

## Recall -- Firm Press Release

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### Bravo! Issues a Voluntary Recall for Three Raw Frozen Food Diet for Dogs and Cats Because of Possible Salmonella Health Risk

#### Contact

Consumer:

David Bogner

(866)922-9222

E-mail: [info@bravorawdiet.com](mailto:info@bravorawdiet.com)

[www.bravorawdiet.com](http://www.bravorawdiet.com)<sup>1</sup> <sup>2</sup>

**FOR IMMEDIATE RELEASE** - April 3, 2013 - Bravo! is voluntarily recalling three of its raw diet frozen foods for dogs and cats: 5 lb tubes of Bravo! Chicken Balance product item code 21-405 with "best used by" dates of 3\_6\_15 and 3\_12\_15; 2 lb Bravo! Chicken Blend product item code 21-102 with the "best used by" date of 3\_21\_15 and 5 lb. bags of Bravo! Beef Blend Burgers product item code 51-508 with the "best used by" dates of 3\_21\_15 and 3\_22\_15, because they have the potential to be contaminated with Salmonella.

This recall is being issued out of an abundance of caution, as while these products tested **negative** for pathogens by an independent third party prior to distribution, they were run on the same day or an adjacent day to a product that tested positive for pathogens. The product that tested positive has been 100 percent contained and is not subject to this recall.

The recall involves only:

- 5 lb. Bravo! Chicken Balance frozen raw diet chubs (tubes) with "best used by" dates of 3\_6\_15 and 3\_12\_15 imprinted on the side of the plastic casing. Only 26 cases with the 3\_6\_15 date were distributed nationally and 36 cases with 3\_12\_15 date were distributed nationally.
- 2 lb. Bravo! Chicken Blend frozen raw diet chubs (tubes) with the "best used by" date of 3\_21\_15 imprinted on the side of the plastic casing. Only 67 cases with 3\_21\_15 date were distributed nationally.
- 5 lb. Bravo! Beef Blend Burgers bags with the "best used by" dates of 3\_21\_15 and 3\_22\_15 imprinted on the back panel of the plastic bag. Only 47 cases with the 3\_21\_15 date were distributed nationally and 55 cases with the 3\_22\_15 date were distributed nationally.

No other products or sizes are affected.

The recalled product should not be sold or fed to pets. The company has received *no* reports of illness in either people or animals associated with this product.

While these products tested negative, Bravo! is allowing concerned pet owners to return unopened frozen tubes of food and patties to the store where purchased for a full refund. Pet owners should dispose of unopened product in a safe manner (example, a securely covered trash receptacle). Consumers who believe they have opened these products at home should just dispose of the product in a safe manner and contact the retailer where they purchased their product for a full refund.

*Salmonella* can affect animals eating the products and there is risk to humans from handling contaminated pet products, especially if they have not thoroughly washed their hands after having contact with the products or any surfaces exposed to these products.

Healthy people infected with *Salmonella* should monitor themselves for some or all of the following symptoms: nausea, vomiting, diarrhea or bloody diarrhea, abdominal cramping and fever. Rarely, *Salmonella* can result in more serious ailments, including arterial infections, endocarditis, arthritis, muscle pain, eye irritation, and urinary tract symptoms. Consumers exhibiting these signs after having contact with this product should contact their healthcare providers.

Pets with *Salmonella* infections may be lethargic and have diarrhea or bloody diarrhea, fever, and vomiting. Some pets will have only decreased appetite, fever and abdominal pain. Infected but otherwise healthy pets can be carriers and infect other animals or humans. If your pet has consumed the recalled product and has these symptoms, please contact your veterinarian.

In an effort to prevent the transmission of Salmonella from pets to family members and care givers, the FDA recommends that everyone follow appropriate pet food handling guidelines when feeding their pets. A list of safe pet food handling tips can be found at: <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm048182.htm><sup>3</sup>.

For more information on the Bravo recall, please visit [www.bravorawdiet.com](http://www.bravorawdiet.com)<sup>4</sup>, or call toll free (866) 922-9222 Monday through Friday 9:00 am to 5:00 pm (EST).