail locations that carry our products.

Learn about our rich family history on the "About Us" page, and contact us anytime by completing a brief questionnaire on the "Contact" page.

We're social too! Follow us on Facebook, Instagram, or Twitter to find out what our customers are saying and see what's new at Brown's®.

Explore all of the great features listed above and more at www.fmbrown.com



Features & Benefits

Feature 1

ESL (Extended Shelf Life):

Brown's® is the first company to research and successfully initiate "ESL" packaging in the companion pet and wild bird industry. Our "ESL" system uses special barrier film that ensures low oxygen and moisture transfer through the packaging material. We also flush our packages with CO₂. Our "ESL" logo appears on all barrier, gas-flushed bags.

Benefit

It greatly enhances the internal packaging. It ensures a fresh, highly nutritional product, protects the deterioration of nutrients, virtually eliminates naturally occurring insects & external cross-infestation and provides stronger bag seals.

Feature 2

Product & Packaging Innovations:

Brown's® is recognized as the leader in product and packaging innovations in the pet and wild bird industry.

Benefit

We create outstanding packaging and graphics with important nutritional information on every product. Our products are their own "salespeople" and will inform your customers about the benefits of the product.



Feature 3

5-Stage Cleaning Process:

Brown's® goes beyond the industry norms by utilizing our "5-Stage Cleaning Process" that removes unwanted foreign matter.

Benefit

Look in the window of our packages and notice how clean, fresh and wholesome the ingredients are. This process ensures that we provide the cleanest product available with virtually no dust or dirt in the bags.



Feature 4

Easy-to-Find Product Color-Coding:

Each product is Color-Coded by type of pet for easy identification and can be vertically merchandised.

Benefit

Easy identification of the product your customer desires and the billboard effect of the products on the shelves, guarantees a great presentation for the category.



- Parrot
- Cockatiel
- Parakeet
- Canary
- Finch
- Rabbit
- Pet Mouse & Rat
- Hamster-Gerbil
- Guinea Pig
- Ferret
- Hedgehog
- Chinchilla



TROPICAL Carnival®

Tropical Carnival® is our flagship, gourmet brand of pet bird and small animal foods, treats, hay and millet sprays developed exclusively for the Pet Specialty market. Each item is specifically formulated using a variety of exotic fruits, farm fresh veggies, healthy herbs, flowers and other ingredients that are unique to our brand.

Tropical Carnival® provides unsurpassed nutritional benefits that all pet parents will welcome into their homes to keep their pets happy, entertained and healthy. We also package our products in stand-up, innovative packaging that is recognized as the best packaging in the industry. Additionally, Tropical Carnival® will not be found in any big box, mass or grocery stores, and is highly protected and enforced by MAPP. Tropical Carnival® is produced in Sinking Spring, PA in an SQF certified facility.

All of our products are made with love from the Brown's family. F.M. Brown's is still privately owned and operated for six generations and counting. We will continue to support the specialty pet category; building upon our brand by developing innovative, healthy, and fun new items that fit our belief in providing a life-enhancing experience for all specialty pets and their care takers.

ORIGINAL

Natural

ZOO·VITAL®

**Natural
Behaviors®**

Plan-O-Grams, Displays & POP

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.



Tropical Carnival® Gourmet Food for Pet Birds



**The Original
Gourmet Food...
& Still The Best!**

Combines our famous nutrition filled ZOO-Vital® Biscuits with an assortment of over 30 different gourmet inclusions such as chunky fruit, crunchy nuts, farm fresh veggies, healthy seeds and grains, pasta wheels and pretzels.



Macaw “Big Bites” Food
Jam-packed with apple rings, papaya chunks, apricots, pepitas, walnuts in-shell, filberts in-shell and other delicacies. Plus it's fortified with ZOO-Vital® biscuits.



Chunky Caribbean Spice
With spicy chili peppers, cinnamon sticks, baked pretzels, Crinkle Crisps™, almonds, pumpkin seeds, Fruit Bites™ and more!



Large Hookbill Food
Jam-packed with pine nuts, almonds, raisins, peanuts, cranberries, peppers & other delicacies. Plus it's fortified with ZOO-Vital® Biscuits.



Small Hookbill Food
Jam-packed with pineapples, bananas, dates, squash, almonds, peanuts, peppers & other delicacies. Plus it's fortified with ZOO-Vital® biscuits.



Cockatiel, Lovebird & Conure Food
Jam-packed with pumpkin seeds, cashews, cantaloupe, corn & other delicacies. Plus it's fortified with ZOO-Vital® biscuits.



Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
44685-1	5 lb. Tropical Carnival® Macaw Big Bites Food	6	44677-6	5 lb. Tropical Carnival® Small Hookbill Food	6
44688-2	14 lb. Tropical Carnival® Macaw Big Bites Food	3	44675-2	10 lb. Tropical Carnival® Small Hookbill Food	3
44681-3	5 lb. Tropical Carnival® Chunky Caribbean Spice Parrot & Macaw	6	44670-7	18 lb. Tropical Carnival® Small Hookbill Food	2
44683-7	5 lb. Tropical Carnival® Large Hookbill Food	6	44653-0	5 lb. Tropical Carnival® Cockatiel, Lovebird, Conure Food	6

Tropical Carnival® Gourmet Food for Small Animals



Parakeet Food

Jam-packed with dates, anise seed, apples, lentils & other delicacies. Plus it's fortified with ZOO-Vital® biscuits.



Canary & Finch Food

Jam-packed with papaya, peanuts, carrots, a variety of millet seeds, canary seed and much more. Plus it's fortified with ZOO-Vital® biscuits.



Rabbit Food

Jam-packed with natural alfalfa & timothy hay, carrots, lentils, oat groats, green whole peas, vitamin C, antioxidants and beneficial bacteria for proper digestion.



Guinea Pig Food

Jam-packed with alfalfa & timothy hay pellets, raisins, apples, bananas, carrots, lentils, vitamin C, antioxidants and beneficial bacteria for proper digestion.



Hamster & Gerbil Food

Jam-packed with cantaloupe seeds, green peas, pumpkin seeds, bananas, lentils, beneficial bacteria for proper digestion and other delicacies.



Pet Mouse & Rat Food

Jam-packed with almonds, pecans, banana chips, oat groats, green whole peas, beneficial bacteria for proper digestion and other delicacies.



Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
44645-5	2 lb. Tropical Carnival® Parakeet Food	6	44720-9	20 lb. Tropical Carnival® Rabbit Food	2	44715-5	2 lb. Tropical Carnival® Hamster & Gerbil Food	6
44728-5	1.5 lb. Tropical Carnival® Canary & Finch	6	44703-2	5 lb. Tropical Carnival® Guinea Pig Food	6	44713-1	5 lb. Tropical Carnival® Hamster & Gerbil Food	6
44723-0	5 lb. Tropical Carnival® Rabbit Food	6	44698-1	10 lb. Tropical Carnival® Guinea Pig Food	4	44710-0	20 lb. Tropical Carnival® Hamster & Gerbil Food	2
44722-3	10 lb. Tropical Carnival® Rabbit Food	4	44700-1	20 lb. Tropical Carnival® Guinea Pig Food	2	44717-9	2 lb. Tropical Carnival® Mouse & Rat Food	6
						44719-3	22.5 lb. Tropical Carnival® Mouse & Rat Food	2

Tropical Carnival® Natural Fortified Daily Diets for Pet Birds



Who says natural has to be boring?

Exciting natural, colorful fruits, veggies, nuts, healthy seeds and grains makes this the ultimate natural diet that appeals to the natural foraging instinct of pet birds and small animals.



Parrot & Macaw Big Bites

Jam-packed with natural papaya, dates, cinnamon sticks, pineapple, papaya, kiwi, walnuts in-shell, filberts in-shell & other delicacies. Plus it's fortified with ZOO-Vital® biscuits.



Small Hookbill Food

Advanced, nutritionally enhanced daily diet for parrots, African Greys and conures under 13". No artificial flavors, color or preservatives!



Cockatiel-Lovebird Food

A nutritionally balanced diet for cockatiels and lovebirds. Contains a variety of specialized natural ingredients including Baked Crisps and ZOO-Vital® biscuits.



Parakeet Food

A vitamin-nutrient-fortified food and treat all-in-one! Contains all-natural fruits, veggies, nuts, seeds & grains that parakeets love.



