



**fromm.** *Family* **PET FOOD**  
**SPRING 2023 CATALOG**



# A tradition of **QUIET INNOVATION**



## 1851-1852

Due to the scarcity of land and opportunity in Germany, the Fromms and Niemans immigrate to the United States of America where land and opportunity are plentiful. They settle in Cedarburg and West Bend, Wisconsin.



## 1883

Dairy farmer Fredrick Fromm marries Alvina Nieman. Alvina receives a 160 acre farm as a wedding gift from her father Joachim Nieman. Alvina and Fredrick go on to raise nine children together including Walter, Edward, John, Henry, and Erna.



## 1904

Walter, Edward, John and Henry Fromm form "The Company" on their family farm in Hamburg, Wisconsin. The brothers, ages 10-16, start growing ginseng in a small area of land their father allows them to use.



## 1916

Alvina Nieman-Fromm declares, "What good is land unless it gives a family a start in life?" and co-signs a \$6,800 loan with her farm as collateral to purchase 3 silver foxes for the four Fromm brothers to continue to carry out their business plan.

## 1925

Fromm Bros. Nieman Company builds its own food manufacturing plant in Mequon, Wisconsin. This allows them to continue producing their own nutritionally-gear recipes at a volume sustainable to their growing demands.



## 1939

Fromm Laboratories is the first to develop and market a fox, canine, and feline distemper vaccine.



## 1941

Nieman's Meteor "Fresh/Frozen" Raw Dog Food is sold and marketed as the first scientifically formulated dog food produced by an animal food company producing food for their own use.



## 1940s

With the expertise of Willard "Doc" Roberts, PhD, Fromm begins the research and development process to create the first complete and balanced dry dog food utilizing feeding trials with more than 50,000 foxes and dogs.



## 1949

Complete & balanced dry dog food is born. Fromm Complete Dog Meal is marketed with the tag line, "Fifty-thousand foxes can't be wrong," referencing Fromm's extensive, unprecedented, scientific feeding trials.



## 1970s

Fromm ventures into lifestyle-specific formulas with recipes like "Hi-Stress" food for working dogs.

Continued on inside back cover ...



# What's Inside

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## 20-21 Shop Fromm: A Peek Into Your Neighborhood Pet Store

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## LEARN MORE

Scan QR codes next to content throughout the catalog with your phone's camera for additional information including ingredient panels, guaranteed analysis, caloric content, and more.

*How cute are they? Thanks to all our Cutie models!*

Cedar



, Cinder



, Finn



, Fred



, Shelby



, Oliver



, Wyatt



, Buttercup



, Hera & Artemis



**fromm** Family PET FOOD | 1

Show off  
your Cuties!







# fromm<sup>®</sup> *Family* PET FOOD

**FAMILY OWNED** *and operated for* **5 GENERATIONS**

For five generations, Fromm Family Foods has been dedicated to providing exceptional foods to pet families everywhere. It's a product of dedication, hard work, innovation, and extreme care – and a result of a family passionately involved in every part of the business.

## *Premium* **INGREDIENTS**

Purpose-driven ingredients from vetted suppliers delivered to our family owned-and-operated production facilities in our home state of Wisconsin.

- Fresh meats & fish
- Whole grains
- Pre and probiotics
- Farm fresh produce
- High-quality fats
- Wisconsin cheese



## *Meticulous* **PREPARATION**

Owning and operating our own manufacturing facilities awards us full control over the quality and safety of the products we produce. Our unique hands-on production process was developed by 4th-generation owner Tom Nieman and his mentor, Willard "Doc" Roberts, PhD, the pioneer of modern day, fresh meat inclusion, extruded pet foods.

