Product Catalog





Welcome to San Francisco Bay Brand Inc.

an Francisco Bay Brand Inc. is an aquatic food company based in California, USA, established in 1975 by the Schmidt family. The first-generation founder, Anton Schmidt, was dedicated to developing the highest-quality aquatic foods and providing the most nutritious diets closest to each species' natural diet. The company's products include freeze-dried, frozen, and live feed suitable for freshwater and marine organisms. After Andreas Schmidt took over the company, he developed it into a top retail brand serving the aquarium market.

San Francisco Bay Brand has a pioneering history in aquaculture and the aquarium industry, having advertised in Life magazine and even participated in a space research project, demonstrating the company's commitment to innovation and maintaining its industry-leading position.

In 2022, Mr. Hans Bungener acquired San Francisco Bay Brand, Inc. This acquisition helps SFBB expand its product line and market share and provides more opportunities for the brand's future development.









WHERE, WHAT & WHY!



SFBB – Headquarters

Our headquarters located in Newark, CA. The building houses manufacturing, sales, customer service, research and development, warehousing, cold storage, and shipping for the western United States and abroad. This facility manufactures Natural Formulated Diets™, brine shrimp, single ingredient foods, flakes, and packs out freeze-dried foods. We have operated out of this same location for more than 43 years, but have expanded our manufacturing to Tianjin China, still manufacturing more than three-quarters of our products in the USA!



SFBB Far East – Manufacturing

Our history in China started with aquaculture in 1979. In 1992 we divested the aquaculture business to focus on the pet trade. We opened a factory in Tianjin China in 1999 so many of our single ingredient products could be packed fresh. Many of our most popular items are indigenous to China such as brine shrimp, mysis shrimp, and bloodworms. In 2004 we built a new factory and are the only US-based frozen fish food manufacturer to own and operate their own factory in China. This allows us to carry out our high standards for processing and quality control.



Preparing Frozen Fish Food

It all started with brine shrimp in 1968, but over the years the frozen product line expanded to include enriched brine shrimp and other single ingredient foods, such as bloodworms, krill, and plankton, as well as our line of Natural Formulated Diets™. Using our many years of experience we have developed a strict set of guidelines for preparing frozen foods, starting with how ingredients are handled and cleaned, packed and frozen. The photo on the left shows our bloo worm purging and disinfection room at our factory in Tianjin China.



SFBB – Shipping and Cold Storage

Our Louisville Kentucky warehouse opened in 1995 and is dedicated to shipping. In 2007 we built a new warehouse to accommodate our growing product line, it is essentially a giant freezer. Being centrally located in the US allows us to efficiently ship customers around the country, and central and eastern Canada. On average this facility ships out 500 orders per week. When shipping by courier we use specialized packaging, developed with local vendors and based on our many years experience, guaranteeing our products arrive to the customer frozen solid.



Ever Wonder How We Do It?

Scan the QR code to watch a video on our YouTube channel showing how we receive, process, package, and ship our single ingredient items at our Far East factory. While your there check out some of our other videos and click the subscribe button.

A VARIETY OF CUBE SIZES

HOW TO FEED SFBB FOODS



1.75 oz mini-Cubes™

Recognizing the popularity of desktop, pico, and nano aquariums we developed a smaller size of frozen fish food cubes for our most popular varieties used in freshwater community and reef aquariums: Baby Brine Shrimp, Brine Shrimp, Bloodworms, mini-Bloodworms, Mysis Shrimp, Cyclops, and Rotifers.

1.75 oz (36 cubes)



3.5 oz Standard Packs

Our standard size for many years was a 24 cube blister pack. Several years ago we introduced our 30 cube blister pack to offer a more appropriate single serve feeding size.

3.5 oz (30 cubes): all varieties except for our Multi-Packs

3.5 oz (24 cubes): Freshwater Multi-Pack™, Saltwater Multi-Pack™, Reef Multi-Pack™



7 oz Double Packs

If you're looking to save a little by buying in bulk and don't have a lot of extra room in your freezer try the Extra Value Double Pack! Two standard cube trays in an extra wide sleeve.

