

FROMM
DINER



fromm. *Family* PET FOOD

2024 SPRING 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-gearred 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.



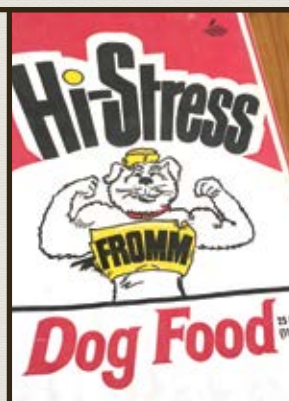
1940s

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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LEARN MORE

Use your phone to scan QR codes throughout the catalog for additional information including ingredient panels, guaranteed analysis, caloric content, and more.

I spy with my little eye...Cuties! Keep on the lookout for Cuties splashed throughout these pages!





fromm® *Family* PET FOOD

FAMILY OWNED *and operated for 5 GENERATIONS*

Why Fromm? Because caring more matters – and has for five generations and counting. It starts with a dedication to providing exceptional foods to pet families everywhere. It's a driving force to do things better; to discover new products that bring health, happiness, and wellness to our beloved four-legged family members. And caring more means a hands-on family from the top office to the factory floor, sweating the smallest details and setting the highest standards, so our proud reputation for innovation, value, and quality lives on for generations to come.

Today, Tom, Kathy, Bryan, and Dan Nieman proudly represent the fourth and fifth generations of a family business that's still focused on new and better ways to add health and happiness to the next generation of pets and pet families everywhere.



PREPARED WITH *Extraordinary Care*

When doing things the right way is the only option, you have to do it yourself. That's why we own and run our own production facilities right here in Wisconsin. It gives us total control of the process and allows us to maintain our own exceptional standards of quality and safety. That means every bag and can of our cat and dog food comes from a place where we control every aspect of the process and can guarantee a food that is prepared with extraordinary care. Our relentless attention to process gives us complete control over:

- Sourcing of Ingredients
- Formulation and Blending
- In-House Lab Analysis
- Employee Training
- Preparation of Meat and Produce
- Packaging, Warehousing, and Distribution
- Facility Maintenance and Sanitation
- In-House Customer Service



IT STARTS WITH THE *Best Ingredients*

Our farming roots in Wisconsin started on our pioneer farm in 1852 and are still active to this day. In that time we've learned a great deal about the diligence and dedication it takes to grow and raise foods worthy of the family table. All of our recipes require high quality ingredients, so our suppliers are trusted, carefully selected, and held to the same high standards we demand of ourselves. The reason is simple: Because in the end, like all farmers, we're feeding family.

- High Quality Meat & Fish • Wisconsin Cheese • Pre and Probiotics
- Farm Fresh Produce • Whole Grains



Safety YOU CAN TRUST

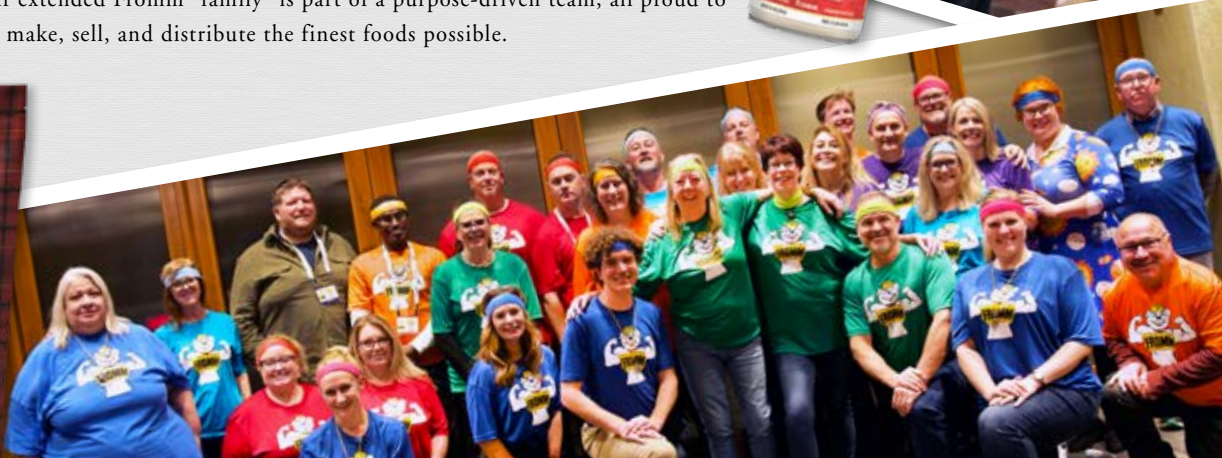
As a family business with a legacy of doing things right, we respect the trust that pet families place in the foods we prepare. We have exhaustive systems in place to ensure quality, consistency, and uncompromising integrity. That means putting in extra effort, with stringent safety measures employed at every stage of our production process to keep our products safe, reliable, and nutritious.