- A unique, time-intensive, hands-on production process
- On-site whole grain milling
- Optimized for nutrient digestibility and utilization
- On-site research & development
- Highly-trained machine operators trained in-house
- On-site processing of raw meat, fish, fruits, and vegetables





# Uncompromising **SAFETY**

Part of our overall commitment is our dedication to producing high-quality, safe, and consistent pet foods. We have made food safety our highest priority. In addition to strictly following food-safety laws and regulations, we've implemented comprehensive preventative programs to identify vulnerabilities and establish documented controls to prevent or alleviate potential issues.

- HACCP (Hazard Analysis & Critical Control Points) Program implementation
- Strict Approved-Supplier Program
- On-site raw ingredient testing
- On-site in-process testing
- Accredited third-party finished goods testing



## *Dedicated* **PEOPLE**

People make all the difference. Our family is proud to work side-by-side with some of the most talented, passionate, kind-hearted, and amazing pet people we've ever met.

- Veterinarians
- Nutritionists
- Biochemists
- Microbiologists
- Biologists
- Research specialists
- Food production engineers
- Industry veterans
- Customer specialists
- Logistics experts

*... and many more!*





INTRODUCING

# Chef's SPECIALS

By combining different Fromm food and treats, Chef Lombardi and his friends have curated a line of extraordinary recipes that you can easily prepare at home for your special pup(s).

*Bone appetit!*

## *Pollo con Zucca*



+



+



+



A delightfully crunchy blend of chicken and vegetable crocchette, dressed with crown of turkey and country vegetable stew, then deliciously surrounded with airy, crunchy pumpkin cranberry treats nestled in dollops of creamy, smooth pumpkin.

*featuring* CHICKEN À LA VEG!

Scan the QR code for more Chef curated recipes!



Follow the hat to find everything you need to make Chef's Specials at home!



ALS





# FROMM®



## Quality & Consistency

### GENERATION TO GENERATION

Lots of families pass down recipes from generation to generation, ours just happen to be recipes for pet food. Fromm Classic pays homage to our very first dry dog food that debuted in 1949.

Economically  
Priced

Fresh Chicken is  
#1 Ingredient

Suitable for Small  
to Giant Breeds

Added  
Probiotics



1949

1970s

1980s

1990s

Today

**FROMM CLASSIC** 5 lb, 15 lb, 30 lb



Puppy



Adult



Mature Adult







Legend (6 years), Beatrice (2 years),  
and Jay (17 months)

## Quality & Consistency

I have used Fromm with my dogs for over 6 years and swear by the quality, consistency, and overall diligence of the company. I own a dog training business and you are always the first food I recommend to my clients! Behaviors can root from poor health and I know switching over to Fromm, every client has seen a change!

Kearstin (Spencerville, IN)

## Balanced, Delicious Food

Fromm is the only dog food that I would feed my dogs. The quality and nutrition is the best. Every dog I have owned (8) have been eating Fromm. They all lived very long lives 15, 16, even 17 years old. Everyone always asks me how my dogs are so healthy it's the food. I run an animal rescue that I started 14 years ago. We received donated food, and Fromm was in the donations. That's when I fed it to my dogs, they loved it. I switched all my rescue dogs to Fromm. They thrived on it. No allergies, no flaky skin, just really balanced, delicious food.

Jennifer (Brooklyn, NY)



Brandy (12 years)

## Worth the Drive

My Corgi breeder turned me on to Fromm. She researched dog foods and highly recommended it for weight, health and beautiful coats. I agree and love that it's made in the Midwest. Just an added comment, I drive 110 miles to the nearest town to buy Fromm (220 round trip).

Jan (Cut Bank, Montana)



Rainy (14 years) and  
Harlowe (20 months)







# fromm. **GOLD**

## *The Gold Standard*

### OF CANINE NUTRITION

Tailored recipes for specific life stages, breed sizes, and lifestyles each tastefully prepared with select proteins and wholesome ingredients.

