

Tired of squirrels robbing your feeder? Have they taken over your backyard?

What's the number one complaint about feeding wild birds? *The Squirrels!* You spend good money on top quality feed to attract the best birds, then those little varmints move in, hog the feeder, and chase away the birds. Well now you can fight the age-old battle against squirrels and win with Cole's **Hot Meats**.™ It's guaranteed to knock the socks off those pesky squirrels. If you're tired of wasting money feeding the squirrels, try a bag of Cole's...

HOT MEATS™

**NO SQUIRRELS,
JUST BIRDS!**



P.O. Box 440173
Kennesaw, GA 30160
www.coleswildbird.com

COLE'S
THE BETTER WILD BIRD FEED

New from
COLE'S
THE BETTER WILD BIRD FEED



**Birds love it while squirrels
hate the hot cajun flavor!**

Hot Meats™ FAQs

Q: What is Hot Meats™?

A: We infuse our top quality sunflower meats with an exclusive chili pepper and safflower oil formulation. When a squirrel takes a bite, he experiences a very uncomfortable burning sensation - the same as if you bit into a hot pepper yourself.

Q: Why does it bother the squirrels and not the birds?

A: The chili pepper plant has evolved over time to be attractive to birds, but distasteful to squirrels. When a bird eats a chili, the seeds remain intact and pass through to the bird's droppings where they are spread over a wide area, but the digestive tracts of mammals destroy the chili seeds. So as a defense mechanism, chili plants taste hot to mammals, while birds cannot taste the heat at all.

**100% ALL NATURAL
NO WASTE, NO MESS
NO SQUIRRELS!**

Q: Is chili pepper physically harmful to the squirrels?

A: Absolutely not. Scientific tests have proven that the burning sensation caused by eating Hot Meats™ is a sensory stimulation only. That means there is no actual physical damage to the eye, nose, or throat tissues of the squirrel. It makes for a very safe, effective, and humane way to keep all types of mammals away from your bird feeder.

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

A: Since a squirrel must actually eat the chili to know that it doesn't like the taste, you may see as many as twenty different squirrels trying it out over the next two weeks. What **you will not see** is a squirrel emptying out the feeder in one sitting. The squirrel may sneeze, wipe its face, or run to your birdbath for a long drink of water — all perfectly harmless to the squirrel, but sweet revenge for the besieged bird watcher.

Once all the squirrels in your area have tried Hot Meats™ and felt the effects of the chili, they will leave your feeder alone and look for other food sources.

BIRDS THAT LOVE HOT MEATS™

- ◆ 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!

Attract more wild birds with the better wild bird feed...

COLE'S
THE BETTER WILD BIRD FEED

TOLL FREE

1-877-426-8882

www.coleswildbird.com

© Copyright 2009 Cole's Wild Bird Products Co. All rights reserved