7 oz (60 cubes) – 2 × 3.5 oz (30 cubes): Brine Shrimp, Spirulina Brine Shrimp, Omega Brine Shrimp, Bloodworms, Mysis Shrimp

7 oz (48 cubes) – 2 × 3.5 oz (24 cubes): Freshwater Multi-Pack $^{\rm TM}$, Saltwater Multi-Pack $^{\rm TM}$



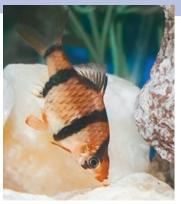
2 lb Roll-A-Cubes™

The perfect answer to your bulk needs'. The food is easily dispensed through an opening at the top front of the box and the cube packaging is perforated every two rows. Our unique bulk packaging keeps food fresh, prevents freezer burn and keeps cubes from sticking together.

2 lb (216 cubes): Brine Shrimp, Spirulina Brine Shrimp, Bloodworms, Mysis Shrimp, Freshwater Multi-Pack™, Saltwater Multi-Pack™

The perfect size package for all your needs

From Flat Packs to Roll-A-Cubes San Francisco Bay Brand frozen fish foods are available in a variety of forms and sizes. If you're feeding a 6 gallon pico reef or a tank full of monster fish we have the perfect size for you!



Feeding Fish

In the wild many fish feed continuously throughout the day, especially those that graze and eat smaller food items. Aquarium fish can be fed 1–3 times per day. How much and how often you feed them depends on several factors. Feeding fish affects water chemistry, the more fish eat the more they excrete waste. Your filtration and maintenance schedule can help determine how often you feed. Adequate filtration and routine maintenance will allow you to feed your fish more often. Feed no more than the fish can eat in 3–5 minutes and remove any uneaten food. For broadcast feeding place food near or in the direct flow of water from a filter or circulation pump. It may be desirable to turn off the return pump when feeding aquariums with overflow boxes to prevent food from going directly into the filter.



Frozen Cubes*

Drop cube in aquarium while still frozen. The cube will float for 6-8 seconds and then begin to sink and break apart allowing fish to feed at their natural levels. Remove any uneaten food. Never overfeed. Keep unused cubes in your freezer.

Frozen Flat Packs*

Break or cut small portions and thaw in cup, then pour in aquarium. Never overfeed. Remove any uneaten food. Keep unused portion in your freezer.

*Important

Microwaving or thawing in hot water is not recommended, as this breaks down the nutrients contained in frozen fish food.



Freeze-Dried

Freeze-dried fish foods can be fed whole or crumbled between your fingers. They can be used to soak up liquid vitamins, supplements or medications for easy administration.

Krill and Plankton

Pre-soak in water before using if you want the food to sink.

Tubifex Worms

Press a cube of worms firmly against the front glass below the waterline at the desired feeding level.



Seaweed Salad™

Tear or cut off a piece of Sally's Seaweed Salad approximately 3 inches by 3 inches (for an average stocked 30 gallon aquarium). Using a seaweed clip, place it inside your aquarium in an area easily accessible for your fish. Your fish will "graze" at their leisure. Remove all uneaten seaweed after 6-8 hours.

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FREEZE-DRIED FOODS

FROZEN BRINE SHRIMP



Brine Shrimp

San Francisco Bay Brand freeze-dried brine shrimp is a great stimulant and nutrition source for all tropical fish.

Jar: .35 oz, .7 oz, 1.36 oz, 3 oz. and 13.13 oz



Bloodworms

A very popular freeze-dried food! Freshwater fish will thrive on this primary food choice for discus, eels and community tanks.

Jar: .25 oz, .5 oz, 1 oz, 1.75 oz and 9.45 oz



Brine Shrimp

Fresh frozen SFBB brine shrimp is a great stimulant and nutrition source for all tropical fish.