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



Dedicated People MAKE THE DIFFERENCE

Our family is proud to work side-by-side with some of the most talented, passionate, kind-hearted, and amazing people we've ever met. From the plant floor to the office suites, every member of our extended Fromm "family" is part of a purpose-driven team, all proud to go the extra mile to make, sell, and distribute the finest foods possible.



Chef's SPECIAL

MASON DU PUY,
CHEF & RESTAURATEUR

Raised on a small farm in a rural Louisiana parish, Mason was the youngest of eight boisterous, hungry siblings. He learned quickly to be first to the table, and developed a passion for hearty cooking that nourished the body and fed the soul. He earned the nickname "Hooey DooPuy!" for his delicious mix of spices and seasoning that made everyone get up and dance.

*Chef Du Puy's
Pampered Pork Gumbo*



+



+



Passed down through generations, it's brimming with plump pork sausage and always perfectly complemented with a side of lightly toasted pork and applesauce tumblers, mixed with the sweet, deafening crunch of Pumpkin Kran POW Crunchy Os.



Follow the hat to find everything you need to make Chef Du Puy's recipes at home!

Scan the QR code for more curated recipes from Chef Mason Du Puy and all of our chefs!



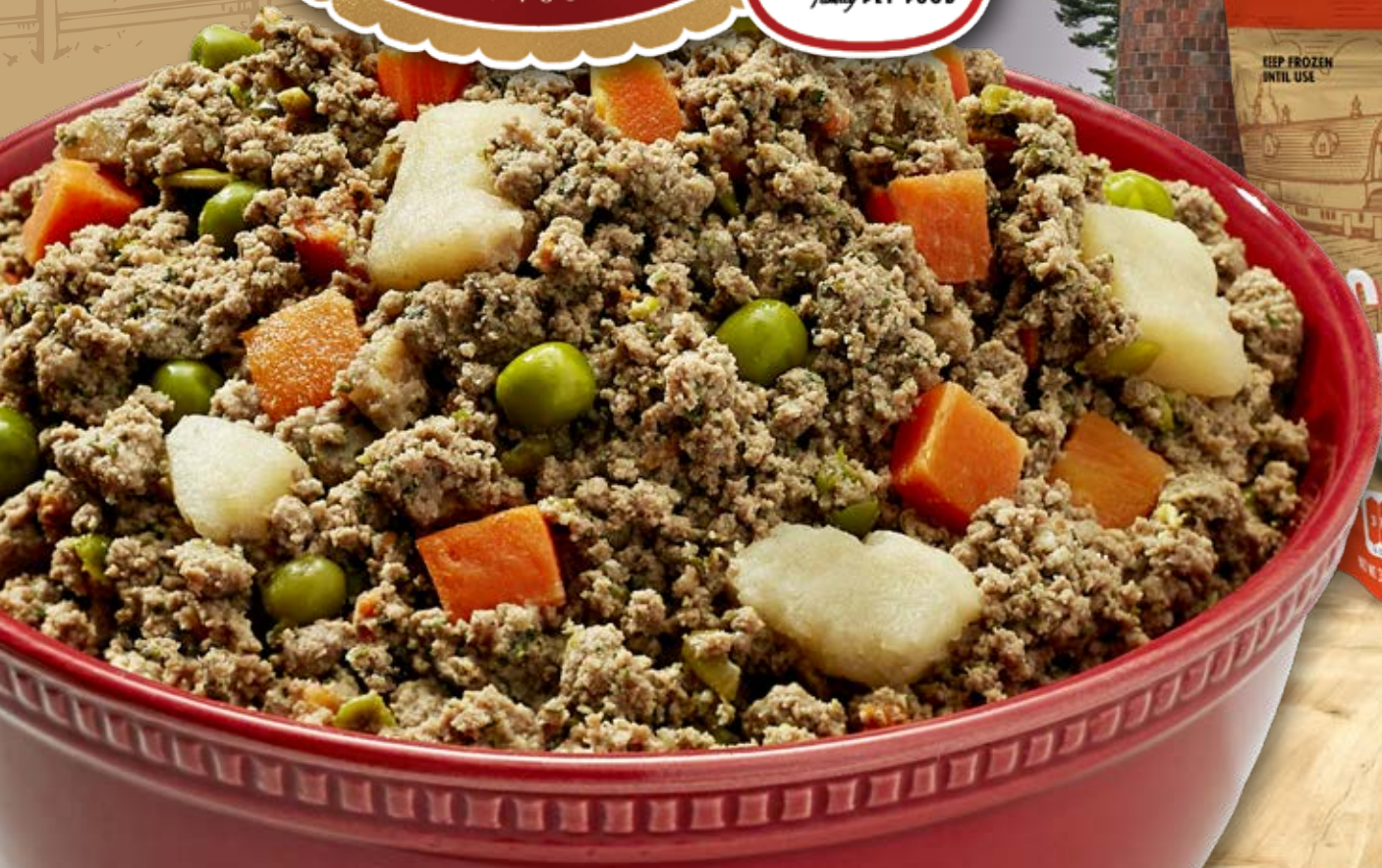
fromm Family PET FOOD

ALS



The best food starts
on the
FAMILY FARM

FRESH FROZEN food made from kitchen-table ingredients that's gently cooked and perfectly delicious – convenient for thaw-and-serve meals or as a way to take everyday foods over-the-top.





