



# 2024 PRODUCT CATALOG





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# Nothin' to Hide®

## Collagen Based Chews



### High in Protein • Low in Fat & Calories • Irresistibly Good

We believe dogs deserve the very best which led to the development of Nothin' to Hide®...a labor of love!

We worked tirelessly to develop a long lasting chew that is healthy and safe for dogs. Here at Fieldcrest Farms® we are passionate about our products, but more importantly we are passionate about dogs. Many of us have dogs, some of us have many dogs, so developing a chew that is healthy and safe was our top priority.

This is how Nothin' to Hide® became the premium collagen based chew you can trust. Nothin' to Hide® comes in a variety of shapes and sizes as well as an assortment of flavors suitable for all breeds in all life stages. We use the highest quality, all natural, limited ingredients so you can rest assured you're giving your pups the very best.



# Nothin' to Hide<sup>®</sup> Collagen Based Dog Chews

by Fieldcrest Farms<sup>®</sup>



## B E N E F I T S

- Promotes strong bones, tendons & ligaments
- Reduces fat & builds lean muscle
- Supports healthy joints
- Boosts healthy skin and shiny coat
- Strengthens nails, teeth & gums
- Improves digestive health
- Promotes healthy appetite management



## Nothin' to Hide<sup>®</sup> is the preferred chew.

Our collagen-based chews begin as a very fine powder, which is hydrated, shaped and oven baked. We then apply our savory bastings for maximum flavor and palatability.

### Our Process



#### Step 1

Beef hide is ground into powder form and cooked at high temperatures to become Hydrolyzed Collagen.



#### Step 2

The collagen is then mixed with other ingredients to create a paste. Afterwards it's shaped into various size dog chews.



#### Step 3

A protein gravy is hand applied to each chew to ensure maximum taste enjoyment and palatability for your pet.



#### Step 4

Finally, the glazed product is cooked for several hours at high temperatures in specialized ovens to create a highly digestible and long-lasting chew your dogs will crave.

**75%  
HIGH  
PROTEIN  
CHEWS**







# Nothin' to Hide®

## Do you know your chew size?

It is important to select the correct size chew based on the size of your dog. Select a chew that is larger than your dog's mouth. If you're in doubt, choose a size up. Always supervise your pet during chew time.

### RECOMMENDED CHEW SIZES

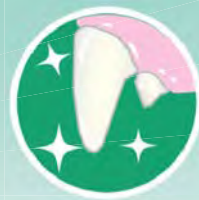
BREED SIZE	NTH CHEW	ULTRA CHEW
up to 15lbs	Twist Stix Rings & Bones	3" Knotted Bones 3" Wishbones
up to 25lbs	5" Roll 3" Bagel	5" Wishbones
up to 35lbs	5" Roll 3" Bagel Flip Chips	5" Wishbones 7" Wishbones 9" Knotted Bone
up to 50lbs	10" Roll	
over 50lbs	10" Roll 24" Roll	7" Wishbones 9" Knotted Bone



