



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited Restructures Purchasing Department to Better Serve Franchise Store Owners

Carmel, Indiana – [Wild Birds Unlimited](#), the original and largest franchise system of backyard bird feeding and nature specialty stores, recently restructured its Purchasing Department to improve work flow and capitalize on the strength of staff members.

“These changes will allow us to better support our franchise store owners with advantageous buying deals from vendors as well as innovative new products to offer their customers,” said Jim Lesch, Director of Purchasing. “By enabling department members to focus on specific product lines and develop the necessary vendor relationships, we will enhance our product offerings and the buying deals we can negotiate for our stores,” Lesch went on to explain.

Department staff and responsibilities are:

Jim Lesch, Director of Purchasing. Lesch was recently elected to the Wild Bird Feeding Industry Board of Directors.

Andrea McNeely, New Product Development Manager. This new position is solely devoted to new product development and has already led to a successful launch of a new bird food product, [Jim’s Birdacious® Bark Butter®](#).

Rob Bruner, Merchandise Manager, Seed Supply. Bruner is responsible for the company’s seed supply and works with regional seed suppliers to ensure that stores and customers receive the freshest, highest-quality bird seed on the market.

Liz Hansen, Merchandise Manager, Core Hobby Products. Hansen is responsible for all core hobby lines offered at Wild Birds Unlimited stores, including specialty bird food, [bird feeders](#), [bird houses](#), and their patented line of hardware, the [Advanced Pole System®](#).

Linzi Jones, Merchandise Manager of Garden and Gift Products. Jones seeks new vendors for a wide variety of garden and gift products including [bird baths](#) and fountains, wind chimes, garden décor, and children’s merchandise to ensure franchise store owners have something for nature lovers of all ages.

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 275 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with bird feeding and nature products, expert advice and educational events. Visit our Web site, shop online and learn about franchising opportunities at www.wbu.com.

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