Item#	Product Description	Cs. Pk.
44690-5	4 lb. Tropical Carnival® Natural Parrot & Macaw Food	6
44912-8	3.5 lb. Tropical Carnival® Natural Small Hookbill Food	6
44900-5	2.5 lb. Tropical Carnival® Natural Cockatiel-Lovebird Food	6
44906-7	2 lb. Tropical Carnival® Natural Parakeet Food	6

Tropical Carnival® Natural Fortified Daily Diets for Small Animals



Pet Rabbit Food

Contains high-fiber timothy & alfalfa hay pellets for optimum digestion. Jam-packed with a medley of delicacies including pineapple, papaya and banana slices.



Guinea Pig Food

Contains high-fiber timothy & alfalfa hay pellets for optimum digestion. Also contains rose petals, a natural source of Vitamin C, essential for guinea pig health.



Chinchilla Food

Contains high-fiber timothy & alfalfa hay pellets for optimum digestion. Also contains nutrient rich striped sunflower seeds, raisins and rose petals.



Hamster & Gerbil Food

Free of filler seeds and hay. Contains only natural seeds, grains, fruits, nuts & veggies plus our naturally nutritious Baked Crisps and ZOO-Vital® Biscuits.



Mouse & Rat Food

High protein blend with real freeze-dried shrimp. Contains natural ingredients mice and rats love such as sunflower seeds, peanuts & peas. Soy free!



Item#	Product Description	Cs. Pk.
44894-7	4 lb. Tropical Carnival® Natural Pet Rabbit Fortified Daily Diet	6
44876-3	4 lb. Tropical Carnival® Natural Guinea Pig Fortified Daily Diet	6
44870-1	3 lb. Tropical Carnival® Natural Chinchilla Fortified Daily Diet	6

Item#	Product Description	Cs. Pk.
44882-4	2 lb. Tropical Carnival® Natural Hamster-Gerbil Fortified Daily Diet	6
44888-6	2 lb. Tropical Carnival® Natural Mouse-Rat Fortified Daily Diet	6

Tropical Carnival® Natural Behaviors® for Small Animals

Natural Behaviors®

- Life enrichment for small pets
- Free of Corn, Wheat & Soy
- Free of sugary fruits, nuts, and seeds
- Supports digestive, emotional, and dental health
- Replicates a natural wild foraging & playing experience!

Tropical Carnival® Natural Behaviors® bridges the gap between the genetic behaviors of wild rabbits/cavies and the behaviors of today's domestic pets. Each Natural Behaviors® product is designed to enrich the lives of small pets by stimulating their natural foraging, bunching, and chewing behaviors while providing optimum nutrition and playtime fun. It's the ultimate wild foraging and playing experience!



Grain-Free Pet Rabbit Daily Diet

A unique blend of high-fiber timothy hay and carefully selected flowers, herbs, and leaves to support digestive health. Meant to replicate the diets of wild rabbits, and simulate a wild eating experience.



Grain-Free Guinea Pig Daily Diet

A unique blend of high-fiber timothy & alfalfa hay for optimum digestion. Also contains rose petals, a source of natural Vitamin C. Meant to replicate the diets of wild cavies, and simulate a wild eating experience.

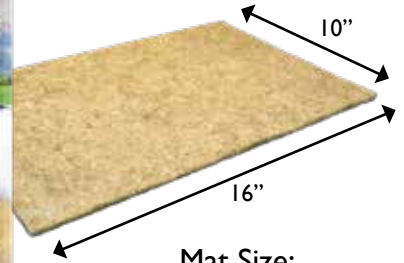
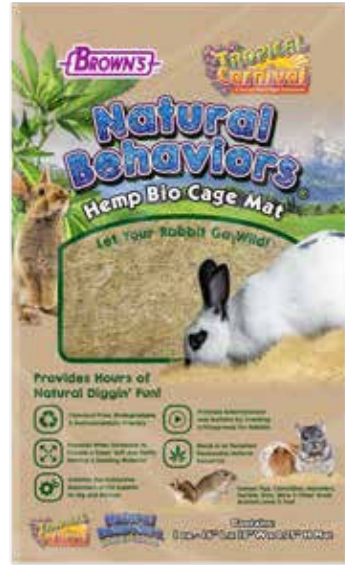
Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
45080-3	4 lb. Tropical Carnival® Natural Behaviors® Grain-Free Pet Rabbit Daily Diet	3	45088-9	3 oz. Tropical Carnival® Natural Behaviors® Bio-Treat for Small Animals	6
45082-7	4 lb. Tropical Carnival® Natural Behaviors® Grain-Free Guinea Pig Daily Diet	3	45086-5	Tropical Carnival® Natural Behaviors® Bunny Diggin' Box w/ Hemp Fiber Mat	3
			45084-1	Tropical Carnival® Natural Behaviors® Hemp Fiber Mat	12

Tropical Carnival® Natural Behaviors® for Small Animals



Bio-Treat for Small Animals

Natural timothy hay, flowers, herbs, and leaves provide optimum nutrition, digestive support, and help stimulate natural foraging behaviors!



Mat Size:
10" L x 16" W x 0.25" H

Hemp Fiber Mat

Made of 100% all-natural outer hemp fibers to stimulate digging, scratching, and chewing behaviors. Chemical-free, compostable, and biodegradable fibers expand to a fluffy bedding when shredded. Can be easily cut down to smaller sizes.



Bunny Diggin' Box with Hemp Fiber Mat

Safe to chew & printed with non-toxic vegetable inks. Includes a bolt hole for easy access and a hemp fiber mat for hours of diggin' fun! Easy to assemble and use as a special place to feed and play.



Tropical Carnival® ZOO·VITAL® Ultimate Avian Diets



Parrot & Macaw
Extruded Daily Diet



Cockatiel & Lovebird
Extruded Daily Diet



A new generation of 100% edible, flavor enhanced, whole grain, brown rice based diet. Provides 100% nutrition in every bite. No gluten based grains such as corn or wheat or controversial soy products.

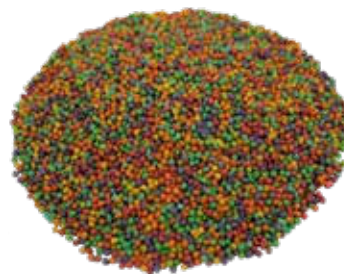
- Corn, Wheat & Soy Free
- Veggie & Fruit Attract® Super Bites
 - 100% Nutrition in Every bite
- 100% Edible - Prevents Selective Eating



Parakeet/Budgie
Extruded Daily Diet



Canary & Finch
Extruded Daily Diet



Item#	Product Description	Cs. Pk.
45060-5	3 lb. Tropical Carnival® ZOO·Vital® Parrot & Macaw Extruded Daily Diet	6
45054-4	2 lb. Tropical Carnival® ZOO·Vital® Cockatiel & Lovebird Extruded Daily Diet	6
45056-8	1.5 lb. Tropical Carnival® ZOO·Vital® Parakeet/Budgie Extruded Daily Diet	6
45052-0	1 lb. Tropical Carnival® ZOO·Vital® Canary & Finch Extruded Daily Diet	6

Tropical Carnival® Gourmet Treats for Pet Birds

Festive & Fun!

We make a fun and healthy variety of treats with human grade ingredients. The quality can be seen from the windows in the bags and serve to energize your specialty categories. Natural treats are also available to complement your natural sections.



Baked Pretzels Treat for Pet Birds

These oven-baked, gluten-free miniature pretzels are a fun and interactive treat for parrots & macaws.



Spicy Santa Fe Parrot & Macaw Treat

It's jam-packed with everything healthy under the sun. Natural, chunky, chewy, & crunchy fruits, nuts, veggies and spicy chili peppers!



Fruit & Nut Parrot Treats

We made this special blend with great stuff like pineapples, almonds, cashews, papaya, banana and apple slices.



Fruit & Nut Cockatiel Treats

Just the right sized bites for cockatiels and lovebirds. It's jam-packed with all-natural wholesome fruits, nuts, veggies and seeds.



Fruit & Nut Parrot-Macaw Big Bites!

An irresistible treat for parrots & macaws of all sizes. It's loaded with large pieces of fruit, pumpkin seeds, veggies, and in-shell nuts.



Crunchy Crisp Sticks

A crispy, crunchy, puffed interactive treat! They're easy-to-grasp, festive, and fun to eat! For pet birds of all sizes.