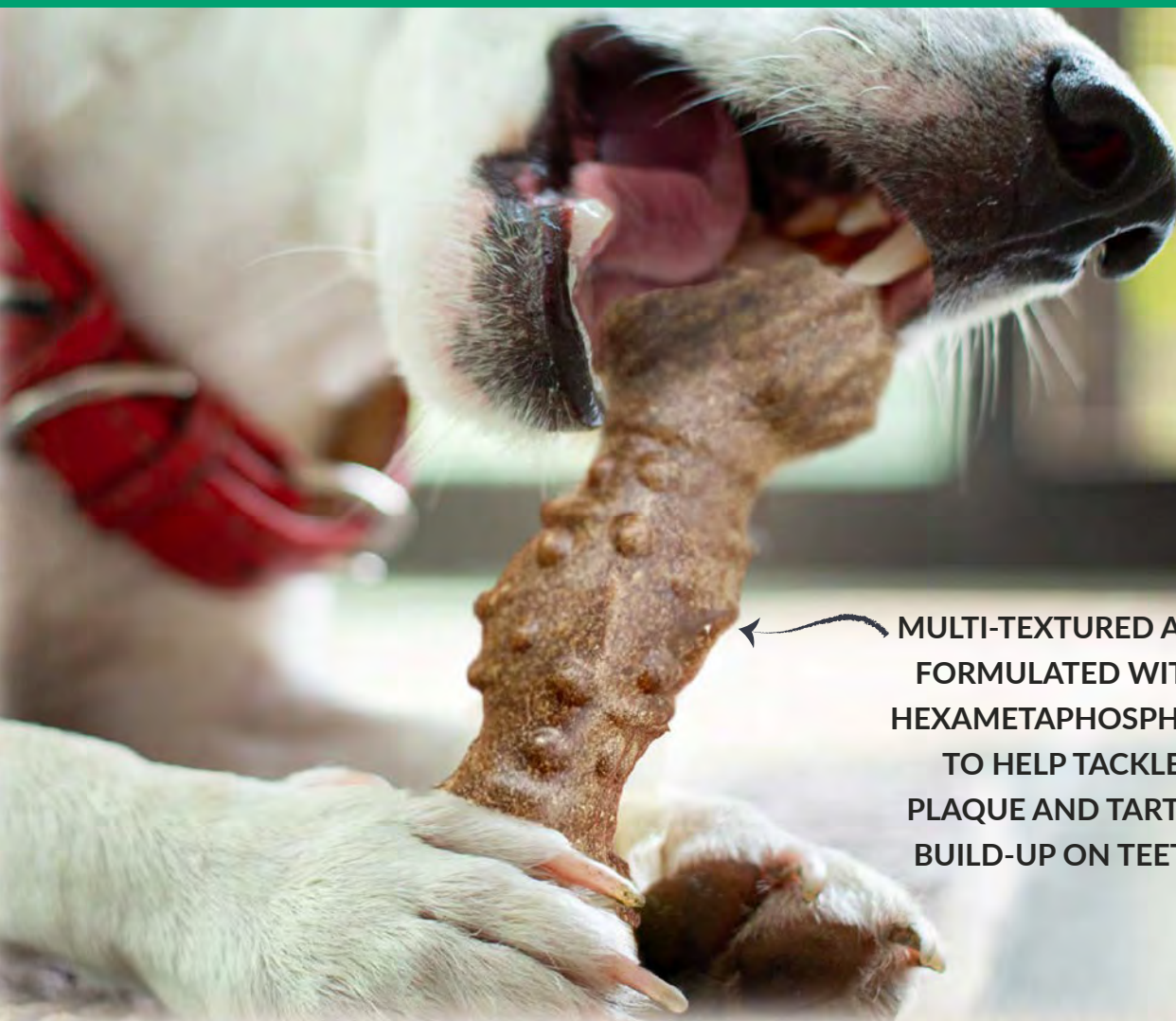


# Nothin' to Hide®

## DENTAL CHEWS



### Plant Based, High Protein Chews with Collagen



← MULTI-TEXTURED AND FORMULATED WITH HEXAMETAPHOSPHATE TO HELP TACKLE PLAQUE AND TARTAR BUILD-UP ON TEETH

## Simple Ingredients

Made with  **CASSAVA**

The first ingredient in our plant-based dental chews is cassava root - a highly sustainable, drought resistant crop that is high in natural starch and dietary fiber. Other simple ingredients include : beef, beef gelatin (source of collagen), vegetable glycerin, sodium chloride, hexametaphosphate, sorbic acid (preservative).