Cubes: 1.75 oz, 3.5 oz, 7 oz, and 2 lb Roll-A-Cube™. Flat Packs: 4 oz. 8 oz. 16 oz. and 32 oz



Baby Brine Shrimp

Obtained through hatching decapsulated Artemia cysts in a controlled environment. They are harvested, rinsed, packed and frozen alive to conserve their nutritional value.

Cubes: 1.75 oz



Krill

Contains extremely high astaxanthin and Omega-3's. Excellent for your large freshwater and marine tropicals.

Jar: .5 oz, 1 oz, 2 oz, 4 oz, and 16.63 oz



Plankton

An ideal food supplement for fish and invertebrates. Their heavy concentration of betacarotene brings out the color of your fish.

Jar: .5 oz, 1 oz, 2 oz, 4 oz, and 16.8 oz



Spirulina Brine Shrimp

A Spirulina formula is fed to live brine shrimp before freezing. By doing so, nutrient levels are enhanced to help promote fish health.

Cubes: 3.5 oz. 7 oz. and 2 lb Roll-A-Cube™



Omega Brine Shrimp

An omega formula is fed to live brine shrimp before freezing. By doing so, HUFA levels are enhanced to help promote fish maturation, breeding, and health.

Cubes: 3.5 oz and 7 oz.



Mysis Shrimp

A marine fish favorite and excellent for finicky eaters. Mysis shrimps scent is a feeding stimulant that attracts fish.

Jar: .46 oz. .89 oz. 1.7 oz. 3.35 oz. and 13.76 oz



Tubifex Worms

For all freshwater fish. Gamma irradiated, free of parasites, and harmful bacteria. Excellent growth enhancer for freshwater fish.

Jar: .5 oz, 1 oz, 2 oz, and 4 oz



BRINE SHRIMP EGGS



Brine Shrimp Eggs

Freshly hatched brine shrimp are an excellent food for baby fish, small fish, and reef tanks.

Vial: 6 g vial, 2.75 oz jar, and 15 oz bag



Hatchery Kit

Includes base, airline tubing and 3 packets of hatch mix. Add soda bottle, air pump, and water. Not intended

to raise shrimp to adult size.



Betta Food

Freeze-dried bloodworms, an all natural food for bettas. It's that simple, leave nature at its best.

Vial: 1 a



Seaweed Salad Green

An excellent source of plant protein, vitamins, amino acids, and natural pigments. Herbivorous fish digest it much more efficiently than "land-based" vegetables, such as lettuce.

Bag: 4 pack (10 g), 10 pack (30 g), and 100 pack (274 g)

Superiority of freeze dried

Freeze-dried foods remove water for stability and storage while preserving all the benefits of the original product. That's why rations for military personnel, back packers, and survival kits all contain freeze-dried products.



Hatch Mix™

Brine shrimp eggs premixed with salt and pH buffers. Just add water and presto!

Bag: 3 × 0.74 oz pouches



Shrimpery™

Includes 3 packets of hatch mix and everything needed to hatch brine shrimp. Not intended to raise shrimp to adult size.

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Sally's Menu

WATCH THE FEEDING FRENZY

FROZEN SINGLE INGREDIENT

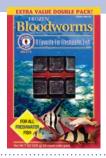


mini-Bloodworms A Favorite For Freshwater

mini-Bloodworms

Small and bright red. Freshwater fish will thrive on this primary food choice for community tanks. They provide the essential nutrients to maintain high energy levels and vigor in your fish.

Cubes: 1.75 oz and 3.5 oz



Bloodworms

Freshwater fish will thrive on this primary food choice for community tanks. They are collected daily, thoroughly cleaned and then frozen.

Cubes: 1.75 oz, 3.5 oz, 7 oz, and 2 lb Roll-A-Cube™. Flat Packs: 4 oz, 8 oz, and 16 oz



Fish Eggs

An essential part of the natural diet for many marine organisms. Our fish eggs are of marine origin, contain high levels of protein, and Omega-3 fatty acids. They are eagerly eaten by finicky fish and filter feeding marine invertebrates. These are pure capelin fish eggs that contain NO dyes or preservatives.

