

Wildlife Sciences

11400 K-Tel Drive, Minnetonka, MN 55343 ~ PH: 888-316-2473 ~ Fax: 952-238-1115

February 7, 2020

For Immediate Release

Wildlife Sciences Introduces Flutter Butter at GPE

Flutter Butter offers a whole new way to feed backyard birds. It's the nutritious no-salt peanut butter for wild birds, served in revolutionary new Pods that twist instantly into a growing choice of Flutter Butter feeders. The easy-to-handle Pods and matching feeders create a complete feeding system that's perfect for every backyard.

"Flutter Butter is very popular in Europe," explained Bill Gleason, President of Wildlife Sciences, "and now Wildlife Sciences has teamed up with Jacobi Jayne from the UK, to introduce this new feeding system in the US. We fill the Pods with a suet mixture rich with peanuts. Other flavors are created by adding dried mealworms (Buggy) and dried berries (Fruity)."

Eye-catching graphics are offered with all Flutter Butter products to quickly relay the concept of the feeding system. "Consumers are always looking for new and unique backyard birding products," Gleason added, "and this new product line fills that need perfectly. Birds will love the rich peanut butter mixes, consumers will love the convenience and retailers will love the repeat sales."

Contact:

GPE booth 4744

Bill Gleason
Wildlife Sciences
11400 K-Tel Drive
Minnetonka, MN 55343

P: 888-316-2473
F: 952-238-1115
C: 612-965-7100

E-mail: contact@wildlifesciences.net
Web: www.wildlifesciences.net



Wildlife Sciences

11400 K-Tel Drive, Minnetonka, MN 55343 ~ PH: 888-316-2473 ~ Fax: 952-238-1115

January 27, 2020

FOR IMMEDIATE RELEASE

Wildlife Sciences will introduce new **Songbird Treats** at the Global Pet Expo

Wildlife Sciences, known for its innovative wild bird suet products and unique environmentally friendly packaging, introduces **Songbird Treats**, a new line of seed cakes for wild birds. “Wild bird seed cakes have been around for years,” explained Bill Gleason, President of Wildlife Sciences. “We were not going to enter the market as a ‘me too’ supplier,” Gleason continued, “so we created our own manufacturing process that greatly reduces the time and labor involved, thereby increasing throughputs and lowering prices.”

Songbird Treats seed bars are made with all-natural ingredients including a special vegetable gelatin. The high-quality seed mixes are formulated to attract a variety of songbirds. “We’ve also incorporated our unique one-piece wrapper package that allows for easy-open, no-mess handling in a package that is 100% recyclable,” added Gleason.

The new seed bars are offered in five distinct flavors; Woodpecker Crunch, Wild Bird Buffet, Sunny Mealworm, Nutty’s Berries and Happy Finch. **Songbird Treats** are available in two sizes; small seed bars are about the same size as a standard suet cake and the large size about four times bigger.

New **Songbird Treats** will be featured in the New Product Showcase at the Global Pet Expo.

Contact:

GPE booth 4744

Bill Gleason
Wildlife Sciences
11400 K-Tel Drive
Minnetonka, MN 55343

P: 888-316-2473
F: 952-238-1115
C: 612-965-7100

E-mail: contact@wildlifesciences.net
Web: www.wildlifesciences.net



Wildlife Sciences

11400 K-Tel Drive, Minnetonka, MN 55343 ~ PH: 888-316-2473 ~ Fax: 952-238-1115

February 7, 2020

FOR IMMEDIATE RELEASE

WILDLIFE SCIENCES ANNOUNCES THE INTRODUCTION OF ITS **MIXED FLAVOR SUET PLUS 20 PACK** AT GLOBAL PET EXPO

Wildlife Sciences will introduce its new Suet Plus Mixed Flavor 20 Pack at Global Pet Expo in February 2020. “Multi-packs have seen tremendous growth in recent years as consumers seek value and convenience,” said Bill Gleason, President of Wildlife Sciences, “the addition of mixed flavors in a multi-pack will bring fresh excitement to the suet category.”

The attractively designed package contains five suet cakes each of popular flavors Berry and Peanut. “The Suet Plus brand is known as the suet cake in the candy bar wrapper,” Gleason continued. “It is easy to open with no-mess handling and is 100% recyclable. This brand extension adds variety and convenience to those attributes.”

The Suet Plus brand now offers several multi-pack sizes, these include 8 Packs, 10 Packs, 15 Packs and even a Jumbo 20 Pack. “Multi-packs can account for as much as 50 percent of suet sales,” Gleason added, “retailers and distributors can now offer multiple flavors in the pack size that best meets their price point goals. Suet multi-packs scream value and are excellent for promotions as well as everyday sales. Consumers love the value and convenience and retailers benefit from a larger ring and added sales.”

Contact:

GPE - Booth 4744

Bill Gleason
Wildlife Sciences
11400 K-Tel Drive
Minnetonka, MN 55343
P: 888-316-2473
F: 952-238-1115
C: 612-965-7100

E-mail: contact@wildlifesciences.net

Web: www.wildlifesciences.net

