



Premium Dog Chews

2023 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[®]

Collagen Based Dog Chews *by* Fieldcrest Farms[®]



Made from Natural
Collagen Protein

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- 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[®] 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[®] Collagen Based

ULTRA Premium Dog Chews



Nothin' to hide[®] ULTRA premium dog chews are made with the same collagen formula as our original Nothin' to Hide[®] 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[®] 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

5" Small Rolls 2PK

10" Large Rolls

10" Large Rolls 2PK

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

ITEM	UPC
#151 Beef	810002631511

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

ITEM	UPC
#153 Beef	810002631535



Rings and Bones 12PK

3" Bagels 2PK

Twist Stix 10PK

ITEM	UPC
#157 Beef	810002631573

ITEM	UPC
#158 Beef	810002631580

ITEM	UPC
#154 Beef	810002631542



Nothin' to Hide®



Collagen Based Dog Chews



Flip Chips 8PK

ITEM	UPC
#156 Beef	810002631566



3" Bagels

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



24" Extra Large Roll

ITEM	UPC
#175 Beef	810002631757
#174DS - 24 pc display (see pg. 27)	



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).



Nothin' to Hide®



Collagen Based Dog Chews



5" Small Rolls

5" Small Rolls 2PK

10" Large Rolls

10" Large Rolls 2PK

ITEM	UPC
#142BX Chicken PDQ qty - 24	810002630422 BOX-810002631429

ITEM	UPC
#143 Chicken	810002631436

ITEM	UPC
#144BX Chicken PDQ qty - 24	810002630446 BOX-810002631443

ITEM	UPC
#145 Chicken	810002631450



24" Extra Large Roll

Twist Stix 50PK

Twist Stix 100PK

ITEM	UPC
#164 Chicken #163DS - 24 pc display (see pg. 27)	810002631641

ITEM	UPC
#331 Chicken	810002633317

ITEM	UPC
#329BX Chicken PDQ qty - 100	810002632297





Twist Stix 10PK

Flip Chips 8PK

Rings and Bones 12PK

3" Bagels

ITEM	UPC
#146 Chicken	810002631467

ITEM	UPC
#148 Chicken	810002631481

ITEM	UPC
#149 Chicken	810002631498

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



5" Drum Sticks 2PK

5" Drum Sticks 2PK

ITEM	UPC
#161 Chicken	810002631610

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

5" Small Rolls 2PK

10" Large Rolls

10" Large Rolls 2PK

ITEM	UPC	ITEM	UPC	ITEM	UPC	ITEM	UPC
#166BX PDQ qty - 24	810002630668 BOX-810002631665	#167	810002631672	#168BX PDQ qty - 24	810002630682 BOX-810002631689	#169	810002631696



Twist Stix 10PK

ITEM	UPC
#170	810002631702



3" Bagels

ITEM	UPC
#171BX PDQ qty - 24	810002630712 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).



Nothin' to Hide®



Collagen Based Dog Chews



5" Small Rolls

5" Small Rolls 2PK

10" Large Rolls

10" Large Rolls 2PK

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

ITEM	UPC
#333	810002633331

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

ITEM	UPC
#334	810002633348



Twist Stix 10PK

3" Bagels

Flip Chips 8PK

ITEM	UPC
#336	810002633362

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

ITEM	UPC
#338	810002633386



Nothin' to Hide®

Salmon Flavored Tilapia Rolls



A moderate chew made with simple ingredients.

Tilapia skin basted in salmon... a fish lover's dream!



Tilapia Rolls 3PK

ITEM UPC

#360

810002633607

Simple Ingredients

Tilapia skin, salmon, vegetable glycerin, sorbic acid (preservative).



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.



Ideal for Puppies & Non-aggressive Chewers

6" Crunchy Stix 6PK

12" Crunchy Stix 2PK

24" Crunchy Stix 2PK

ITEM UPC
#310 810002633102

ITEM UPC
#311 810002633119

ITEM UPC
#312 810002633126

Simple Ingredients

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



Nothin' to Hide®



Holiday Chews



18" Candy Cane

18" Candy Cane

Mini Candy Canes 6PK

Mini Candy Canes 6PK

ITEM	UPC
#176	810002633764
Chicken	

ITEM	UPC
#177	810002631771
Beef	

ITEM	UPC
#178	810002631788
Chicken	

ITEM	UPC
#179	810002631795
Beef	



Gingerbread Men 4PK

Gingerbread Men 4PK

ITEM	UPC
#180	810002631801
Chicken	

ITEM	UPC
#181	810002631818
Beef	



Small Holiday Assortment 12PK

Large Holiday Assortment 5PK

ITEM	UPC
#350	810002633508
Chicken & Beef	

ITEM	UPC
#352	810002633522
Chicken & Beef	



Premium Dog Chews

All
Natural
Single
Ingredient
Chews





NATURAL BEEF CHEWS



All-Natural Single Ingredient Chews.