**GENTLY
COOKED SOUS
VIDE**



**MADE IN
OUR OWN
FACILITIES**



**USE AS A
MEAL OR A
TOPPER**



New! Fromm for the freezer!

Because it's from Fromm, you know from barn to bowl, we carefully control every step, produce it in our own family-run facilities, and energize the freezer section with five generations of trusted expertise.

★ Thaw & Serve



Available in select markets





fromm. *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. TREATS

fromm. CLASSIC



FROMM DINNER
Order up!
Betty's Biscuits & Gravy
Maddie's Morning Hash
Sam's Steak & Eggs





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
- Time-tested Nutritional Approach
- Life Stage Specific
- Suitable for Small to Giant Breeds
- Complementary Dry and Canned Recipes

CLASSIC • DRY 5 lb, 15 lb, 30 lb

Prepared with high quality chicken as the #1 ingredient. Contains an optimized fiber blend and added probiotics for easy digestion.



Puppy

Adult

Mature Adult

CLASSIC • PÂTÉ 12.5 oz

Prepared with high quality chicken or turkey as the #1 ingredient. Contains an optimized fiber blend for easy digestion.



Adult
Chicken & Rice

Adult
Turkey & Rice

Puppy
Chicken & Salmon





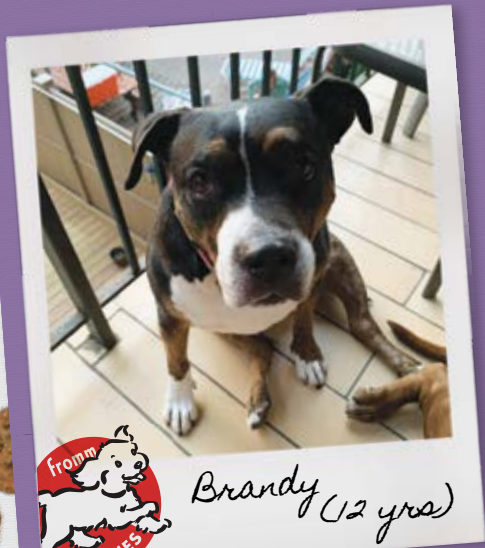
Legend (6 yrs)
Beatrice (2 yrs)
Jay (17 months)

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 yrs)





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.



GOLD • DRY 5 lb, 15 lb, 30 lb

Poultry-based recipes with whole grains featuring combinations of chicken, turkey, and duck.