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
44910-4	2 oz. Tropical Carnival Baked Pretzels Parrot & Macaw Treats	8	44990-6	8 oz. Tropical Carnival® Fruit & Nut Cockatiel Treats	8
44988-3	12 oz. Tropical Carnival® Spicy Santa Fe Parrot & Macaw Treat	8	45072-8	10 oz. Tropical Carnival® Fruit & Nut Parrot-Macaw Big Bites!	8
44986-9	12 oz. Tropical Carnival® Fruit & Nut Parrot Treats	8	44976-0	0.89 oz. Tropical Carnival® Crunchy Crisp Sticks	8

Tropical Carnival® Gourmet & Natural Treats for Pet Birds



Sunflower Yummies Pet Bird Treat

Sunflower Yummies are enrobed in a sweet outer shell that's stimulating and fun to eat. Sunflower Yummies are a great-tasting training treat, snack or reward that pet birds will find simply irresistible.



Jumbo Jungle Jems

Zesty, chunky, chewy, snack treats bursting with fruity flavors!



Oat Spray

Grown and harvested in the USA with all the flavor and goodness nature intended. These protein-packed oats are nutritious and fun to eat! They're so naturally healthy for your pet bird that they can be offered daily.



Melody Mix™ Small Bird Treat

Formulated for parakeets, canaries, and finches. It's loaded with a variety of right-sized and fun-to-eat goodies such as wholesome seeds, grains, fruits, veggies, peanuts, herbs, and marigold flowers.



Chili Pepper Pods Treat

Hookbills of all sizes love spicy chili peppers! Whole chili peppers are easy for pet birds to grasp while eating. They're 100% edible and contain no artificial flavors, colors, or preservatives.

Item#	Product Description	Cs. Pk.
44984-5	3.5 oz. Tropical Carnival® Sunflower Yummies Pet Bird Treat	8
51248-8	6 oz. Fruit Bites Jungle Jems Treat	8
44953-1	2.5 oz. Tropical Carnival® Natural Oat Spray Foraging Treats	8

Item#	Product Description	Cs. Pk.
44730-8	5 oz. Tropical Carnival® Natural Melody Mix™ Small Bird Treat	12
45046-9	2.5 oz. Tropical Carnival® Natural Chili Pepper Pods Treat	8

Tropical Carnival® Natural Treats for Pet Birds



Orange Slices

These easy-to-grasp slices are a naturally delicious treat for hookbills of all sizes.



Baked Crisps

These fruit, berry & veggie flavored crisps offer a variety of benefits to your pet including beak and gum maintenance.



Sweet Potato Yummies

Sweet potatoes are rich in antioxidants full of vitamins and minerals including Vitamin C. A fun, nutritious and interactive treat for pet birds of all sizes.

Tropical Carnival® Natural Spray Millet for Pet Birds



Natural Spray Millet

Field fresh & American grown. Spray millet is a natural and delicious treat. Our sun-cured, plump millet sprays are relished by all pet birds.



Natural Mini Spray Millet

An excellent daily treat and supplement for pet birds! Easier to feed than the larger sprays. They can be placed directly into their food bowls! Mixes easily into the food and is an ideal size for birds to hold and devour!



Foxtail Millet Jumbo Sprays

Birds love spray millet! This unique millet is rich in carbohydrates and protein. A great treat for small to medium birds.

Item#	Product Description	Cs. Pk.
44939-5	0.75 oz. Tropical Carnival® Natural Orange Slices	8
44523-6	0.8 oz. Tropical Carnival® Natural Tasty Crisps	8
44972-2	3.5 oz. Tropical Carnival® Natural Sweet Potato Yummies Pet Bird Treat	8

Item#	Product Description	Cs. Pk.
42402-6	Brown's® 25 lb. Golden Millet Spray	1
42401-9	Brown's® 5 lb. Golden Millet Spray	1
44958-6	4 oz. Tropical Carnival® Natural Spray Millet	24

Item#	Product Description	Cs. Pk.
44980-7	4 oz. Tropical Carnival® Natural Mini Spray Millet	24
45048-3	4 oz. Tropical Carnival® Natural Foxtail Millet Jumbo Sprays	8

Tropical Carnival® Gourmet Treats for Small Animals



Crinkle Crisps® with Fruit

Ridge design promotes tooth and gum health. Gluten free treat that's great for pet rabbits, guinea pigs, chinchillas and other small animals.



Baked Pretzels

Baked Pretzel Treats are easy for small animals to grasp and carry, making feeding time fun & exciting. They're a great chewing treat for optimum tooth and gum health.



Farm Fresh Fixins™

Loaded with goodies taken straight from the farm! A blend of corn, peas, fiber-rich timothy hay pellets, sweet potatoes, carrots, pumpkin seeds, strawberries and more! Great for rabbits, guinea pigs, hamsters & other small animals.



High C™ Treats

A natural source of Vitamin C required by guinea pigs. Also rich in antioxidants and fiber from blueberries, cranberries, kiwis, and mangos. An irresistible treat for small animals including guinea pigs, rabbits and chinchillas.

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
44943-2	1.5 oz. Tropical Carnival® Crinkle Crisps® With Fruit	8	44947-0	10 oz. Tropical Carnival® Farm Fresh Fixins™ Small Animal Treat	8
44914-2	2 oz. Tropical Carnival® Baked Pretzels Small Animal Treats	8	45023-0	2.25 oz. Tropical Carnival® High C™ Small Animal Treats	8

Tropical Carnival® Gourmet Treats for Small Animals



HOOPS®

Nutritious, fun-to-eat, crispy-puffy foraging snacks with berry flavors in every crunchy bite.



Fruit & Nut Small Animal Treats

Fruit & Nut Small Animal Treat is loaded with great stuff... natural chunky-chewy-crunchy fruits, nuts and veggies that your small animal will love.



Item#	Product Description	Cs. Plk.
44968-5	3 oz. Tropical Carnival® Hoops® Small Animal Treats	8
45017-9	8 oz. Tropical Carnival® Fruit & Nut Small Animal Treats	8

Tropical Carnival® Natural Treats for Small Animals



Millet Snips

Brown's® Millet Snips are just the right size for small animals! Grown, sun-ripened and harvested in the USA with all of the flavor and goodness nature intended. Our treats are so naturally good, they can be offered daily and are 100% edible.



Wheat Sprays

Brown's® Wheat Sprays are grown, sun-ripened and harvested in the USA with all of the flavor and goodness nature intended. Our treats are so naturally good, they can be offered daily and are 100% edible.



Mini Corn-On-The-Cob

Brown's® Natural Mini Corn-On-The-Cob is 100% edible. The corn husk can be used as bedding and the corn can be eaten directly off the cob. Microwave to pop the corn for a fun and exciting treat for a variety of small animals.



Oat Spray

Grown and harvested in the USA with all the flavor and goodness nature intended. These protein-packed oats are nutritious and fun to eat! They're so naturally healthy for your small animal that they can be offered daily.



Fruit & Nut Small Animal Treat

Fruit & Nut Small Animal Treat is loaded with only natural, chunky, chewy and crunchy fruits, nuts, and veggies that small animals love.

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
45050-6	3 oz. Tropical Carnival® Natural Millet Spray Snips Small Animal Treat	24	44964-7	1.5 oz. Tropical Carnival® Natural Oat Spray Foraging Treats for Small Animals	8
45043-8	1.5 oz. Tropical Carnival® Natural Wheat Sprays Small Animal Treat	8	44955-5	8 oz. Tropical Carnival® Natural Oat Spray Foraging Treats for Small Animals	6
45041-4	5.5 oz. Tropical Carnival® Natural Mini Corn-on-the-Cob Small Animal Treat	8	45029-2	8 oz. Tropical Carnival® Natural Fruit & Nut Small Animal Treat	8

Tropical Carnival® Natural Treats for Small Animals



Sweet Potato Yummies

Sweet potatoes are rich in antioxidants full of vitamins and minerals including Vitamin C. A fun, nutritious and interactive treat for small animals of all sizes.



Orange Slices

These natural orange slices are a naturally delicious treat for small animals of all sizes.



Select Seeds

Nutritious & irresistible sunflower seeds, pumpkin seeds, squash seeds, cantaloupe seeds, and watermelon seeds!