Our pets deserve the very best. We know first-hand that wholesome nutrition is essential to their health and happiness. Our mission is to provide only the highest quality, all-natural, limited ingredient chews for our furry family members.



6" Meaty Bone

ITEM	UPC
#102BX	810002630026
PDQ qty - 25	BOX-810002631023



Meaty Knuckle Bone

ITEM	UPC
#105BX	810002630057
PDQ qty - 20	BOX-810002631054



Foreshank Bone

ITEM	UPC
#109BX	810002630095
PDQ qty - 12	BOX-810002631092



Cow Ears

ITEM	UPC
#112BX	BOX-810002631122
PDQ qty - 100	



100% All Natural,
Grass Fed,
Free Range Beef



NATURAL PORK CHEWS



100% All Natural,
High Quality, High Protein,
Smoked Pork Ears

Pig Ears (bulk)

ITEM	UPC
#128BX	
PDQ qty - 100	BOX-810002631283

BUFFALO HORNS



100% All Natural
Long-lasting Chews



Small Buffalo Horn - 80g min. wt.

ITEM	UPC
#197BX	810002630972
PDQ qty - 20	BOX-810002631979

Medium Buffalo Horn - 160g min. wt.

ITEM	UPC
#198BX	810002630989
PDQ qty - 12	BOX-810002631986

Large Buffalo Horn - 280g min. wt.

ITEM	UPC
#199BX	810002630996
PDQ qty - 10	BOX-810002631993

- Fill with peanut butter or other spreadable favorites
- Tumbled, polished and smoothed to prevent sharp edges & splintering
- Washed clean and virtually odorless





BULLY STICKS



Long lasting • All Natural • Single Ingredient



6" Bully Sticks

ITEM	UPC
#118BX	810002630187
PDQ qty - 35	BOX-810002631184



9" Bully Sticks

ITEM	UPC
#119BX	810002630194
PDQ qty - 50	BOX-810002631191



12" Bully Sticks

ITEM	UPC
#120BX	810002630200
PDQ qty - 35	BOX-810002631207



6" Bully Sticks 3PK

ITEM	UPC
#121	810002631214



12" Bully Sticks 2PK

ITEM	UPC
#122	810002631221



6" Braided Bully Sticks

ITEM	UPC
#123BX	810002630231
PDQ qty - 20	BOX-810002631238



6" Braided Bully Sticks 3PK

ITEM	UPC
#124	810002631245



9" Braided Bully Sticks

ITEM	UPC
#125BX	810002630255
PDQ qty - 35	BOX-810002631252



- Hand selected for size consistency
- Naturally cleaned
- Roasted in their natural juices for maximum flavor



BULLY CRUNCHERS



An Economical Alternative to Bully Sticks



6" Bully Crunchers 6PK

ITEM	UPC
#132	810002631320



6" Bully Crunchers

ITEM	UPC
#133BX	810002630330
PDQ qty - 30	BOX-810002631337



12" Bully Crunchers 2PK

ITEM	UPC
#134	810002631344



12" Bully Crunchers

ITEM	UPC
#135BX	810002630354
PDQ qty - 20	BOX-810002631351



6" Braided Bully Crunchers 3PK

ITEM	UPC
#139	810002631399



6" Braided Bully Crunchers

ITEM	UPC
#136BX	810002630361
PDQ qty - 20	BOX-810002631368



12" Braided Bully Crunchers

ITEM	UPC
#138BX	810002630385
PDQ qty - 15	BOX-810002631382



12" Braided Bully Crunchers 2PK

ITEM	UPC
#141	810002631412

Fieldcrest Farms™ Bully Crunchers are 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 a highly palatable, easily digestible, single ingredient long-lasting chew.





Nothin' to Hide[®] MERCHANDISING

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

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.



Satisfy Their Natural Instinct to Chew • Support Healthy Teeth & Gums



All Natural Premium Dog Chews



NOTHIN' TO HIDE® - COLLAGEN BASED CHEWS

Our BRAND NEW 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.



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.