Puppy | Large Breed Puppy | Adult | Adult with Ancient Grains | Large Breed Adult | Small Breed Adult | Weight Management | Large Breed Wt. Management | Reduced Activity & Senior

HEARTLAND GOLD • DRY 4 lb, 12 lb, 26lb

Red meat-based recipes formulated without grains featuring combinations of beef, lamb, and pork.



Puppy | Large Breed Puppy | Adult | Large Breed Adult

GOLD COAST • DRY 4 lb, 12 lb, 26lb

Fish-based recipe formulated without grains with whitefish and salmon.



Weight Management





Gourmet Food for Dogs

MEALTIME ELEVATED TO AN ART FORM

Fromm Four-Star Nutritionals® offers dogs a variety of entrées inspired by global cuisine. Each recipe is carefully prepared in controlled batches at our family facility using meat, fish, fruits, vegetables, and Wisconsin cheese.

SwaPAWble
Recipes

All Life Stages
*Suitable for puppies,
adults, or seniors*

Nutrient-Rich
Fruits & Vegetables

Complementary
Dry and Canned Recipes

FOUR-STAR • DRY 4 lb, 12 lb, 26 lb

Prepared using an array of high quality proteins and produce with added probiotics for easy digestion.



Chicken
À La Veg®

Duck
À La Veg®

Highlander Beef,
Oats, 'n Barley®

Pork &
Applesauce

Salmon
À La Veg®

Trout &
Whitefish

Whitefish
& Potato

Zealambder®



Beef
Frittata Veg®

Chicken
au Frommage®

Game Bird

Hasen
Duckenfleffer®

Lamb & Lentil