Tasty Crisps

Colorful, right-sized, crunchy bits made from fruits and veggies. They're bursting with antioxidants, minerals and nutrients. These fun crisps offer a variety of benefits to your pet including highly palatable tastes, sweet aromas, and a crunchy texture for tooth and gum maintenance.



Trail Mix

This healthy natural treat is loaded with antioxidant berries. Plus we added wheel shaped pasta, coated peanuts, puffed rice, raisins, and other delicacies small animals love to eat!



Item#	Product Description	Cs. Pk.
44970-8	3.5 oz. Tropical Carnival® Natural Sweet Potato Yummies for Small Animals	8
44945-6	0.75 oz. Tropical Carnival® Natural Orange Slices Small Animal Treat	8
45019-3	3.5 oz. Tropical Carnival® Natural Select Seeds Small Animal Treat	8

Item#	Product Description	Cs. Pk.
44525-0	0.8 oz. Tropical Carnival® Natural Tasty Crisps Small Animal Treat	8
45025-4	3 oz. Tropical Carnival® Natural Trail Mix Small Animal Treat	8

Tropical Carnival® Natural Timothy Hay



Timothy Hay

It's the softer, leafier hay for rabbits, guinea pigs and chinchillas. The clean natural scent is your assurance of top quality and freshness, captured straight from the fields.



Timothy Hay Craveables!®

We mixed our 100% additive and preservative free, natural western-cut timothy hay with cranberries, flaked corn, flaked peas, sweet potato chunks, papaya, and oat sprays to create a blend pets crave!

Item#	Product Description	Cs. Pk.
45064-3	24 oz. Loose Timothy Hay	6
45066-7	48 oz. Loose Timothy Hay	3
45068-1	96 oz. Loose Timothy Hay	2

Item#	Product Description	Cs. Pk.
45062-9	24 oz. Tropical Carnival® Timothy Hay Craveables!®	6
45070-4	48 oz. Tropical Carnival® Timothy Hay Craveables!®	3



PLAY BARN WITH HAY



Fun Play Toy for Small Animals!

- Stimulates the natural foraging instinct, satisfies the urge to chew & helps relieve cage boredom
- Provides a safe place to nest, sleep & play
- Includes our highly nutritional timothy hay
- Printed with non-toxic & safe to chew vegetable inks
- Can be placed in your pets cage or play area
- Great for rabbits, guinea pigs, chinchillas, hamsters, gerbils, rats, mice & other small animals

Pre-stuffed with natural timothy hay to entice pets inside while providing a fun & nutritious snack!

(Closed bottom cross sectioned to show detail)

Additional Recommendation:

Increase the door cuts to accommodate larger pets.

Item#	Product Description	Cs. Pk.
45015-5	8 oz. Tropical Carnival® Play Barn with Hay	8

Encore® “Good-Better-Best” Marketing Program



Our unique, marketing program used in our Encore® Brands of foods will satisfy your customers' every need and make their buying decisions easy. Each program level has its own unique, value-added features that provide opportunities for upgrading to the next program level of product.

Pets get enhanced benefits and you get extra sales!

Food Program Levels:



GOOD ▶

Premium



Our premium foods are vitamin-fortified, nutritionally enhanced daily diets with each companion pet's favorite ingredients. These nutritionally complete daily diets contain no artificial flavors, colors or preservatives. They're simply a natural fit!

Encore® Classic Natural

BETTER ▶

Super Premium



Our super premium foods are vitamin and mineral fortified and enhanced with a medley of specialized ingredients specific to companion pet's taste and nutritional requirements. These ingredients also help stimulate the natural foraging instincts by introducing new appealing textures, colors, shapes and flavors. Plus, we've added our ZOO•Vital® biscuits that contain prebiotics and probiotics to support good digestion. These biscuits are ergonomically-shaped and come in fun sizes, colors and textures making this a stimulating diet that pets will love!

Encore® Premium

BEST ▶

Gourmet



Our gourmet foods are vitamin-nutrient-fortified foods and treats, all-in-one. These foods are specifically formulated for the daily dietary needs of companion pets and are jam-packed with a medley of fruits, veggies, nuts, seeds and grains. Plus, we've added our ZOO•Vital® biscuits that contain prebiotics and probiotics to support good digestion. These biscuits are ergonomically-shaped and come in fun sizes, colors and textures making this a stimulating diet that pets will love!

Encore® Gourmet Foraging Feast™



Natural Vitamin-Fortified Foods

Wholesome, natural foods that are vitamin fortified and nutritionally enhanced diets with no artificial flavors, colors or preservatives. We blended a wide variety of highly palatable and appealing shapes and textures to make this popular food appealing to all pet birds and small animals.



Parrot Food



Cockatiel Food



Parakeet Food



Pet Rabbit Food



Guinea Pig Food



Hamster Food

Item#	Product Description	Cs. Plk.
54020-7	4 lb. Encore® Classic Parrot Food	8
54021-4	18 lb. Encore® Classic Parrot Food	2
54022-1	50 lb. Encore® Classic Parrot Food	1
54023-8	4 lb. Encore® Classic Cockatiel Food	8
54024-5	20 lb. Encore® Classic Cockatiel Food	2

Item#	Product Description	Cs. Plk.
54025-2	50 lb. Encore® Classic Cockatiel Food	1
54026-9	4 lb. Encore® Classic Parakeet Food	8
54027-6	20 lb. Encore® Classic Parakeet Food	2
54028-3	50 lb. Encore® Classic Parakeet Food	1
54032-0	4 lb. Encore® Classic Pet Rabbit Food	8

Item#	Product Description	Cs. Plk.
54033-7	20 lb. Encore® Classic Pet Rabbit Food	2
54035-1	4 lb. Encore® Classic Guinea Pig Food	8
54036-8	20 lb. Encore® Classic Guinea Pig Food	2
54029-0	4 lb. Encore® Classic Hamster Food	8
54030-6	20 lb. Encore® Classic Hamster Food	2



Vitamin-Fortified Premium Foods

A colorful, nutritionally enhanced daily diet of healthy seeds, grains and legumes. We've also added our nutritionally enhanced ZOO-Vital® in fun shapes, colors and textures that make a stimulating diet.



Parrot Food



“Chunky Style” Parrot Food



Cockatiel Food



Parakeet Food



Canary & Finch Food

Item #	Product Description	Cs. Pk.
51156-6	4 lb. Encore® Premium Parrot Food	6
51162-7	5 lb. Encore® Premium “Chunky Style” Parrot Food	6
51158-0	8 lb. Encore® Premium Parrot Food	4
44352-2	18 lb. Encore® Premium Parrot Food	2
44354-6	25 lb. Encore® Premium Parrot Food	1
44350-8	40 lb. Encore® Premium Parrot Food	1
44351-5	50 lb. Encore® Premium Parrot Food	1

Item #	Product Description	Cs. Pk.
51138-2	1 lb. Encore® Premium Parakeet Food	6
44020-0	2 lb. Encore® Premium Parakeet Food	6
51146-7	5 lb. Encore® Premium Parakeet Food	6
44342-3	22.5 lb. Encore® Premium Parakeet Food	2
44344-7	44 lb. Encore® Premium Parakeet Food	1
51118-4	1 lb. Encore® Premium Cockatiel Food	6
44319-5	2 lb. Encore® Premium Cockatiel Food	6

Item #	Product Description	Cs. Pk.
51126-9	5 lb. Encore® Premium Cockatiel Food	6
51124-5	8 lb. Encore® Premium Cockatiel Food	6
44312-6	22.5 lb. Encore® Premium Cockatiel Food	2
44318-8	44 lb. Encore® Premium Cockatiel Food	1
51112-2	1 lb. Encore® Premium Canary & Finch Food	6
44302-7	22.5 lb. Encore® Premium Canary Food	2
44322-5	22.5 lb. Encore® Premium Finch Food	2

Encore® Premium Vitamin-Fortified Food

GOOD

BETTER

BEST

Super Premium



Pet Rabbit Food



Guinea Pig Food



Hamster & Gerbil Food



Item#	Product Description	Cs. Pk.
44439-0	2 lb. Encore® Premium Pet Rabbit Food	6
51196-2	5 lb. Encore® Premium Pet Rabbit Food	6
41405-8	10 lb. Encore® Premium Pet Rabbit Food	4
44432-1	22.5 lb. Encore® Premium Pet Rabbit Food	2
44032-3	2 lb. Encore® Premium Guinea Pig Food	6
51176-4	5 lb. Encore® Premium Guinea Pig Food	6

Item#	Product Description	Cs. Pk.
51174-0	8 lb. Encore® Premium Guinea Pig Food	6
44412-3	22.5 lb. Encore® Premium Guinea Pig Food	2
51178-8	1 lb. Encore® Premium Hamster & Gerbil Food	6
44429-1	2 lb. Encore® Premium Hamster & Gerbil Food	6
44422-2	22.5 lb. Encore® Premium Hamster & Gerbil Food	2



Vitamin-Fortified Gourmet Foods

A gourmet food and treat all-in-one, fortified with vitamins and minerals. This enticing diet is packed with a medley of specialized delicacies in fun textures, varieties and colors. It's nutritionally enhanced with ZOO-Vital® biscuits that come in fun shapes, colors, and sizes.