## Benefits of **COLLAGEN** for Dogs

We use the same collagen formula as our original Nothin' to Hide® chews so dogs can enjoy all the same benefits :

- Promotes healthy skin, coat, eyes, nerves and muscles
- Supports a healthy digestive system
- Reduces fat & builds lean muscle
- Reduces joint pain
- Added protein



# Nothin' to Hide®



## Plant Based Chews with Collagen



3" Dental Bones

ITEM	UPC
#390 12PK	810002633904



5" Dental Bones

ITEM	UPC
#391 6PK	810002633911
#393BX	810002633935
PDQ qty - 24 BOX -	810002632938



7" Dental Bones

ITEM	UPC
#392 3PK	810002633928
#394BX	810002633942
PDQ qty - 13 BOX -	810002632945



3" Dental Waves

ITEM	UPC
#395 12PK	810002633959



5" Dental Waves

ITEM	UPC
#396 6PK	810002633966
#398BX	810002633980
PDQ qty - 24 BOX -	810002632983



7" Dental Waves

ITEM	UPC
#397 3PK	810002633973
#399BX	810002633997
PDQ qty - 13 BOX -	810002632990



\* Packaged and bulk SKU's



# Nothin' to Hide®

## Salmon Flavored Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen),  
tapioca, vegetable glycerin, salmon  
sorbic acid (preservative).





# Nothin' to Hide®



## Collagen Based Dog Chews



**5" Small Rolls**

ITEM	UPC
#340BX	810002633409
PDQ qty - 24	BOX-810002632402

**5" Small Rolls 2PK**

ITEM	UPC
#341	810002633416

**10" Large Rolls**

ITEM	UPC
#342BX	810002633423
PDQ qty - 24	BOX-810002632426

**10" Large Rolls 2PK**

ITEM	UPC
#343	810002633430



**Twist Stix 10PK**

ITEM	UPC
#344	810002633447



**3" Bagels**

ITEM	UPC
#345BX	810002633454
PDQ qty - 24	BOX-810002632457



**Flip Chips 8PK**

ITEM	UPC
#346	810002633461





Nothin' to Hide®



Family Owned  
AND OPERATED

# BAKERY COLLECTION



Collagen Based  
Dog Chews in  
NEW BAKERY  
SHAPES

CROISSANTS

PRETZELS

BRAIDED RINGS

BRAIDED STIX

KNOTTED BONES

## Simple Ingredients

Beef gelatin (source of collagen), chicken, pea protein, beef, vegetable glycerin, grade 1 caramel, xanthan gum, natural cultured whey (natural preservative), vitamin E.







3" Croissants 3PK

ITEM	UPC
#380	810002633805



3.5" Medium Braided Rings 2PK

ITEM	UPC
#381	810002633812



5" Large Braided Ring 1PK

ITEM	UPC
#382	810002633829



4.5" Small Braided Stix 5PK

ITEM	UPC
#383	810002633836



5.5" Medium Braided Stix 3PK

ITEM	UPC
#384	810002633843



9" Large Braided Stix 1PK

ITEM	UPC
#385	810002633850



4" Small Knotted Bones 3PK

ITEM	UPC
#386	810002633867



6" Medium Knotted Bones 2PK

ITEM	UPC
#387	810002633874



3" Medium Pretzel 2PK

ITEM	UPC
#388	810002633881



4" Large Pretzel 1PK

ITEM	UPC
#389	810002633898



# Nothin' to Hide®

## Granola Recipe Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen), tapioca, maltodextrin, oats, pumpkin seeds, brown rice, wheat flour, sorbic acid (preservative), guar gum.

**COATED IN  
DELICIOUSNESS**





# Nothin' to Hide®



## Collagen Based Dog Chews



5" Small Rolls

ITEM	UPC
#375BX	810002633751
PDQ qty - 24	BOX-810002632754



5" Small Rolls 2PK

ITEM	UPC
#376	810002633768



10" Large Rolls

ITEM	UPC
#377BX	810002633775
PDQ qty - 24	BOX-810002632778



10" Large Rolls 2PK

ITEM	UPC
#378	810002633782



Flip Chips 8PK

ITEM	UPC
#379	810002633799





# Nothin' to Hide<sup>®</sup> Collagen Based

## ULTRA Premium Dog Chews

**4X**  
LONGER - LASTING  
THAN ORIGINAL  
*Nothin' to Hide<sup>®</sup>*  
CHEWS



Nothin' to hide<sup>®</sup> ULTRA premium dog chews are made with the same collagen formula as our original Nothin' to Hide<sup>®</sup> chews, now more dense and significantly longer-lasting for more aggressive, heavy chewers.