Pork & Peas

Rancherosa®

Salmon
Tunalini®

Surf & Turf

FOUR-STAR • SHRED 12 oz

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

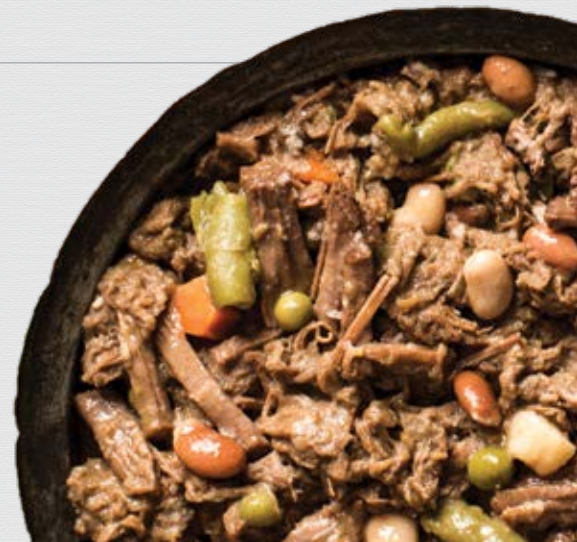


Shredded Beef
in Gravy

Shredded
Chicken in Gravy

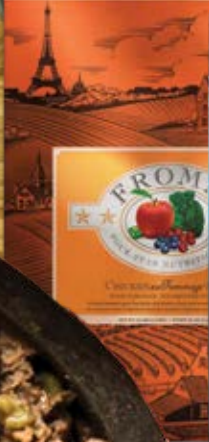
Shredded Pork
in Gravy

Shredded Turkey
in Gravy





GRAIN-FREE ENTRÉE





fromm CRUNCHYs

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® • CRUNCHY 6 oz, 26 oz



Bacon
Blasters

Banana
Blablammas®

Blueberry
Blasts

Peanut Butter
Jammers®



Pot Roast
Punchers®

Pumpkin
Kran POW®

Slammon'
Smoked Salmon

Smokin'
CheesePlosions®



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 • OVEN-BAKED 8 oz



Chicken with
Peas and Carrots

Lamb with
Cranberry

Parmesan
Cheese

Salmon with
Sweet Potato



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 • CRACKER 6 oz



Banana
Peanut Buster



Chompy
Cheese



Crispy-Airy
Cranberry



Kickin'
Chicken Liver



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

TENDEROLLIES • SOFT & SAVORY 8 oz



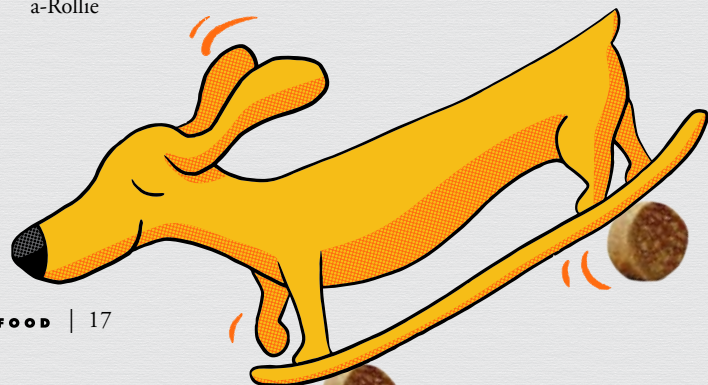
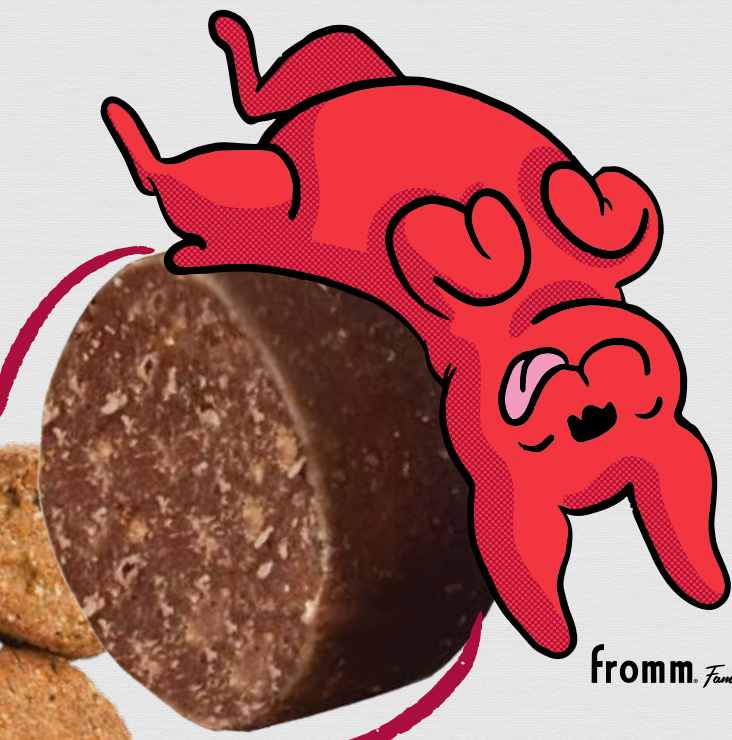
Bac'n Chedd-
a-Rollie



Beef-a-Rollie



Chick-a-Rollie





BIG EASY FLAVORS

FROMMBO GUMBO

WHO DAT?

Frommbo™ Gumbo - bringing hearty stews with savory cuts of sausage and rich bone broth - dat's who.

