

PRESS RELEASE

The Egg Bird Feeder

The Nuttery is proud to announce the launch of the stunning Egg bird feeder.

This innovative feeder is crafted from high quality porcelain, aluminium and stainless steel. Sleek, contemporary and yet totally functional, The Egg will truly give the birds something to chirp about!

Managing Director, Julian Lipton says: "Quite simply, this is the most beautiful bird feeder we have ever made. Not only will it look stunning in any setting, The Egg is also designed to help attract a wide variety of birds to the garden all year round. Our brand values of 'quality, design and innovation' are very important to us and I believe we have delivered on each aspect with The Egg. We are all very excited".

The Egg features a cleverly designed 'gravity hopper' that allows the seed to filter into the rust proof aluminium tray when needed. As the birds feed, more seed is released. It is weather-resistant and comes complete with a stainless steel hanger and unique 'quick lock' base allowing for easy filling / cleaning. Its 360° design allows all round access for birds and maximises viewing. You can also hang several in the garden to create a colourful display. Fill with different types of seed to attract even more birds!

The Egg is available in 5 striking colours and supplied in a beautifully designed gift carton. As with all Nuttery bird feeders, it comes with a lifetime guarantee.

End. 13.10.08.

Notes for editors

- SRP - £39.99
- Available at most good garden centres or direct from The Nuttery
- H:20cm x W:19cm – holds up to 1.5kg of seed
- Colours – duck egg blue, olive green, cool grey, dusty pink, plum purple
- Dedicated microsite at www.nutteryegg.com
- High resolution photographs available at www.nutteryegg.com/photos
- Limited / exclusive 'reader offers' available
- For more information, contact Cheryl Lipton on 01923 777111 or cheryl.lipton@thenuttery.com

Due to changes in the environment, natural habitats are rapidly disappearing, resulting in the decline of many of our most loved birds. Bird feeding is recommended all year round – for warmth in the cold weather and energy during the breeding season.