Injection molding condenses the material at high pressure to eliminate air pockets. This means our ULTRA chews contain 2.5 times more product and last 3-4 times longer compared to equivalent Nothin' to Hide<sup>®</sup> chews\*.

\*As shown by independent testing.



# Nothin' to Hide®

## ULTRA

### Collagen Based Dog Chews



3" Ultra Knotted Bones 12PK

ITEM	UPC
#300 Beef	810002633003
#314 Chicken	810002633140



9" Ultra Knotted Bones 2PK

ITEM	UPC
#301 Beef	810002633010
#315 Chicken	810002633157



9" Ultra Knotted Bone 1PK

ITEM	UPC
#305 Beef	810002633058



9" Ultra Knotted Bone

ITEM	UPC
#307BX Beef	810002633072
PDQ qty - 14	BOX-810002632075
#318BX Chicken	810002633188
PDQ qty - 14	BOX-810002632181



3" Ultra Wishbones 12PK

ITEM	UPC
#302 Beef	810002633027
#313 Chicken	810002633133



5" Ultra Wishbones 2PK

ITEM	UPC
#303 Beef	810002633034
#316 Chicken	810002633164



7" Ultra Wishbones 2PK

ITEM	UPC
#304 Beef	810002633041
#317 Chicken	810002633171



7" Ultra Wishbone 1PK

ITEM	UPC
#306 Beef	810002633065

\* Assortment of flavors shown



## 2 FLAVORS



\* Packaged and bulk SKU's



# Nothin' to Hide®

## Beef Flavored Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen),  
beef, tapioca, vegetable glycerin,  
sorbic acid (preservative).





# Nothin' to Hide®



## Collagen Based Dog Chews



5" Small Rolls

ITEM	UPC
#150BX Beef PDQ qty - 24	810002630507 BOX-810002631504

5" Small Rolls 2PK

ITEM	UPC
#151 Beef	810002631511

10" Large Rolls

ITEM	UPC
#152BX Beef PDQ qty - 24	810002630521 BOX-810002631528

10" Large Rolls 2PK

ITEM	UPC
#153 Beef	810002631535



Twist Stix 10PK

ITEM	UPC
#154 Beef	810002631542



3" Bagels

ITEM	UPC
#155BX Beef PDQ qty - 24	810002630552 BOX-810002631559



Flip Chips 8PK

ITEM	UPC
#156 Beef	810002631566







Rings and Bones 12PK

ITEM	UPC
#157 Beef	810002631573



3" Bagels 2PK

ITEM	UPC
#158 Beef	810002631580



24" Extra Large Roll

ITEM	UPC
#175 Beef	810002631757
#174DS - 24 pc display (see pg. 35)	



Twist Stix 50PK

ITEM	UPC
#330 Beef	810002633300

Twist Stix 100PK

ITEM	UPC
#328BX Beef	810002632280
PDQ qty - 100	





# Nothin' to Hide®

## Chicken Flavored Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen),  
chicken, tapioca, vegetable glycerin,  
sorbic acid (preservative).



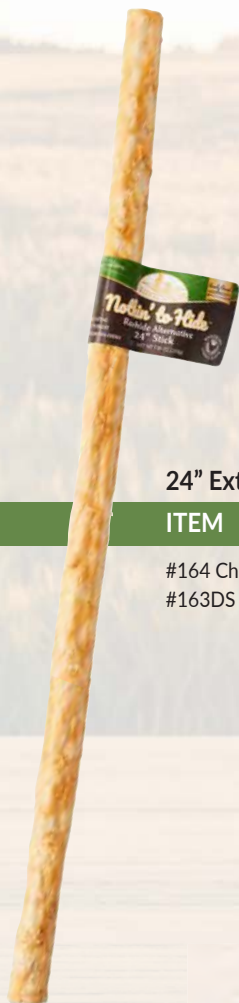




Collagen Based Dog Chews



5" Small Rolls		5" Small Rolls 2PK		10" Large Rolls		10" Large Rolls 2PK	
ITEM	UPC	ITEM	UPC	ITEM	UPC	ITEM	UPC
#142BX Chicken	810002630422	#143 Chicken	810002631436	#144BX Chicken	810002630446	#145 Chicken	810002631450
PDQ qty - 24	BOX-810002631429			PDQ qty - 24	BOX-810002631443		