Lifestage Specific

Breed Size Specific

Multiple  
Protein Sources

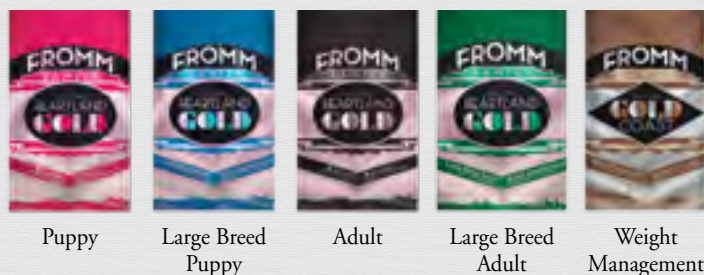
Added  
Probiotics



#### **GOLD** 5 lb, 15 lb, 30 lb



#### **HEARTLAND GOLD & GOLD COAST** 4 lb, 12 lb, 26lb







# Gourmet Food for Dogs

## MEALTIME ELEVATED TO AN ART FORM

Fromm Four-Star Nutritionals offers dogs a variety of entrées to choose from, each carefully prepared in controlled batches at our family facility using meat, fish, fruits, vegetables, and Wisconsin cheese.

Interchangeable Recipes	All Life Stages <i>Suitable for puppies, adults, or seniors</i>	Nutrient-Rich Fruits & Vegetables	Added Probiotics
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### WHOLE GRAIN RECIPES 4 lb, 12 lb, 26 lb



Chicken  
À La Veg®



Duck  
À La Veg®



Highlander Beef,  
Oats, 'n Barley®



Pork &  
Applesauce



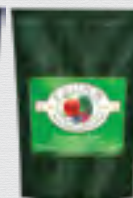
Salmon  
À La Veg®



Trout &  
Whitefish

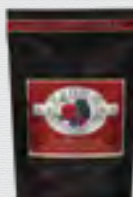


Whitefish  
& Potato

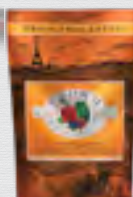


Zealambder®

### GRAIN-FREE RECIPES 4 lb, 12 lb, 26 lb



Beef  
Frittata Veg®



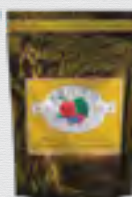
Chicken  
au Frommage®



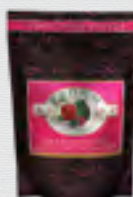
Game Bird



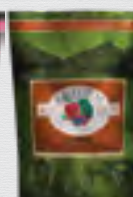
Hasen  
Duckenpfeffer®



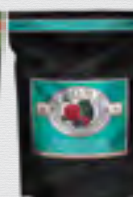
Lamb & Lentil



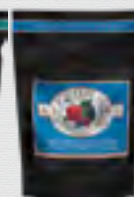
Pork & Peas



Rancherosa®



Salmon  
Tunalini®



Surf & Turf







Whata-ya  
havin'?

FROMM  
**DINER**

Order up!

## CANINE COMFORT FOOD

Servin' up all your pooch's favorites - from hearty stews and entrées to hometown diner classics; mealtime is sure to have you asking, "Whata-ya havin'?"

### PÂTÉ CLASSICS 12.5 oz



Charlie's  
Chicken Pot Pie

Milo's  
Meatloaf

Paula's Chicken  
& Pumpkin

### HEARTY STEW FAVORITES 12.5 oz



Bella's Beef  
Barkundy

Bud's Beef  
& Broccoli

Louie's Chicken  
& Pasta

Skipper's  
Seafood Chowder

### SHREDDED ENTRÉE SPECIALS 12.5 oz



Chicken  
Canine Bleu™

Slow-Cooked  
Pulled Pork









# Shreds, Steews & Pâtes for Dogs



## GOURMET FOOD FOR DOGS

Generous portions of shredded meat cooked in broth with potatoes, carrots, and beans.