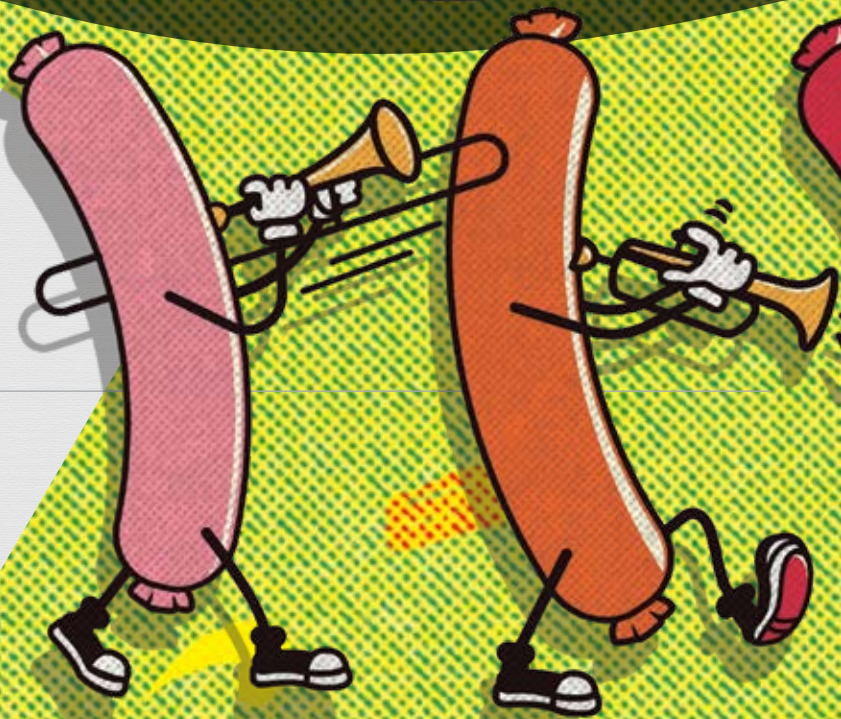
Nutrient-Rich and Savory Bone Broth

Wisconsin-Made Sausage

FROMMBO GUMBO • STEW 12.5 oz



Hearty Stew with Beef Sausage Hearty Stew with Chicken Sausage Hearty Stew with Pork Sausage





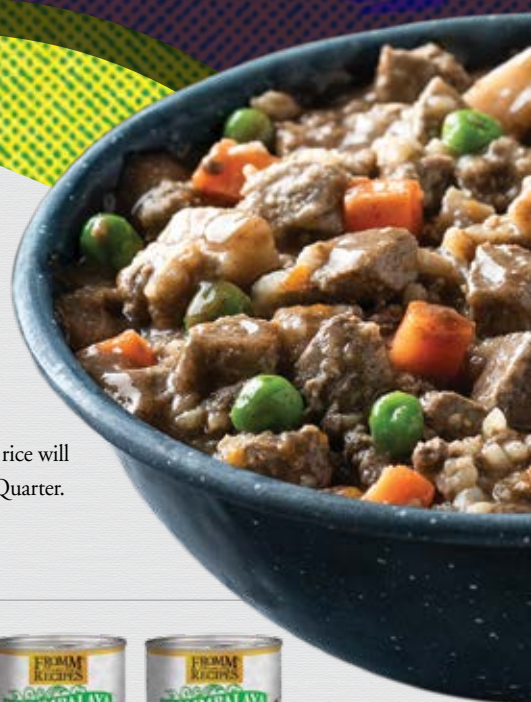
MARCHIN' ON IN



HOOOEE! DAS GOOD!

Hearty pieces of meat cooked with potatoes, carrots, and rice will have their taste buds marchin' right through the French Quarter.

FROMMBALAYA • STEW 12.5 oz



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



Rise & shine!
Now serving breakfast!

— FROMM —
DINER
— Breakfast —





Order up!

CANINE COMFORT FOOD

The ultimate canine comfort food has a recipe for any appetite or any time of day! Now serving breakfast!

BREAKFAST • STEW or SHRED 12.5 oz



Betty's Biscuits & Gravy Maddie's Morning Hash Sam's Steak & Eggs

CLASSICS • PÂTÉ 12.5 oz



Charlie's Chicken Pot Pie Milo's Meatloaf Paula's Chicken & Pumpkin

FAVORITES • STEW 12.5 oz



Bella's Beef Barkundy Bud's Beef & Broccoli Louie's Chicken & Pasta Skipper's Seafood Chowder

SPECIALS • SHRED 12.5 oz



Chicken Canine Bleu® Slow-Cooked Pulled Pork





FROMM[®]

PÂTÉ



VARIETY & QUALITY

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

FROMM PÂTÉ • 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

These simple recipes, thanks to a unique fiber blend and select proteins, are an effective solution for digestive distress. Feed as an occasional supplement to your dog's regular diet to help promote gut health and stool regularity.

NUTRITIONALS • PÂTÉ 12.2 oz



Chicken Formula Whitefish Formula



DIGESTIVE SUPPORT





GET 'EM IN THE GROOVE

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

All Life Stages
*Suitable for kittens,
adults, or seniors*

PURRSNACKITTY • SOFT & SAVORY 3 oz



Chicken
Snackitties



Liver
Snackitties



Salmon
Snackitties



INSPIRED BY TUSCANY

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

Premium
Meats & Fish

Irresistible
Pasta Stews

All Life Stages
*Suitable for kittens,
adults, or seniors*

CAT-A-STRONI • STEW 5.5 oz



Chicken
& Vegetable



Lamb
& Vegetable



Salmon
& Vegetable



Turkey
& Vegetable



FOR THE PERSNICKETY CAT

Finely minced protein and rice cooked in broth.