Parrot Food



Cockatiel Food



Parakeet Food



Pet Rabbit Food



Guinea Pig Food



Hamster Food

Item#	Product Description	Cs. Pk.
54045-0	4 lb. Encore® Gourmet Foraging Feast® Parrot Food	8
54047-4	40 lb. Encore® Gourmet Foraging Feast® Parrot Food	1
54048-1	3 lb. Encore® Gourmet Foraging Feast® Cockatiel Food	8
54051-1	3 lb. Encore® Gourmet Foraging Feast® Parakeet Food	8

Item#	Product Description	Cs. Pk.
54057-3	4 lb. Encore® Gourmet Foraging Feast® Pet Rabbit Food	8
54060-3	4 lb. Encore® Gourmet Foraging Feast® Guinea Pig Food	8
54054-2	3 lb. Encore® Gourmet Foraging Feast® Hamster Food	8

Hay Bales, Hay Supplements, and Hay Treats



It's Real Hay!

Open the bag and smell the natural sweet aroma of Brown's® western-cut timothy or alfalfa hay. This clean natural scent is your assurance of top quality and freshness captured straight from the fields and harvested at the peak of maturity. Our hay is an excellent source of high fiber and roughage required in the diets of rabbits, guinea pigs and chinchillas.



100% Western-Cut Alfalfa Hay Bale

Great for younger rabbits up to 6 months, guinea pigs, and chinchillas.



Side Salads Fruits n' Berries

We blended chopped timothy hay with select wild berries into a nutritional wholesome daily treat with lots of real pineapple, papaya, and cranberries. It's also rich in antioxidants.



Alfalfa Hay Cubes

- Filler-free compact cubes
- Rich in calcium, fiber & roughage
- Easy, clean & economical to feed



Timothy Hay Cubes

- Appealing flavor & aroma
- Long strand fiber source
- Easy, clean & economical to feed

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
44225-9	56 oz. Falfa Cravins™ Alfalfa Hay Bale	6	44081-1	16 oz. Falfa Cravins™ Alfalfa Hay Cubes	6
44083-5	8 oz. Timothy Hay Side Salads Fruits n' Berries	8	44089-7	10 oz. Falfa Cravins™ Timothy Hay Cubes	8

Specialty Products for Pet Birds



Avian Grit

This natural grit is made from 100% pure ground seashells. It's a great calcium supplement that also supports healthy digestion by assisting with the breakdown of foods in passerines such as canaries and finches. Psittacine birds such as parakeets, cockatiels and parrots may use small amounts as needed.



Mango Flavored Calcium Cuttlebone

Brown's® Mango Flavored Calcium Cuttlebone is a superior calcium supplement source for all pet birds. Calcium is needed for strong bones, proper muscle function, and egg development. Birds will use our Calcium Cuttlebone to trim and sharpen their beaks! It also provides hours of exercise, relieves cage boredom, and stimulates the natural foraging instinct. Birds of all sizes will naturally crave it!

Encore® Reptile Food



Floating Aquatic Turtle Diet with freeze-dried shrimp & mealworms

The most technically advanced zoo-formulated life-stage diet made specifically for aquatic turtles. It's a floating daily-diet and delicious treat, all-in-one!



Item#	Product Description	Cs Pk
51300-3	20 oz. Avian Grit Digestive Supplement	8
51514-4	1.25 oz. Mango Flavored Calcium Cuttlebone	6
51268-6	5 oz. Encore® Aquatic Turtle Diet	8

Press Packed Bedding & Litter



Soft Pine

100% natural, soft & absorbent!

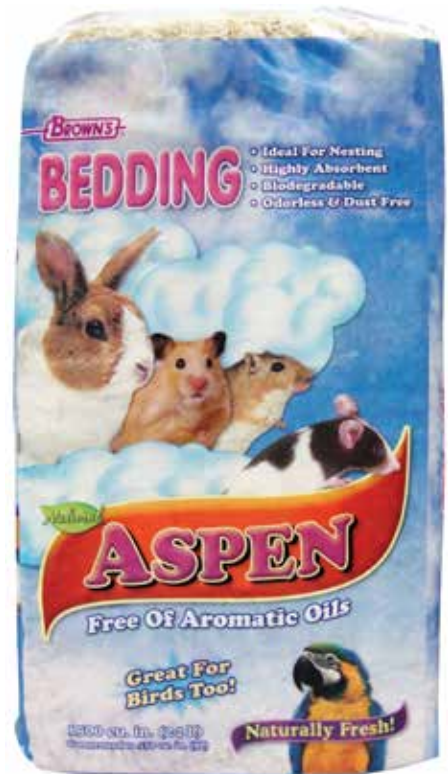
A fresh pine scent for hamsters, gerbils, guinea pigs, rabbits, ferrets, and other small animal habitats.



Aromatic Red Cedar

Repel fleas & ticks naturally!

Use 100% aromatic red cedar shavings as bedding for small animals, dogs, and horses in well-ventilated cages.



Aspen

free of aromatic oils

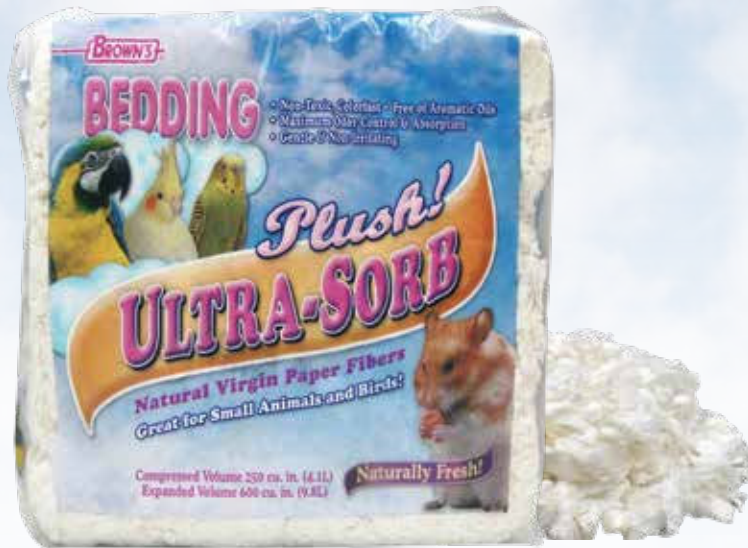
Super soft, clean, and comfortable. Naturally fresh and free of aromatic oils.



Item#	Product Description	Cs. Pk.
44215-0	1200 cu. in. Soft Pine Bedding	6
42809-3	4.0 cu. ft. Soft Pine Bedding	1
44209-9	1200 cu. in. Aromatic Red Cedar Bedding & Litter	6

Item#	Product Description	Cs. Pk.
42804-8	5.0 cu. ft. Aromatic Red Cedar Bedding & Litter	1
44192-4	1500 cu. in. Aspen Bedding	6

Alternative Bedding & Litter



Ultra-Sorb Plush!

It's the most absorbent natural bedding product available. It's made from virgin paper pulp fibers. Light, fluffy, plush paper fibers provide maximum odor control. These soft paper fibers make it easy for animals to burrow, create activity, and find shelter.



Twirls & Cobs™

Dual absorption and odor control from both corn cob and colorful paper Twirls to help keep cages dry and comfortable. Twirls act as a toy to shred, creating hours of fun and exercise to relieve cage boredom.



Corn Cob

It's the #1 choice for bird cage litter. 100% corn cob is highly absorbent, dust-free, biodegradable, odorless, and very clean. It's great for pet birds and small animals too!