### FOUR-STAR SHREDDED ENTRÉES 12 oz



Shredded Beef  
in Gravy



Shredded  
Chicken in Gravy



Shredded Pork  
in Gravy



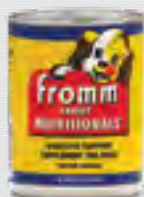
Shredded Turkey  
in Gravy



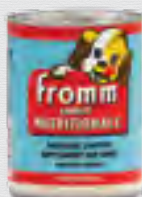
## DIGESTIVE SUPPORT

A natural solution for digestive distress. Thanks to a unique fiber blend and select proteins, these simple recipes can help promote gut and stool regularity.

### NUTRITIONALS PÂTÉ 12.2 oz



Chicken  
Formula



Whitefish  
Formula

## CLASSIC FAMILY RECIPES

Wholesome recipes prepared with chicken, turkey, or salmon at our family facility in Wisconsin.

### CLASSIC PÂTÉ 12.5 oz



Adult  
Chicken & Rice



Adult  
Turkey & Rice



Puppy  
Chicken & Salmon







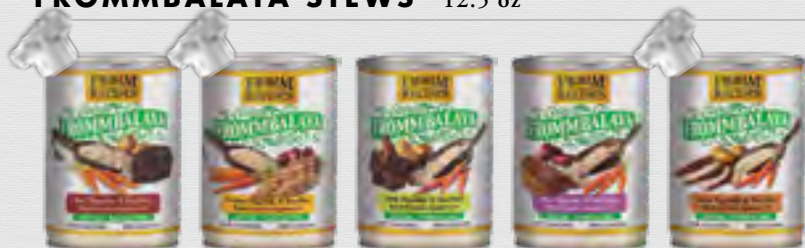
## HOOOEEE! DAS GOOD!

March their taste buds right through the French Quarter with flavors straight from The Big Easy.

Hearty pieces of meat cooked with potatoes, carrots, and rice in a savory broth.



### FROMMBALAYA STEWS 12.5 oz



Beef, Vegetable, & Rice    Chicken, Vegetable, & Rice    Lamb, Vegetable, & Rice    Pork, Vegetable, & Rice    Turkey, Vegetable, & Rice



Complete and balanced pâté recipes. Feed our Fromm Pâté cans on their own or complement your dog's dry food.



### FROMM PÂTÉ 12.2 oz



Beef & Barley    Beef & Sweet Potato    Chicken    Chicken & Duck    Chicken & Rice    Chicken & Sweet Potato    Duck À La Veg®    Lamb    Lamb & Sweet Potato



Salmon & Chicken    Seafood Medley    Turkey    Turkey, Duck, & Sweet Potato    Turkey & Pumpkin    Venison & Beef    Venison & Lentil    Whitefish & Lentil



# NEW!



fromm

## TENDEROLLIES™

SOFT & SAVORY TREATS FOR DOGS

Wow!

**YOUR DOG IS ON A ROLL!**

Deliciously tender little rolls of soft, tasty goodness that make dogs jump, dance, flip, and anything else they can think of to get attention (and a soft, tasty treat).

Soft & Savory  
Texture

Only 2 Calories  
per Treat

Perfect Size  
for Training

**SOFT & SAVORY TREATS** 8 oz



Bac'n Chedd  
-a-Rollie



Beef-a-Rollie



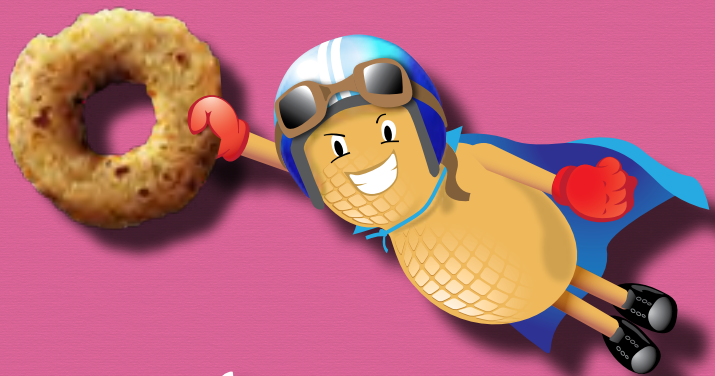
Chick-a-Rollie











fromm  
**CRUNCHY**  
RECKLESSLY  
CRUNCHY  
DOG  
TREATS

**RECKLESSLY CRUNCHY  
DOG TREATS®**

Grab a bag and make some noise!