24" Extra Large Roll		Twist Stix 50PK		Twist Stix 100PK	
ITEM	UPC	ITEM	UPC	ITEM	UPC
#164 Chicken	810002631641	#331 Chicken	810002633317	#329BX Chicken	810002632297
#163DS - 24 pc display (see pg. 35)				PDQ qty - 100	





# Nothin' to Hide®



## Collagen Based Dog Chews



**Twist Stix 10PK**

ITEM	UPC
#146 Chicken	810002631467



**3" Bagels**

ITEM	UPC
#147BX Chicken PDQ qty - 24	810002630477 BOX-810002631474



**Flip Chips 8PK**

ITEM	UPC
#148 Chicken	810002631481



**Rings and Bones 12PK**

ITEM	UPC
#149 Chicken	810002631498



**5" Drum Sticks 2PK**

ITEM	UPC
#161 Chicken	810002631610



**5" Drum Sticks 2PK**

ITEM	UPC
#162 Turkey	810002631627





# Nothin' to Hide®

## Peanut Butter Flavored Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen),  
sweet potato, tapioca, vegetable  
glycerin, sorbic acid (preservative),  
natural peanut butter flavor.

ALLERGEN-FREE





# Nothin' to Hide®



## Collagen Based Dog Chews



5" Small Rolls

ITEM	UPC
#166BX	810002630668
PDQ qty - 24	BOX-810002631665

5" Small Rolls 2PK

ITEM	UPC
#167	810002631672

10" Large Rolls

ITEM	UPC
#168BX	810002630682
PDQ qty - 24	BOX-810002631689

10" Large Rolls 2PK

ITEM	UPC
#169	810002631696



Twist Stix 10PK

ITEM	UPC
#170	810002631702



3" Bagels

ITEM	UPC
#171BX	810002630712
PDQ qty - 24	BOX-810002631719



Flip Chips 8PK

ITEM	UPC
#172	810002631726





# Nothin' to Hide®

## Bacon Flavored Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen),  
pork, tapioca, vegetable glycerin,  
sorbic acid (preservative).







5" Small Rolls

ITEM	UPC
#332BX	810002633324
PDQ qty - 24	BOX-810002632327



5" Small Rolls 2PK

ITEM	UPC
#333	810002633331



10" Large Rolls

ITEM	UPC
#335BX	810002633355
PDQ qty - 24	BOX-810002632358



10" Large Rolls 2PK

ITEM	UPC
#334	810002633348



Twist Stix 10PK

ITEM	UPC
#336	810002633362



3" Bagels

ITEM	UPC
#337BX	810002633379
PDQ qty - 24	BOX-810002632372



Flip Chips 8PK

ITEM	UPC
#338	810002633386





# Nothin' to Hide®

## CRUNCHY STIX



A light chew made with 3 simple ingredients : **Real beef, “bully” and sweet potato**

- HIGH PROTEIN • GLUTEN FREE
- LOW IN FAT & CALORIES



Contains healthy sweet potatoes which are an excellent source of dietary fiber to aid in digestion.



6" Crunchy Stix 6PK

ITEM UPC

#310 810002633102

Ideal for Puppies & Non-aggressive Chewers

## Simple Ingredients

Beef gelatin (source of collagen),  
sweet potato, beef pizzle.





# Nothin' to Hide®

## Holiday Chews



18" Candy Cane

ITEM	UPC
#176	810002633764
Chicken	

18" Candy Cane

ITEM	UPC
#177	810002631771
Beef	

Mini Candy Canes 6PK

ITEM	UPC
#178	810002631788
Chicken	
#7311PW - 48 pc Assorted display (see pg. 35)	UPC 077234073117

Mini Candy Canes 6PK

ITEM	UPC
#179	810002631795
Beef	



Gingerbread Men 4PK

ITEM	UPC
#180	810002631801
Chicken	
#7310CS - 12 pc Assorted clip strip (see pg. 35)	UPC 077234073100

Gingerbread Men 4PK

ITEM	UPC
#181	810002631818
Beef	



Small Holiday Assortment 12PK

ITEM	UPC
#350	810002633508
Chicken & Beef	

Large Holiday Assortment 5PK

ITEM	UPC
#352	810002633522
Chicken & Beef	





# Nothin' to Hide<sup>®</sup> MERCHANDISING

Please see our Planogram and Endcap catalog for all merchandising options.