Cubes: 3.5 oz



Beefheart

Beefheart

An excellent source of protein that is eagerly eaten by carnivorous tropical fish and is recommended as a supplement to the primary diet.

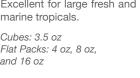
Cubes: 3.5 oz Flat packs: 8 oz



Krill

Harvested from Antarctic waters, contain extremely high Omega-3's and astaxanthin. Excellent for large fresh and marine tropicals.

Flat Packs: 4 oz, 8 oz,





Cyclops

Feeds fish, corals, and invertebrates simultaneously in your reef aquarium. Stimulates appetite, promotes proper growth, resistance to stress, and a long healthy life.

Cubes: 1.75 oz and 3.5 oz



Reef Plankton

A zooplankton (Calanus finmarchicus) that is an excellent source of energy for your fish, corals, and invertebrates. It is eagerly eaten by finicky marine fish, such as butterflies and anthias.

Cubes: 3.5 oz



Plankton

Provides abundance of proteins, lipids, and beta-carotene making plankton an ideal food supplement for fish and invertebrates.

Cubes: 3.5 oz



Mysis Shrimp

A marine fish favorite and excellent for finicky eaters. One of the few frozen foods that sea horses will eat with no problems.

Cubes: 1.75 oz, 3.5 oz and 2 lb Roll-A-Cube™ Flat Packs: 8 oz and 16 oz



Rotifers

The size of these zooplankton is between that of micro particles and Artemia nauplii. They are an ideal food for all marine fish, shrimp larvae and all filter feeding organisms

Cubes: 1.75 oz



Silversides

Loaded with HUFA's, prize freshwater and marine puffers, groupers, eels and lion fish will take great delight in tackling these whole saltwater fish.

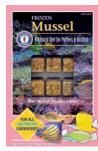
Flat Packs: 3.5 oz, 8 oz, and 16 oz



Sauid

An excellent source of fatty acids and protein for marine fish and invertebrates. It is eagerly eaten, and is a great secondary food for triggers and groupers.

Cubes: 3.5 oz Flat Packs: 8 oz and 16 oz



Mussel

A favorite for a variety of marine fish and invertebrates. A great secondary food that promotes growth and is eagerly eaten by boxfish and puffers.

Cubes: 3.5 oz



Flat Packs

We offer a variety of our superior quality single ingredient frozen foods in resealable zipper bag flat packs. Flat packs are convenient for feeding large aguariums or when you have multiple aguariums to feed and don't want to pop out a bunch of cubes. Available varieties include: Brine Shrimp, Bloodworms, Beefheart, Krill, Mysis Shrimp, Squid, and Silversides.

The superiority of frozen foods

Frozen foods are a good alternative to flake or pellet and are more nutritious as they undergo less processing and do not require the use of fillers. When feeding frozen foods you have better water quality in the aquarium due to a smaller amount of fecal matter being excreted by the fish.

With the best frozen food for your fish. Available in many varieties, fed alone or in combination, frozen single ingredient foods are healthy and nutritious for your fish, invertebrates, and corals. For a guide to who eats what visit www.sfbb.com.

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NATURAL FORMULATED DIETS™





Freshwater Frenzy™

A combination of freshwater fishes' favorite foods. This formula accommodates all freshwater tropical fish species feeding at all trophic levels. Helps promote health and supports color.

Cubes: 3.5 oz



Cichlid Delight™

The only formula for carnivorous cichlids on the market that uses lean turkey heart instead of beef heart and is a good source of protein. Promotes rapid growth and supports color.

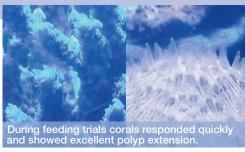
Cubes: 3.5 oz



Coral Cuisine™

A mixture of phytoplankton, zooplankton, and macroalgae, Formulated for healthy coral feeding and growth, that stimulates corals natural feeding behavior.

Cubes: 3.5 oz



Beefheart Plus™

Promotes rapid growth in freshwater carnivores. It is a blend of beef heart, brine shrimp, vitamins, minerals, and natural pigments. Promotes rapid growth and supports color.