Airy, Crispy  
Texture

Only 2 Calories  
per Treat

Perfect Size  
for Training

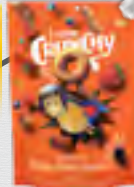
**CRUNCHY Os DOG TREATS** 6 oz, 26 oz



Banana  
Kablammas®\*



Blueberry  
Blasts



Peanut Butter  
Jammers®



Pot Roast  
Punchers®



Pumpkin  
Kran Pow®\*



Slammon'  
Smoked Salmon

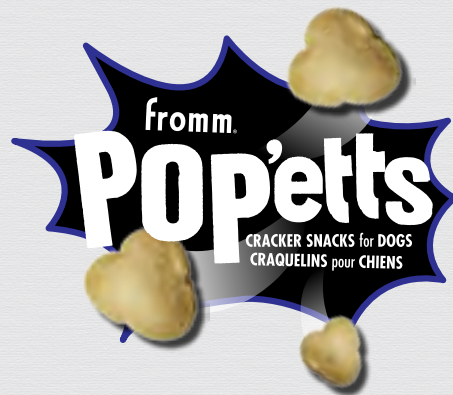


Smokin'  
Cheeseplosions®

\* Only available in 6 oz







## POP'EM A TREAT!

Good dog? Pop 'em a treat! Learning a trick? Pop 'em a treat! Want your shoe back? Pop 'em a treat! Fromm Pop'etts always do the trick. These crackers are the perfect anytime snack—in four POPular flavors dogs love.

Light Cracker  
Texture

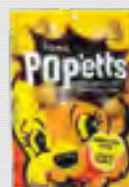
Only 2-3 Calories  
per Treat

Perfect Size  
for Training

## POP'ETTS DOG TREATS 6 oz



Banana  
Peanut Buster



Chompy  
Cheese



Crispy-Airy  
Cranberry



Kickin'  
Chicken Liver



## GOURMET DOG TREATS

Oven-baked to perfection, our Four-Star treats are a well deserved, healthy snack or a fitting dessert after a Four-Star entrée.

