



PECKISH UNVEILS NEW CONTEMPORARY FEEDERS DESIGNED TO CAPITALISE ON TRENDS

Peckish, the UK's leading wild bird food brand, is expanding its best-selling offering with the launch of **Canto**, a premium range of contemporary wild bird feeders designed to bridge the gap **between garden and home styling**.

Inspired by leading interior design trends, the **seven-piece Canto collection** is finished in an elegant **Pistachio** green, a popular Pantone shade already dominating indoor décor, helping consumers seeking a cohesive and stylish outdoor space.

Aesthetics continue to influence purchasing behaviour, particularly among style-conscious consumers, and the Canto range presents a fresh opportunity for retailers to tap into the growing demand for products that are both **functional and fashionable**.

Made from robust, hard-wearing metal and shatterproof polycarbonate, the feeders are built to endure the **UK's unpredictable weather** while remaining easy to fill and clean, essential features for today's convenience-minded customer. The range includes options for seed blends, energy balls, and peanuts, with squirrel-proof and no-mess designs, that address **common consumer pain points**.

The full collection features:

- The Peckish Canto Seed Feeder

- The Peckish Canto Peanut Feeder
- The Peckish Canto Energy Ball Feeder
- The Peckish Canto Nyjer Seed Feeder
- The Peckish Canto Squirrel-proof Seed Feeder
- The Peckish Canto Squirrel-proof Peanut Feeder
- The Peckish Canto Squirrel-proof Energy Ball Feeder

Anastasia Scaife, Head of Marketing, Bird & Pet Care Division, commented:

“Consumer expectations have shifted, and gardens are now seen as an extension of the home. Our new Canto range is our response to this trend, offering retailers a stylish, design-led feeder collection that delivers on both **form and function**. We’ve combined aesthetics with performance to help drive incremental sales in the bird care category as well as to drive participation.”

The new Canto range is perfectly complemented by **Peckish Complete Seed Mix**, a high-performing blend of 12 ingredients and enriched with exclusive **Calvita® vitamin pellets**. With year-round appeal and strong brand recognition, Peckish Complete is a proven bestseller and the ideal companion product to support feeder sales and drive basket value.

The new Peckish Canto feeders are available from **January 2026** and can be ordered via Westland Live or via your Westland Account Manager.

ENDS

Notes to editors:

About Westland Horticulture:

Westland Horticulture, home to brands such as Peckish, Unwins, Kent & Stowe, and Gro-Sure, is a leading horticultural company dedicated to helping people create and maintain beautiful, healthy gardens that encourage a variety of birds to visit. Established in Northern Ireland in 1990, we have a rich heritage and pride our brands on being the trusted partners that our customers can rely on, season after season.

Sustainability is at the heart of what we do. We aim to deliver a positive change through long term investment, from significantly reducing peat across our range, increasingly adapting our packaging to become plastic-free, and always striving to source local

ingredients. We're also very proud that all our sites use 100% renewable energy and are zero waste to landfill.

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