



## PECKISH INTRODUCES MESS-FREE FUNNEL FEEDER

Peckish, the UK's leading wild bird food brand, is thrilled to announce the introduction of a **Funnel Seed Feeder**, for a **no mess solution** to wild bird feeding.



Consumers report they are **increasingly frustrated** with feeders on the market, with narrow openings often **causing spillage**, which not only wastes product but can often lead to weeds in the garden. The new Funnel Seed feeder by Peckish directly addresses this pain point and incorporates a **built-in funnel** that makes pouring in seed quick, simple and entirely mess-free. It also features a quick release lid, ensuring that topping up is both easy and efficient. Additionally, the base includes a **quick-release mechanism and removable ports**, making it effortless to clean and maintain high hygiene standards.

The new feeders can be used with Peckish's flagship product and the **UK's No.1\* seed mix** – Peckish Complete, which features with the goodness of CalVita – a vitamin enriched pellet that's tailor made for wild birds' well-being. Peckish Complete is a unique 12 seed blend that's packed with energy and nutrition, and attracts a wide variety of wild birds that bring colour to gardens across the nation.

Kirk Rothwell, Brand Manager at Peckish, commented: "We're committed to listening to our customer's feedback, and providing solutions that truly meet their needs. Our new funnel feeders provide the simplest refillable solution, preventing mess and limiting waste."

**ENDS**

\*Gfk Wild Bird Care GB, Panel Market excluding Iron Mgr, Food, January – April 2024.

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