Oven Baked

12 Calories  
per Treat

Healthy  
Snack

## FOUR-STAR TREAT RECIPES 8 oz



Chicken with  
Peas and Carrots



Lamb with  
Cranberry



Parmesan  
Cheese



Salmon with  
Sweet Potato







# fromm<sup>®</sup> *Family* PET FOOD

## fromm. DRY DOG FOOD



## fromm. CAT DRY • WET • TREATS





*Premium*  
**TRUSTED, QUALITY FOODS**

*5th Generation*  
**FAMILY OWNED & OPERATED**

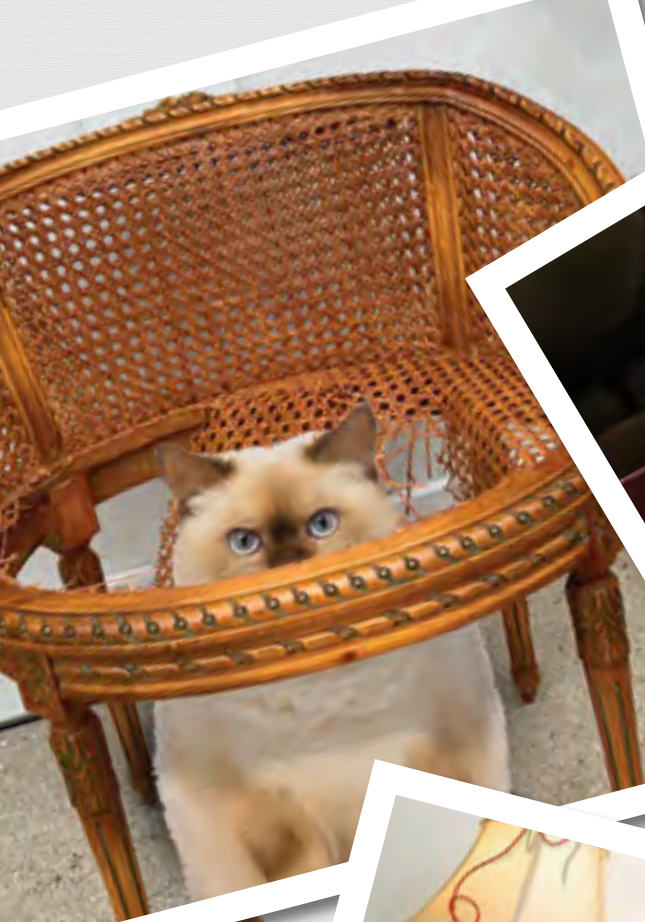
fromm. WET DOG FOOD



fromm. CLASSIC & DOG TREATS











# fromm. **GOLD**

## *The Gold Standard*

### FOR THE WHOLE FAMILY

Tastefully prepared with select proteins and wholesome ingredients individually tailored for kittens, adults, indoor cats, and cats looking to get their weight back in check.

- |                    |                          |                  |
|--------------------|--------------------------|------------------|
| Lifestage Specific | Multiple Protein Sources | Added Probiotics |
|--------------------|--------------------------|------------------|

**WHOLE GRAIN RECIPES** 4 lb, 10 lb



Kitten    Adult    Healthy Weight    Indoor Cat







# Gourmet Food for Cats

## MEALTIME ELEVATED TO AN ART FORM

Fromm Four-Star Nutritionals offer cats a variety of entrées to choose from, each carefully prepared in controlled batches at our family facility using meat, fish, fruits, vegetables, and Wisconsin cheese.

Interchangeable Recipes	All Life Stages <i>Suitable for kittens, adults, or seniors</i>	Nutrient-Rich Fruits & Vegetables	Added Probiotics
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### WHOLE GRAIN RECIPES 4 lb, 10 lb



Chicken  
À La Veg®

Duck  
À La Veg®

Salmon  
À La Veg®

Trout &  
Whitefish

### GRAIN-FREE RECIPES 4 lb, 10 lb



Beef  
Livattini Veg®

Chicken  
au Frommage®

Game Bird

Hasen  
Duckenpfeffer®

Salmon  
Tunachovy®

Surf & Turf







# Shreds, Stews & Pâtés for Cats



## GOURMET FOOD FOR CATS

Flavorful recipe combinations incorporating generous portions of quality meats and vegetables cooked in broth.

### FOUR-STAR SHREDDED ENTRÉES 5.5 oz



Shredded Chicken in Gravy   Shredded Turkey in Gravy   Surf & Turf in Gravy

### FOUR-STAR PÂTÉ 5.5 oz



Beef   Beef & Venison   Chicken   Chicken & Duck   Chicken, Duck, & Salmon   Chicken & Salmon



Lamb   Salmon & Tuna   Seafood & Shrimp   Turkey   Turkey & Duck   Turkey & Pumpkin







Rich and satisfying recipes inspired by the rich flavors of Tuscany with chickpea noodles and sweet potatoes. È spettacolare!

## CAT-A-STRONI® STEWS 5.5 oz



Chicken  
& Vegetable

Lamb  
& Vegetable

Salmon  
& Vegetable

Turkey  
& Vegetable

FROMM FAMILY RECIPES



Finely minced protein and rice cooked in natural broth.

