

**GET**  
*More Birds...*  
**GET**  
*New Birds...*  
**GET**  
*it All Naturally!*

**100% ALL NATURAL  
 NO CHEMICALS  
 JUST LOTS OF BIRDS!**

**COLE'S**  
 THE BETTER WILD BIRD FEED

TOLL FREE  
 1-877-426-8882  
[www.coleswildbird.com](http://www.coleswildbird.com)

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## BIRDS THAT LOVE IT HOT AND SPICY



Are you tired of seeing everything BUT birds sitting at your feeder? Do you wish you could create a special oasis for your feathered friends to enjoy without inviting the whole neighborhood to chow down on the good stuff you're serving?

**Cole's to the rescue with its best-selling line of **HOT** products uniquely seasoned just for the birds!**

- ◆ Bluebird
- ◆ Red-bellied Woodpecker
- ◆ Goldfinch
- ◆ Wren
- ◆ Chickadee
- ◆ Titmouse
- ◆ Nuthatch
- ◆ Hairy Woodpecker
- ◆ Purple Finch
- ◆ Indigo Bunting
- ◆ Grosbeak
- ◆ Red-headed Woodpecker
- ◆ Cardinal
- ◆ Dark-eyed Junco
- ◆ Kinglet
- ◆ Pine Siskin
- ◆ Song Sparrow
- ◆ Downy Woodpecker

*...and many more!*

Check out the full line of Cole's products at  
[ColesWildBird.com](http://ColesWildBird.com)



## TURN UP THE HEAT!

With Cole's **HOT & SPICY** line of wild bird feeds, suets and our famous **FLAMING SQUIRREL SEED SAUCE™**  
*The world's only Hot Sauce for Birds!*



**Exclusively from**

**COLE'S**  
 THE BETTER WILD BIRD FEED



# UNIQUE PRODUCTS SO FIERY HOT! ONLY A BIRD COULD LOVE THE SPECIAL TASTE!



## HOT MEATS™

Nutritious sunflower meats infused with fiery hot chilies.

Birds can't get enough of the hot Cajun flavor.

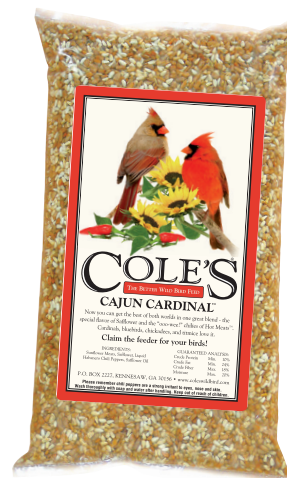
*No Mess, No Waste and Exclusively for the Birds!*



## CAJUN CARDINAL™

Now you can get the best of both worlds in one great blend - the special flavor of Safflower and the "ooo-wee!" chilies of Hot Meats™. Cardinals, bluebirds, chickadees, and titmice love it.

*Claim the feeder for your birds!*



## HOT MEATS™ SUET

Chili pepper suet mixed with Sunflower Meats! Our famous best seller presented in a no-melt suet cake that's guaranteed to become your birds' favorite.

## FLAMING SQUIRREL™ SEED SAUCE

A nutritional birdseed supplement that is all natural and super hot. Birds love the taste of this liquid chili pepper formula exploding with tons of hot Cajun flavor.



## FAQ's

**Q: Why does a chili pepper taste hot to people and other mammals, but not birds?**

**A:** The chili pepper plant evolved over time to be attractive to birds and distasteful to other animals that might look to make it a meal. When a bird eats a chili, the seeds remain intact and pass through the bird's droppings where they are spread over a wide area to grow and multiply, but the digestive tracts of mammals destroy the chili seeds when ingested. So, as a defense mechanism chili plants taste hot to mammals like people, dogs, squirrels, rabbits, etc., while birds cannot taste the heat at all.

**Q: Is chili pepper physically harmful to any of my backyard friends?**

**A:** Absolutely not. Scientific tests have proven that the "hot" sensation caused by eating chili peppers is only a temporary sensory stimulation. That means there is no actual or permanent physical damage to the eye, nose, or throat tissues of any bird or animal that eats it. It feels no different from handling peppers while cooking and it makes for a very safe, effective, and humane way to increase the number of bird visits to your feeder while making sure they remain exclusively for the birds.

**Q: What can I expect to see at the feeder?**

**A:** Since all "Hot" products are based on taste preferences, they must be eaten for birds to learn it is a delicious new food source and for other animals to discover it is not their favorite flavor. Once you fill your feeder, you will see all kinds of different



visitors, both bird and non-bird, trying it out over the next few weeks. It is important to know that chilies are not repellents. Within a short period of time most mammals simply decide they do not like the taste and move on to other more palatable food sources in your yard, thus freeing up the feeder for your favorite visitors to hang out even longer.

Please note that sometimes it takes a few days to a couple of weeks for your backyard birds to recognize the new hot seed offerings as a viable food source. Most songbirds are very visual and any change to a feeder's look or contents can temporarily confuse them. Once they get past the change and try it out, you will see a significant increase in bird visits and maybe even a few species you've never seen before at your feeder!

## BLAZING HOT BLEND™

A traditional blend of highly desired seeds enhanced by hot habanero chilies. Beautiful songbirds can't get enough of this super spicy blend!