Item#	Product Description	Cs. Pk.
44121-4	288 cu. in. Twirls & Cobs™ Cage Litter & Bedding	6
44119-1	250 cu. in. Ultra-Sorb Plush! Pulp Fiber Bedding	12
44092-7	360 cu. in. Corn Cob Bedding	6
44105-4	1.25 cu. ft. Corn Cob Bedding	1

Garden Chic!® Dried Mealworms

Mealworms are the perfect natural food, eagerly accepted and prized by all wild birds. These farm-raised mealworms are “quick-freeze dried” to lock in flavor, freshness and nutritional value. They can be blended with your favorite seed mix or served alone as a treat. They’re great for backyard chickens too!



3, 7 & 14 oz. Shipper Displays



Item#	Product Description	Cs. Pk.
53328-5	3 oz. Garden Chic!® Wild Bird Mealworms	6
53326-1	7 oz. Garden Chic!® Wild Bird Mealworms	6
44843-5	14 oz. Garden Chic!® Wild Bird Mealworms	6
53321-6	30 pc. - 14 oz Garden Chic!® Wild Bird Mealworms Display	1

Encore® Natural Poultry Products



Natural Chick Starter

This nutrient-rich diet uses natural plant proteins and only the freshest, wholesome, sun-ripened grains that your chicks will love to eat! Plus, we use only the highest quality ingredients for optimum growth, development and appearance.



Natural Layer Booster

This nutrient-rich diet uses natural plant proteins and only the freshest, wholesome, sun-ripened grains that your birds will love to eat! Plus, we use only the highest quality ingredients that hens require to product plenty of strong-shelled eggs with rich, yellow yolks.



Natural Poultry Grit Plus

Brown's® Poultry Grit Plus is a unique blend of essential grinding aids that assist birds in digesting their foods. Charcoal is added to help relieve upset stomachs and absorb toxic substances found in the intestinal tract. An oyster shell provides an excellent source of calcium for strong egg shells.

Encore® Natural Chicken, Duck & Goose Treats



Farm Fresh Fixins™ Chicken, Duck & Goose Treat

It's a favorite of ducks, geese, turkeys, quail and other backyard fowl.

- With high-protein mealworms
- Natural with added vitamins, minerals and other trace nutrients
- No artificial preservatives, colors, or flavors
- A nutritious blend of fortified gourmet grains, seeds, flaked peas, and carrots



Farm Fresh Fixins™ Multigrain Treat with Flaxseed

A nutritious foraging treat for chickens, ducks, geese and turkeys.

- Omega-3 fatty acids help produce enriched eggs
 - Excellent protein & energy source
- Flaxseed is high in alpha-Linolenic acid, an Omega-3 fatty acid



Farm Fresh Fixins™ Flaked Cereal Treat

A healthy, high fiber treat for chickens, ducks, geese, turkeys & other backyard fowl.

- Helps stimulate the natural foraging instinct
 - Excellent source of energy
- Highly digestible flaked peas, corn, wheat & carrots
- No artificial preservatives, colors, or flavors

Item#	Product Description	Cs. Pk.	Item#	Product Description	Cs. Pk.
54001-6	7 lb. Natural Chick Starter Daily Diet	6	54008-5	2 lb. Chicken, Duck & Goose Treat	6
54003-0	20 lb. Natural Layer Booster Daily Diet	2	54009-2	2 lb. Multigrain Treat with Flaxseed	6
54005-4	1 lb. Natural Poultry Grit Plus	8	54012-2	1.5 lb. Flaked Cereal Chicken Treat	6

Encore® Natural Chicken, Duck & Goose Treats



Farm Fresh Fixins™ Millet Tips n' Tails

Chickens, ducks, geese and turkeys love our USA grown millet treat.

- All birds love millet!
- An excellent nutritious energy source
- A fun-to-peck natural treat for chickens, ducks, geese, turkeys, pheasants & quail.
- Grown & harvested in the USA!



Farm Fresh Fixins™ Flowers, Herbs & Mealworms Treat

Flowers, Herbs & Mealworms is a naturally nutrient-rich life enrichment treat. Designed to stimulate the natural foraging instinct of chickens & other backyard fowl.

- Wholesome blend of timothy hay, flowers, herbs & mealworms
- For chickens, ducks, turkeys, geese & other backyard fowl
- No artificial preservatives, colors, or flavors



Farm Fresh Fixins™ Avian Gro-Rite™

Avian Gro-Rite™ is a nutritionally-advanced foundational supplement, designed to support poultry and fowl during critical growth and development times, from growing to adulthood.

- Protein dense dietary supplement
- Mix with any starter-grower feed
- For chicks, ducklings, goslings and other fowl



Protein Plus+ Black Soldier Fly Grub Chicken Treat

A nutritious foraging treat for chickens, ducks, geese and turkeys.

- Excellent source of protein & calcium
- Helps produce stronger eggshells
- More protein & calcium than traditional dried mealworms



Item#	Product Description	Cs. Pk.
54011-5	8 oz. Millet Tips n' Tails Treat	6
54010-8	2 lb. Avian Gro-Rite™	6
54016-0	5 oz. Flowers, Herbs & Mealworms Chicken Treat	6
TBD	1 lb. Protein Plus+ Black Soldier Fly Grubs	TBD

Product Barcodes

Tropical Carnival® Daily Diets

5 lb. Tropical Carnival® Macaw Big Food
Item No. 44685-1 • Case Pack: 6



14 lb. Tropical Carnival® Macaw Big Bites Food
Item No. 44688-2 • Case Pack: 3



5 lb. TC Spicy Caribbean Crunch
Item No. 44681-3 • Case Pack: 6



5 lb. Tropical Carnival® Large Hookbill Food
Item No. 44683-7 • Case Pack: 6



5 lb. Tropical Carnival® Small Hookbill Food
Item No. 44677-6 • Case Pack: 6



10 lb. Tropical Carnival® Small Hookbill Food
Item No. 44675-2 • Case Pack: 3



18 lb. Tropical Carnival® Small Hookbill Food
Item No. 44670-7 • Case Pack: 2



3 lb. Tropical Carnival® Cockatiel Food
Item No. 44657-8 • Case Pack: 6



5 lb. Tropical Carnival® Cockatiel Food
Item No. 44653-0 • Case Pack: 6



2 lb. Tropical Carnival® Parakeet Food
Item No. 44645-5 • Case Pack: 6



1.5 lb. Tropical Carnival® Canary & Finch
Item No. 44728-5 • Case Pack: 6



5 lb. Tropical Carnival® Rabbit Food
Item No. 44723-0 • Case Pack: 6



10 lb. Tropical Carnival® Rabbit Food
Item No. 44722-3 • Case Pack: 4



20 lb. Tropical Carnival® Rabbit Food
Item No. 44720-9 • Case Pack: 2



5 lb. Tropical Carnival® Guinea Pig Food
Item No. 44703-2 • Case Pack: 6



10 lb. Tropical Carnival® Guinea Pig Food
Item No. 44698-1 • Case Pack: 4



20 lb. Tropical Carnival® Guinea Pig Food
Item No. 44700-1 • Case Pack: 2



2 lb. Tropical Carnival® Hamster & Gerbil Food
Item No. 44715-5 • Case Pack: 6



5 lb. Tropical Carnival® Hamster & Gerbil Food
Item No. 44713-1 • Case Pack: 6



20 lb. Tropical Carnival® Hamster & Gerbil Food
Item No. 44710-0 • Case Pack: 2



2 lb. Tropical Carnival® Mouse & Rat Food
Item No. 44717-9 • Case Pack: 6



22.5 lb. Tropical Carnival® Mouse & Rat Food
Item No. 44719-3 • Case Pack: 2



4 lb. TC Natural Parrot & Macaw Food
Item No. 44690-5 • Case Pack: 6



3.5 lb. TC Natural Small Hookbill Food
Item No. 44912-8 • Case Pack: 6



2.5 lb. TC Natural Cockatiel-Lovebird Food
Item No. 44900-5 • Case Pack: 6



2 lb. TC Natural Parakeet Food
Item No. 44906-7 • Case Pack: 6



4 lb. TC Natural Pet Rabbit Food
Item No. 44894-7 • Case Pack: 6



4 lb. TC Natural Guinea Pig Food
Item No. 44876-3 • Case Pack: 6



3 lb. TC Natural Chinchilla Food
Item No. 44870-1 • Case Pack: 6



2 lb. TC Natural Hamster-Gerbil Food
Item No. 44882-4 • Case Pack: 6



2 lb. TC Natural Mouse-Rat Food
Item No. 44888-6 • Case Pack: 6



3 lb. TC ZV Parrot & Macaw Diet
Item No. 45060-5 • Case Pack: 6



2 lb. TC ZV Cockatiel & Lovebird Diet
Item No. 45054-4 • Case Pack: 6



1.5 lb. TC ZV Parakeet/Budgie Diet
Item No. 45056-8 • Case Pack: 6



1 lb. TC ZV Canary & Finch Diet
Item No. 45052-0 • Case Pack: 6



Product Barcodes

Tropical Carnival® Treats

8 oz. ZOO•Vital® Parrot & Macaw Biscotti Treat
Item No. 45031-5 • Case Pack: 8



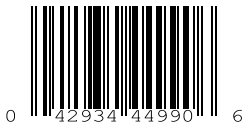
2 oz. TC Baked Pretzel Treats for Parrots
Item No. 44910-4 • Case Pack: 8



