

Betty's Bird Boutique started with the bird-brained vision of our founder - Betty Winger. In 1980, she and her husband, Bob Winger, received a budgie as a wedding present. The tiny, feathered friend, whom they named Pip, quickly stole their hearts and ignited an unexpected passion. Betty, a seasoned seamstress and lifelong animal lover, found herself frustrated by the lack of quality, fun accessories for Pip. The toys were dull, the perches uninspired, and the cages were, well, just cages. Driven by a desire to provide Pip with a stimulating and comfortable life, she began to design and sew her own custom bird items. What started as a hobby to entertain her beloved pet soon evolved into something more.

Word of Betty's creations spread like wildfire throughout her local bird club. Other bird enthusiasts were captivated by the vibrant, handmade rope perches, the durable, chew-safe toys, and the cozy, fleece-lined tents she created. Encouraged by the demand and the support of her community, Betty started selling her items at local craft fairs. The positive feedback was overwhelming, with customers praising the quality and creativity of her products.

By 1985, the hobby had officially outgrown the garage. With a small loan and Bob's encouragement, Betty's Bird Boutique opened its doors. The store was an instant success, becoming a haven for bird lovers seeking high-quality, unique products for their feathered companions. Over the years, Betty and Bob have shared their store and their passion with bird brethren worldwide, expanding their offerings to include many other essentials for birds and their human companions, with many products sourced from local suppliers or individual craftspeople.

In 2025, after 45 years, Betty and Bob retired to spend time with the latest generation of their flock. We continue to honor Betty's original vision: to bring a little extra joy and comfort to birds everywhere.