## PURRSNICKETY PÂTÉ 5.5 oz



Chicken

Salmon

Turkey



NEW!

Purr  
SNACKiTTY™

SOFT & SAVORY TREATS

BY fromm.



The Purrrrrrfect

## WAY TO TREAT YOUR CAT

We think the tender side of cats deserves a tender treat to bring it out. Our bite-sized Snackitties are moist, tender and delicious – and they'll leave even the most discriminating cats swinging to the purrfect tune.

Soft & Savory  
Texture

Only 2 Calories  
per Treat

### SOFT & SAVORY TREATS 3 oz



Chicken  
Snackitties



Liver  
Snackitties



Salmon  
Snackitties





... Continued from inside front cover

## A LEGACY *Carries on...*



### 1985

Tom returns to Wisconsin with his wife Kathy and newborn son Bryan to take the reins of the family business after the unexpected passing of his father and grandfather. Tom brings a Chemical Engineering degree from the University of Wisconsin-Madison and professional experience from a Minnesota company.

### 1980s

Fromm pioneers the use of mixed tocopherols as a natural preservative in pet foods. Mixed tocopherols remain the most popular natural preservative in pet food today.

### 1990

Fromm "New Formula" is launched with the tag line, "More isn't better. Better is better," referencing protein quality vs protein quantity. In feeding trials, Fromm "New Formula" measured much higher digestibility than its high-protein rivals.



### 1999

Fromm Gold is introduced to commemorate Fromm Meal's Golden Anniversary and boasts a blend of duck and chicken with whole eggs, Wisconsin cheese, and added probiotics.



### 2003

Fromm Four-Star is launched - the market's first variety driven, interchangeable pet food line. Pet parents may rotate between a variety of all life stages recipes.

### 2009

Fromm purchases and begins retrofitting a vacant late 1960s slip-form concrete feed mill in Columbus, Wisconsin, reviving a Wisconsin landmark and expanding the business without a single dollar of outside investment.



### 2010

With the Fromm Family Foods Mequon, Wisconsin plant running production 24 hours, 6 days a week, Fromm successfully starts producing product at the new Columbus facility, adding 60 Wisconsin jobs and supporting stellar growth.

### 2014

Fromm adds a second extruder and packaging line to the Columbus facility nearly doubling capacity.



### 2015

Fromm opens a family-owned-and-operated cannery to expand can offering for dogs and cats while ensuring the quality and consistency that Fromm is known for.

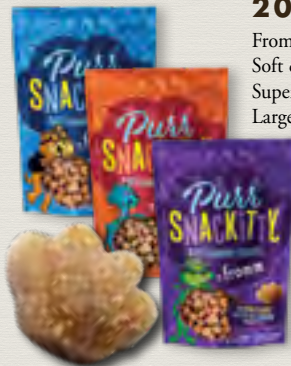


### 2018

Fromm opens a dog treat production facility in Germantown, Wisconsin and launches Crunchy Os, recklessly crunchy dog treats after several years of research and development.

### 2022

Fromm debuts PurrSnackitty Soft & Savory Cat Treats at SuperZoo, North America's Largest Pet Retail Event.



## FIVE GENERATIONS & COUNTING

Tom's sons, Dan and Bryan Nieman, representing the 5th generation of the family business, are intricately involved in the business and committed to carrying on the family legacy of quiet innovation.

### 2023

Fromm introduces Tenderollies Soft & Savory Treats for Dogs at Global Pet Expo in Orlando, Florida.



*5th Generation*  
**FAMILY OWNED & OPERATED**

*Premium*  
**TRUSTED, QUALITY FOODS**

*Available at*  
**NEIGHBORHOOD PET STORES**

**FROMM FAMILY FOODS, LLC**  
P.O. BOX 365 . MEQUON, WI 53092 | 1-262-242-2200 | FROMMFAMILY.COM