Single-sourced
Proteins

Smooth
Texture

All Life Stages
*Suitable for kittens,
adults, or seniors*

PERFECTLY PÂTÉ • PÂTÉ 5.5 oz



Chicken



Salmon



Turkey





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.

Life Stage Specific	Suitable for All Breeds & Sizes	Premium Blend of Proteins	Complementary Dry and Canned Recipes
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GOLD • DRY 4 lb, 10 lb

These complete and balanced recipes have high quality chicken as the #1 ingredient. Each variety contains fatty acids for healthy skin and shiny coat and added probiotics for easy digestion.



Kitten Adult Healthy Weight Indoor Cat

New! **GOLD • PÂTÉ** 5.5 oz

These complete and balanced recipes have high quality chicken as the #1 ingredient and a smooth, pâté texture. Each variety contains fatty acids for healthy skin and shiny coat.



Kitten Chicken & Duck Adult Chicken, Duck, & Salmon Healthy Weight Chicken & Duck Indoor Cat Chicken & Salmon





Gourmet Food for Cats

MEALTIME ELEVATED TO AN ART FORM

Fromm Four-Star Nutritionals® offer cats a variety of entrées inspired by global cuisine. Each recipe is carefully prepared in controlled batches at our family facility using meat, fish, fruits, vegetables, and Wisconsin cheese.

SwaPAWble
Recipes

All Life Stages
*Suitable for kittens,
adults, or seniors*

Nutrient-Rich
Ingredients

Complementary
Dry and Canned Recipes

FOUR-STAR • DRY 4 lb, 10 lb

Prepared using quality ingredients and added probiotics for easy digestion.



Chicken
À La Veg®

Duck
À La Veg®

Salmon
À La Veg®

Trout &
Whitefish



Beef
Livattini Veg®

Chicken
au Frommage®

Game Bird

Hasen
Duckenpfeffer®



Salmon
Tunachovy®

Surf & Turf

FOUR-STAR • PÂTÉ 5.5 oz

Finely minced, premium proteins cooked in broth are wholesome and delicious.



Beef

Beef & Venison

Chicken

Chicken
& Duck



Chicken, Duck,
& Salmon

Chicken &
Salmon

Lamb

Salmon & Tuna



Seafood &
Shrimp

Turkey

Turkey & Duck

Turkey
& Pumpkin

FOUR-STAR • SHRED 5.5 oz

A generous portion of shredded meat cooked in broth with sweet potatoes.