12 oz. TC Fruit & Nut Parrot Treats
Item No. 44986-9 • Case Pack: 8



8 oz. TC Fruit & Nut Cockatiel Treats
Item No. 44990-6 • Case Pack: 8



0.89 oz. TC Crunchy Crisp Sticks
Item No. 44976-0 • Case Pack: 8



12 oz. TC Spicy Santa Fe Parrot & Macaw Treat
Item No. 44988-3 • Case Pack: 8



10 oz. Fruit & Nut Parrot-Macaw Big Bites!
Item No. 45072-8 • Case Pack: 8



3.5 oz. Sunflower Yummies Treat
Item No. 44984-5 • Case Pack: 8



5 oz. Melody Mix™ Small Bird Treat
Item No. 44730-8 • Case Pack: 12



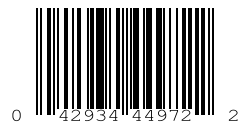
0.75 oz. TC Natural Orange Slices
Item No. 44939-5 • Case Pack: 8



0.8 oz. TC Natural Baked Crisps
Item No. 44523-6 • Case Pack: 8



3.5 oz. TC Natural Sweet Potato Yummies
Item No. 44972-2 • Case Pack: 8



2.5 oz. TC Natural Oat Spray Foraging Treats
Item No. 44953-1 • Case Pack: 8



2.5 oz. TC Natural Chili Pepper Pods Treats
Item No. 45046-9 • Case Pack: 8



Brown's® 5 lb. Golden Millet Spray
Item No. 42401-9 • Case Pack: 1



Brown's® 25 lb. Golden Millet Spray
Item No. 42402-6 • Case Pack: 1



7 ct. TC Natural Spray Millet
Item No. 44958-6 • Case Pack: 24



4 oz. TC Natural Mini Spray Millet
Item No. 44980-7 • Case Pack: 24



1.5 oz. TC Natural Foxtail Millet Jumbo Sprays
Item No. 45048-3 • Case Pack: 8



3 oz. TC Hoops Small Animal Treats
Item No. 44968-5 • Case Pack: 8



8 oz. TC Fruit & Nut. Small Animal Treats
Item No. 45017-9 • Case Pack: 8



10 oz. TC Farm Fresh Fixins™ Small Animal Treat
Item No. 44947-0 • Case Pack: 8



1.5 oz. TC Crinkle Crisps™ with Fruit
Item No. 44943-2 • Case Pack: 8



2 oz. TC Baked Pretzels for Small Animals
Item No. 44914-2 • Case Pack: 8



2.25 oz. TC High-C™ Treats
Item No. 45023-0 • Case Pack: 8



3 oz. TC Natural Millet Snips Small Animal Treat
Item No. 45050-6 • Case Pack: 24



1.5 oz. TC Natural Wheat Sprays
Item No. 45043-8 • Case Pack: 8



1.5 oz. TC Natural Oat Spray Foraging Treats
Item No. 44964-7 • Case Pack: 8



8 oz. TC Natural Oat Spray Foraging Treats
Item No. 44955-5 • Case Pack: 6



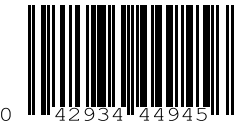
5.5 oz. TC Natural Mini Corn-on-the-Cob
Item No. 45041-4 • Case Pack: 8



3.5 oz. TC Natural Sweet Potato Yummies
Item No. 44970-8 • Case Pack: 8



0.75 oz. TC Natural Orange Slices Sm. An.
Item No. 44945-6 • Case Pack: 8



3.5 oz. TC Natural Select Seeds Treat
Item No. 45019-3 • Case Pack: 8



0.8 oz. TC Natural Baked Crisps
Item No. 44525-0 • Case Pack: 8



3 oz. TC Natural Trail Mix Treat
Item No. 45025-4 • Case Pack: 8



Product Barcodes

8 oz. TC Natural Fruit & Nut Sm. An. Treat
Item No. 45029-2 • Case Pack: 8



Tropical Carnival® Hay

24 oz. Tropical Carnival Loose Timothy Hay
Item No. 45064-3 • Case Pack: 6



48 oz. Tropical Carnival Loose Timothy Hay
Item No. 45066-7 • Case Pack: 3



96 oz. Tropical Carnival Loose Timothy Hay
Item No. 45068-1 • Case Pack: 2



24 oz. TC Timothy Hay Craveables®
Item No. 45062-9 • Case Pack: 6



48 oz. TC Timothy Hay Craveables®
Item No. 45070-4 • Case Pack: 3



8 oz. TC Play Barn with Hay
Item No. 45015-5 • Case Pack: 8



8 oz. TC Natural Fruit & Nut Small Animal Treat
Item No. 45029-2 • Case Pack: 8



Encore® Classic, Premium & Gourmet Food for Pet Birds & Small Animals

4 lb. Encore® Classic Parrot Food
Item No. 54020-7 • Case Pack: 8



18 lb. Encore® Classic Parrot Food
Item No. 54021-4 • Case Pack: 2



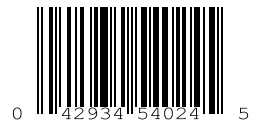
50 lb. Encore® Classic Parrot Food
Item No. 54022-1 • Case Pack: 1



