# Buy your birds a Bird’day Cake!

**Friday 31 May, 2013**

We British are a nation of bird lovers and cake lovers!

According to recent figures, interest in our feathered friends has never been higher with six out of ten British adults regularly feeding their garden birds. While television shows such as the ‘Great British Bake Off’ have tapped into the nation’s obsession with all things ‘cake’.

So bird seed suppliers Farbrook Farm have come up with the perfect product – The Bird’day Cake, a tasty treat that combines our love of birds with our interest in cake!

Each Bird’day Cake is made from a mixture of premium seed topped with a pretty rice paper flower and is suitable for a wide range of garden birds including Blackbirds, Sparrows and Robins.

The gift come in a presentation box which includes three cakes and a bird guide to help the recipient identify which species are visiting the garden and enjoying their ‘present’.

The Bird’day Cakes can be put out on a bird table, window sill or simply left out on the ground.

They make the perfect gift for young and old, whether they are avid ‘twitchers’ or someone who just loves to see birds visiting their garden.

Once the birds have enjoyed their gift the silicone cupcake cases can be reused. The recipe is included in the box, enabling you to make more cakes with seed supplied by Farbrook Farm.

The Bird’day Cake from Farbrook Farm retails at just £5.99 and is available from Feed Your Birds or from their catalogue.

Other fun products include a wild bird-feeding kit retailing at £18.99, Me & My Birds, which children love.

Farbook Farm also stocks a range of traditional bird feeders as well as an extensive range of premium bird food.

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Notes

Farbrook Farm was launched in late 2009 by Tricia Killen (ex-CEO of the Flying Brands Group which included Garden Bird Supplies and Gardening Direct) and Emma Lawson (formerly Head of Global Marketing at Readers Digest).

The company prides itself on providing competitively-priced, well-chosen premium quality wild bird food, accessories and gifts, backed up with excellent customer service.

It produces three catalogues a year (winter, spring and summer) and sells via the website and regular emails.

A number of new products were launched in their spring catalogue, a number of which are exclusive to Farbrook Farm.

The bird feeding statistics quoted come from research produced by the RSPB.

For more product information please contact Farbrook Farm:

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