Cubes: 3.5 oz



Emerald Entrée™

Fish that rely on algae and vegetable matter as a main nutrition source will benefit from Emerald Entree's™ nutritious formula. Fortified with Omega-3 fatty acids to promote health.

Cubes: 3.5 oz



Our foods contain no fillers or additives, no artificial colors or preservatives, and keep their natural shape and scent. Fish that eat well are in better health and more resistant to disease and stress.

MULTI-PACKS™

FOUR VARIETIES IN ONE PACK



Marine Cuisine™

Formulated for omnivorous and carnivorous marine fish. It is a blend of brine shrimp, natural seafood ingredients, color enhancers and vitamins. With mysis shrimp to stimulate finicky eaters.

Cubes: 3.5 oz



Angel & Butterfly Diet

Specially formulated with marine sponge and mysis shrimp for those finicky fish coming from the reef environment. A nutritious diet for marine angels and butterflies.

Cubes: 3.5 oz



Reef Multi-Pack™

Feed your fish, corals, and invertebrates a variety of quality foods. Reef Multi-Pack is everything you need to feed your reef in one package. It has six cubes each of Marine Cuisine™, Coral Cuisine™, Fish Eggs, and Reef Plankton (Calanus finmarchicus). These four foods offer a variety of particle sizes and seven types of zooplankton that stimulate the natural feeding behaviors of reef inhabitants. This product is an excellent choice for mixed reef aguariums.

Cubes: 3.5 oz



Seaweed Delight™

Formulated for herbivorous fish. It is a blend of natural seaweeds, fresh vegetables, natural color enhancers, vitamins, garlic, and chlorophyll. This formula has no animal proteins.

Cubes: 3.5 oz



Carnivore Cuisine™

A blend of natural seafood ingredients, marine worms, Spirulina algae, natural color enhancers, and vitamins. It has a familiar scent that stimulates your fish to feed aggressively.

Cubes: 3.5 oz



Freshwater Multi-Pack™

Feed your freshwater fish a variety of quality foods. It has six cubes each of Freshwater Frenzy™, Emerald Entree™, Bloodworms, and Spirulina Brine Shrimp.

Cubes: 3.5 oz. 7 oz. and 2 lb Roll-A-Cube™



Saltwater Multi-Pack™

Feed your marine fish a variety of quality foods. It has six cubes each of Marine Cuisine™, Emerald Entree™, Plankton, and Omega Brine Shrimp.

Cubes: 3.5 oz, 7 oz, and 2 lb Roll-A-Cube™

About Natural Formulated Diets™

All our formulas contain stabilized Vitamin C and provide essential nutrients to help maintain high energy levels and vigor in your fish, invertebrates, and corals. We use natural binders that do not require heating to be activated, assuring all essential nutrients are available to the fish.

Natural ingredients

By using the freshest natural ingredients available our frozen foods have a familiar scent that stimulates appetite and entices your fish to feed aggressively. SFBB foods create a feeding frenzy that is fun to watch!

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HEALTHY HERP® REPTILE FOOD



Aquatic Turtle Diet

Adult Formula

Formulated with whole fresh ingredients that offer an excellent mix of animal and plant proteins, vitamins, and calcium.

Cubes: 3.5 oz



Being a concerned "mom" to my 2 red-eared slider turtles who are now 32 and 33 years old, it's imperative to me to make sure that their diet has the nutrients

and quality they deserve, and I found that with Healthy Herp products."

-A Turtle Lover from Southern California



Veggie Mix Instant Meal

Blended for herbivorous and omnivorous reptiles. When rehydrated it returns to its natural state making it irresistible to reptiles.

Cup: .16 oz - 7 pack Jar: 3.6 oz and 7.5 oz



Fruit Mix Instant Meal

Blended for hermit crabs and frugivorous reptiles. When rehydrated it returns to its natural state making it irresistible to reptiles.