4 lb. Encore® Classic Cockatiel Food
Item No. 54023-8 • Case Pack: 8



20 lb. Encore® Classic Cockatiel Food
Item No. 54024-5 • Case Pack: 2



50 lb. Encore® Classic Cockatiel Food
Item No. 54025-2 • Case Pack: 1



4 lb. Encore® Classic Parakeet Food
Item No. 54026-9 • Case Pack: 8



20 lb. Encore® Classic Parakeet Food
Item No. 54027-6 • Case Pack: 2



50 lb. Encore® Classic Parakeet Food
Item No. 54028-3 • Case Pack: 1



4 lb. Encore® Classic Rabbit Food
Item No. 54032-0 • Case Pack: 8



20 lb. Encore® Classic Rabbit Food
Item No. 54033-7 • Case Pack: 2



50 lb. Encore® Classic Rabbit Food
Item No. 54034-4 • Case Pack: 1



4 lb. Encore® Classic Guinea Pig Food
Item No. 54035-1 • Case Pack: 8



20 lb. Encore® Classic Guinea Pig Food
Item No. 54036-8 • Case Pack: 2



50 lb. Encore® Classic Guinea Pig Food
Item No. 54037-5 • Case Pack: 1



4 lb. Encore® Classic Hamster Food
Item No. 54029-0 • Case Pack: 8



20 lb. Encore® Classic Hamster Food
Item No. 54030-6 • Case Pack: 2



50 lb. Encore® Classic Hamster Food
Item No. 54031-3 • Case Pack: 1



4 lb. Encore® Premium Parrot Food
Item No. 51156-6 • Case Pack: 6



5 lb. Encore® "Chunky Style" Parrot Food
Item No. 51162-7 • Case Pack: 6



8 lb. Encore® Premium Parrot Food
Item No. 51158-0 • Case Pack: 4



18 lb. Encore® Premium Parrot Food
Item No. 44352-2 • Case Pack: 2

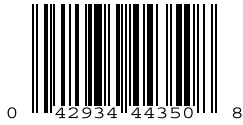


25 lb. Encore® Premium Parrot Food
Item No. 44354-6 • Case Pack: 1



Product Barcodes

40 lb. Encore® Premium Parrot Food
Item No. 44350-8 • Case Pack: 1



50 lb. Encore® Premium Parrot Food
Item No. 44351-5 • Case Pack: 1



1 lb. Encore® Premium Parakeet Food
Item No. 51138-2 • Case Pack: 6



2 lb. Encore® Premium Parakeet Food
Item No. 44020-0 • Case Pack: 6



5 lb. Encore® Premium Parakeet Food
Item No. 51146-7 • Case Pack: 6



22.5 lb. Encore® Premium Parakeet Food
Item No. 44342-3 • Case Pack: 2



44 lb. Encore® Premium Parakeet Food
Item No. 44344-7 • Case Pack: 1



1 lb. Encore® Premium Cockatiel Food
Item No. 51118-4 • Case Pack: 6



2 lb. Encore® Premium Cockatiel Food
Item No. 44319-5 • Case Pack: 6



5 lb. Encore® Premium Cockatiel Food
Item No. 51126-9 • Case Pack: 6



8 lb. Encore® Premium Cockatiel Food
Item No. 51124-5 • Case Pack: 6



22.5 lb. Encore® Premium Cockatiel Food
Item No. 44312-6 • Case Pack: 2



44 lb. Encore® Premium Cockatiel Food
Item No. 44318-8 • Case Pack: 1



1 lb. Encore® Premium Canary & Finch Food
Item No. 51112-2 • Case Pack: 6



22.5 lb. Encore® Premium Canary Food
Item No. 44302-7 • Case Pack: 2



22.5 lb. Encore® Premium Finch Food
Item No. 44322-5 • Case Pack: 2



2 lb. Encore® Premium Pet Rabbit Food
Item No. 44439-0 • Case Pack: 6



5 lb. Encore® Premium Pet Rabbit Food
Item No. 51196-2 • Case Pack: 6



10 lb. Encore® Premium Pet Rabbit Food
Item No. 41405-8 • Case Pack: 4



22.5 lb. Encore® Premium Pet Rabbit Food
Item No. 44432-1 • Case Pack: 2



2 lb. Encore® Premium Guinea Pig Food
Item No. 44032-3 • Case Pack: 6



5 lb. Encore® Premium Guinea Pig Food
Item No. 51176-4 • Case Pack: 6



8 lb. Encore® Premium Guinea Pig Food
Item No. 51174-0 • Case Pack: 6



22.5 lb. Encore® Premium Guinea Pig Food
Item No. 44412-3 • Case Pack: 2



1 lb. Encore® Premium Hamster & Gerbil Food
Item No. 51178-8 • Case Pack: 6



2 lb. Encore® Premium Hamster & Gerbil Food
Item No. 44429-1 • Case Pack: 6



22.5 lb. Encore® Premium Hamster/Gerbil Food
Item No. 44422-2 • Case Pack: 2



4 lb. Encore® Gourmet Parrot Food
Item No. 54045-0 • Case Pack: 8



50 lb. Encore® Gourmet Parrot Food
Item No. 54047-4 • Case Pack: 1



3 lb. Encore® Gourmet Cockatiel Food
Item No. 54048-1 • Case Pack: 8



4 lb. Encore® Gourmet Pet Rabbit Food
Item No. 54057-3 • Case Pack: 8



3 lb. Encore® Gourmet Parakeet Food
Item No. 54051-1 • Case Pack: 8



3 lb. Encore® Gourmet Hamster Food
Item No. 54054-2 • Case Pack: 8



4 lb. Encore® Gourmet Guinea Pig Food
Item No. 54060-3 • Case Pack: 8



Product Barcodes

Hay Bales & Hay Treats

56 oz. Falfa Cravins™ Alfalfa Hay Bale
Item No. 44225-9 • Case Pack: 6



8 oz. Timothy Hay Side Salads Fruits n' Berries
Item No. 44083-5 • Case Pack: 8



16 oz. Falfa Cravins™ Alfalfa Hay Cubes
Item No. 44081-1 • Case Pack: 6



10 oz. Falfa Cravins™ Timothy Hay Cubes
Item No. 44089-7 • Case Pack: 8



Brown's® Specialty Products for Pet Birds & Small Animals

20 oz. Encore® Natural Avian Grit
Item No. 51300-3 • Case Pack: 8



1.25 oz. Mango Flavored Calcium Cuttlebone
Item No. 51514-4 • Case Pack: 6



Bedding & Cage Litter

1200 cu. in. Soft Pine Bedding
Item No. 44215-0 • Case Pack: 6



5.0 cu. ft. Soft Pine Bedding
Item No. 42809-3 • Case Pack: 1



1200 cu. in. Aromatic Red Cedar Bedding & Litter
Item No. 44209-9 • Case Pack: 6



5.0 cu. ft. Aromatic Red Cedar Bedding & Litter
Item No. 42804-8 • Case Pack: 1



1500 cu. in. Aspen Bedding
Item No. 44192-4 • Case Pack: 6



288 cu. in. Twirls & Cobs™ Cage Litter & Bedding
Item No. 44121-4 • Case Pack: 6



360 cu. in. Corn Cob Bedding
Item No. 44092-7 • Case Pack: 6



1.25 cu. ft. Corn Cob Bedding
Item No. 44105-4 • Case Pack: 1



250 cu. in. Ultra-Sorb Plush! Pulp Fiber Bedding
Item No. 44119-1 • Case Pack: 12



Encore® Natural Reptile Products

5 oz. Encore® Aquatic Turtle Diet
Item No. 51268-6 • Case Pack: 8



Encore® Natural Poultry Products

7 lb. Natural Chick Starter Daily Diet
Item No. 54001-6 • Case Pack: 6



20 lb. Natural Layer Booster Daily Diet
Item No. 54003-0 • Case Pack: 2



1 lb. Poultry Grit Plus
Item No. 54005-4 • Case Pack: 8



2 lb. Chicken, Duck & Goose Treat
Item No. 54008-5 • Case Pack: 6



2 lb. Multigrain Treat with Flaxseed
Item No. 54009-2 • Case Pack: 6



8 oz. Millet Tips n' Tails Treat
Item No. 54011-5 • Case Pack: 12



2 lb. Avian Gro-Rite™
Item No. 54010-8 • Case Pack: 6



Product Barcodes

1.5 lb. Flaked Cereal Chicken Treat
Item No. 54012-2 • Case Pack: 6



5 oz. Flowers, Herbs & Mealworms Treat
Item No. 54016-0 • Case Pack: 6



Garden Chic![®] Wild Bird Mealworms

3 oz. Wild Bird Mealworms
Item No. 53328-5 • Case Pack: 6



7 oz. Wild Bird Mealworms
Item No. 53326-1 • Case Pack: 6



14 oz. Wild Bird Mealworms
Item No. 44843-5 • Case Pack: 6



30 pc. - 14 oz. Mealworms Display
Item No. 53321-6 • Case Pack: 1



Tropical Carnival[®] Natural Behaviors[®] Products

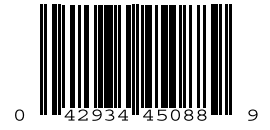
4 lb. Grain-Free Pet Rabbit Daily Diet
Item No. 45080-5 • Case Pack: 3



4 lb. Grain-Free Guinea Pig Daily Diet
Item No. 45082-5 • Case Pack: 3



3 oz. Bio-Treat for Small Animals
Item No. 45088-5 • Case Pack: 6



Bunny Diggin' Box w/ Mat
Item No. 45086-5 • Case Pack: 3



Hemp Fiber Mat
Item No. 45084-5 • Case Pack: 12



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. 173 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.

• FROM OUR FAMILY TO YOURS! •

We're more than you know!

- A 178-year-old Pennsylvania company
- Family-owned and operated by 6th generation owners
- Unique & effective "ESL" (Extended Shelf Life) packaging
 - Color-coded packaging by animal species
 - Exclusive five-stage cleaning process
 - "Good, Better, Best" marketing program
- Best quality ingredients in all formulations
 - Merchandising tools available
- Tailored color Plan-O-Grams to fit your store
 - Wild bird, pet bird & small animal experts
- Reputation for integrity, product quality, and dealer support

www.fmbrown.com

