

# News Release

January 14, 2004

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## ZuPreem® Introduces New 40 lb. Bag for AvianBreeder™ Diets

Shawnee, Kan. – ZuPreem introduces AvianBreeder™ Diets in new large-size 40 lb. bags. AvianBreeder Diets come in two formulas: FruitBlend™ Flavor and Natural with a variety of nugget sizes for different species. Also new is AvianBreeder Natural Diet in cocktail size nuggets now available only in the new 40 lb. bag.

“ZuPreem breeder customers have been asking for the large-size bags, and the company has answered their requests,” says Gail Shepard, senior marketing manager at ZuPreem. “The 40 lb. bags offer convenience, as well as a cost saving advantage, especially for customers with large breeding operations,” she says. Both diets are still offered in the original 20 lb. quantity.

“ZuPreem AvianBreeder Diets are recommended and fed by leading breeders because they are nutritionally balanced especially for breeding birds,” says Darlia A. Morris, DVM, ZuPreem vice president. “Breeders find the higher levels of protein, fat and calcium meet breeding birds needs before and during breeding season, helping promote a healthy breeding stock for the optimum production of offspring,” she says.

ZuPreem manufactures and distributes diets and treats for companion birds and other exotic animals. For nearly 40 years, the company has been committed to nutrition research and the development of proven effective diets and treats. The company, whose parent name is Premium Nutritional Products, Inc. is located in Shawnee, Kansas, and distributes products worldwide. ❖

## ZuPreem® Introduces New 20 lb. Buckets of Embrace® Hand-Feeding Formulas

Shawnee, Kan. – ZuPreem announces its Embrace Hand-Feeding Formulas are now available in new 20 lb. buckets. The 5.3 gallon plastic buckets have a reclosable flip-top lid with a comfortable grip on the handle. Each bucket includes a one-cup scoop.

“The new buckets are especially convenient for large-scale breeding operations,” says Gail Shepard, senior marketing manager at ZuPreem. “Now, breeders can get the same great formulas in more convenient packaging that better fits their hand-feeding needs,” she says.

The hand-feeding diets come in two formulas: Embrace for smaller species requiring moderate levels of fat and protein during growth, and Embrace Plus for larger species requiring moderate levels of protein but higher levels of fat during growth. Embrace formulas are still available in the original 1.25 to 10 lb. reclosable stand-up pouches.

“Embrace formulas are preferred by hand-feeders because they have a unique smooth consistency not found in competitive hand-feeding formulas,” says Darlia A. Morris, DVM, ZuPreem vice president. “The formulas stay mixed in solution and in the crop safely delivering essential nutrients,” she says. “Breeders report baby birds fed with Embrace formulas are stronger and have faster weight gain.”

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## The Evolution of Aviculture

Make your plans for the AFA's upcoming 2004 Convention to take place in San Francisco, California, from August 3-7, 2004, to celebrate the 30th Annual Convention of the American Federation of Aviculture (AFA). The theme of the convention is “The Evolution of Aviculture.” The venue and the speakers are guaranteed to be top notch. Be there!