Cup: .21 oz - 7 pack Jar: 3.5 oz and 8.05 oz



Box Turtle Food Instant Meal

This food has been specifically mixed for Box Turtles. When rehydrated it returns to its natural state making it irresistible to Box Turtles.

Cup: .19 oz - 7 pack Jar: 5.07 oz and 10.5 oz



Tortoise Food Instant Meal

A special blend for tortoises. When rehydrated it returns to its natural state making it irresistible to tortoises.

Cup: .21 oz - 7 pack Jar: 3.5 oz and 7.7 oz



Juvenile Dragon Food

Instant Meal

All natural, healthy and nutritious. When rehydrated it returns to its natural state making it irresistible to Bearded Dragons.

Cup: .06 oz - 7 pack Jar: 3.9 oz

Adult Dragon Food

Instant Meal

All natural, healthy and nutritious. When rehydrated it returns to its natural state making it irresistible to Bearded Dragons.

Cup: .20 oz - 7 pack Jar: 3.9 oz and 8.4 oz



Healthy Herp Instant Meals

Are a blend of the highest quality human grade freeze-dried fruits and vegetables, freeze-dried insects, and dried botanicals. Instant Meals are all natural, contain no preservatives, and are healthy and nutritious.



Instant Meal Variety Packs

Make it easy to offer your pet reptile a healthy varied diet. Each pack contains one Stepping Stone Feeding Dish™ and three varieties of Healthy Herp® Instant Meal (species specific, fruit mix, and veggie mix) to provide your pet with the necessary nutrition to help promote healthy bones and shell, stimulate appetite, growth, resistance to stress, and a long healthy life.

Available Varieties

Box Turtle: (7 × Box Turtle Food (.19 oz cup), 4 × Fruit Mix (.21 oz cup), 3 × Veggie Mix (.16 oz cup), 1 LG dish.

Tortoise: (7 × Tortoise Food (.21 oz cup), 4 × Fruit Mix (.21 oz cup), 3 × Veggie Mix (.16 oz cup), 1 LG dish.

Juvenile Dragon: (7 × Dragon Food (.06 oz cup), 4 × Fruit Mix (.07 oz cup), 3 × Veggie Mix (.05 oz cup), 1 SM feeding dish.

Adult Dragon: (7 × Dragon Food (.20 oz cup), 4 × Fruit Mix (.21 oz cup), 3 × Veggie Mix (.16 oz cup), 1 LG dish.



Dragon Treat

Grasshoppers

Eliminates the need for live insects. It is all natural, has no preservatives, and is a healthy nutritious treat for Bearded Dragons.

Jar: .56 oz



Insectivore Treat Mealworms

Stepping Stone

Feeding Dish

An excellent source of protein. It is all natural, has no preservatives, and is a healthy nutritious treat for insectivorous reptiles.

Jar: .95 oz



Tortoise Treat Cactus

An excellent source of calcium. It is all natural, has no preservatives, and is a healthy nutritious treat for

tortoises. Jar: .25 oz



Holds Instant meal cups, fits in corners, and is dishwasher safe. Its solid construction prevents tipping.

SM and LG sizes & red and grey colors.



Are freeze-dried and can be fed rehydrated or dry. Healthy Herp treats can be fed alone or mixed in with salads, fresh fruits, or prepared reptile foods to enhance the nutritional value. They keep their natural shape, color, and scent making them irresistible to reptiles.



WI FREEZE-DRIED CYCLOPS



Freeze-dried Cyclops are all-natural food for small fish, baby fish, and reef aquariums. They are freeze-dried to naturally preserve their nutritional value and are just as nutritious as live but do not require cultivation or refrigeration. The tiny morsels are readily accepted and easily digested by freshwater and marine fish and invertebrates. Freeze-dried Cyclops provide optimal nutrition and are an ideal addition to a daily diet. They freely float in the aquarium and can be used to broadcast or target feed

Includes scoop for easy dispensing!

Jar: 0.56oz (16g) & 4.76 oz (135g)



San Francisco Bay Brand, Inc. 8239 Enterprise Drive Newark, CA 94560