## PDQ BOXES

All bulk products come in their own shelf-ready, heavyweight box with product specific label.



**PLANOGRAMS** 2', 3' and 4' planogram options offer a one stop, plug'n play solution for retailers. These POGs allow for easy implementation and merchandising.





## STANDS

24" Rolls come in a metal stand.



163DS  
24" Chicken Flavor Roll Display  
QTY: 24 pcs  
UPC: 810002631634



174DS  
24" Beef Flavor Roll Display  
QTY: 24 pcs  
UPC: 810002631740



## POWER WING

Holiday Themed Chews

7311PW  
Mini Candy Canes Display  
QTY: 48 pc assortment  
UPC: 077234073117

## CLIP STRIP

Holiday Themed Chews

7310CS  
Gingerbread Man Display  
QTY: 12 pc assortment  
UPC: 077234073100



## WIRE RACK

5 adjustable wire tiers offer angled or flat merchandising options for shelf-ready PDQ boxes. Sign attachments at top of rack.



## PREMIUM 2-SIDED WOOD DISPLAY

Showcase product on both sides on hooks and in bins. Swivel wheels allow ease of placement and mobility to the highest traffic areas at the retail level.







# Nothin' to Hide®

## All Natural Premium Dog Chews



### NOTHIN' TO HIDE® - COLLAGEN BASED CHEWS

Our collagen-based chews are made from naturally derived collagen. This innovation offers a highly digestible option to other chews. Collagen-based chews offer healthy benefits to our pet's skin, coat, joints and muscles. Our recipes offer an assortment of flavors and sizes best suited for our pet's chewing needs.



### HIMALAYAN YAK CHEESE

Himalayan Yak Cheese Chews are dense, tasty treats made with all-natural, limited ingredients. Yak cheese is a healthy, long-lasting, easily digestible snack packed with protein and deliciousness to keep dogs satisfied for hours. Its hard texture helps support clean teeth, healthy gums and strong jaw muscles during chewtime.



### NATURAL BEEF CHEWS

Our beef bones and cow ears are hearty, durable chews that will give dogs hours of chewing satisfaction. Made from grass-fed, free range beef, they are 100% all natural, low in fat, high in protein and grain free.



### NATURAL PORK CHEWS

Our smoked pig ears have a deliciously meaty flavor that dogs find irresistible. Pig ears are highly digestible, making them a healthy alternative to other chews. Baked to perfection for maximum flavor, they are 100% all natural, high protein, hearty chews.



### NATURAL BUFFALO HORNS

Our buffalo horns are highly palatable and easily digestible chews for all life stages. Made from free-range, grass-fed Water Buffalo, these horns are naturally high in protein and low in fat. They are an excellent source of essential nutrients including calcium and phosphorous with NO chemicals, additives or preservatives.



### BULLY STICKS

Our oven baked bully sticks are a great low-fat, highly digestible chewing solution for our furry companions. Made from grass-fed, free range beef, they are 100% all natural, gluten and grain free. Due to our stringent processing protocols, our low-odor bully sticks offer a highly digestible chewing option that is sure to provide maximum enjoyment for pets. Our bully sticks are hand selected for size consistency, naturally cleaned and roasted in their own juices for maximum flavor.



### BULLY CRUNCHERS

The first real, all-natural alternative to bully sticks that offers pet parents a solution to the rising costs and decreasing supply of traditional bully sticks. Made from the tender head skin of grass-fed, free range beef cattle, Bully Crunchers are highly palatable, easily digestible, single ingredient long-lasting chews.