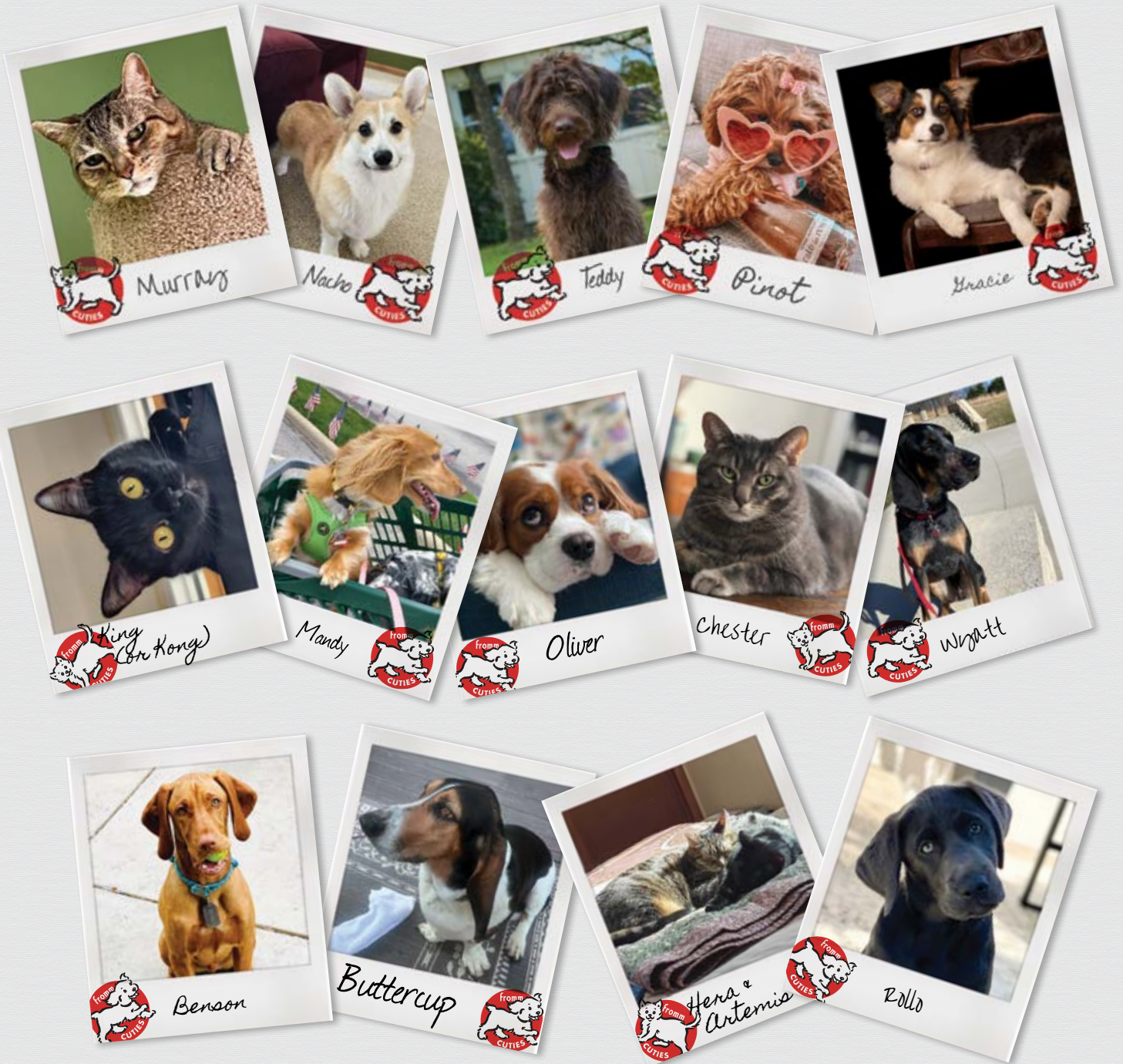
Shredded
Chicken in Gravy

Shredded
Turkey in Gravy

Surf & Turf
in Gravy



I spy with my little eye... something Cute!



Thank you to all of our loyal Fromm customers who shared their adorable Cuties with us!



Show off
your Cuties!



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 feed mill in Columbus, Wisconsin, reviving a landmark and expanding the business without a single dollar of outside investment.



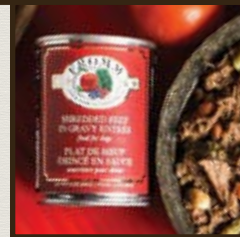
2010

With the 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.



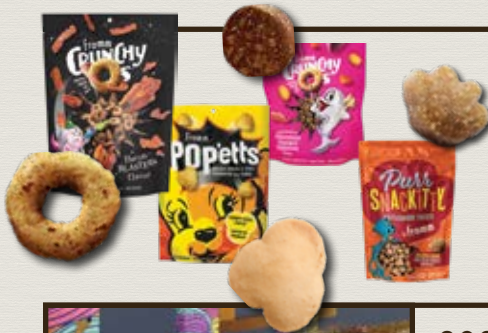
2014

The first Fromm Petfest is a resounding success. Milwaukee's premiere pet event is a full-day festival boasting thrilling activities for your pet along with live entertainment, shopping, food, and fun for the whole family.



2015

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



2018

Fromm opens a treat production facility in Germantown, Wisconsin and launches Crunchy Os, followed in later years by Pop'etts, TendeRollies, and PurrSnackitty Treats.



2020

Fromm becomes The Official Dog Food of Southeastern Guide Dogs providing quality dog food for working guide dogs and service dogs at no cost to the handlers.



2022

Fromm becomes the title sponsor of the future Downtown Milwaukee riverfront off-leash dog park, spearheading the larger opportunity to develop a true 'dog district' where people and their pets can gather.



FIVE GENERATIONS & COUNTING

Tom and Kathy'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.

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