

Recall -- Firm Press Release

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Nature's Variety Issues Voluntarily Recall of One Batch of Instinct® Raw Organic Chicken Formula for Dogs & Cats Due to Possible Health Risk

Contact

Consumer
(888)519-7387
cservice@naresvariety.com

FOR IMMEDIATE RELEASE - February 15, 2013 - Nature's Variety has announced a voluntary recall of one batch of Instinct® Raw Organic Chicken Formula with a "Best if Used By" date of 10/04/13. This action is being taken because pieces of clear plastic may be found in some bags and could cause a potential choking risk to pets. The source of plastic has been identified and the issue has been resolved.

The affected product is strictly limited to a single batch of Organic Chicken Formula with the "Best if Used By" date of 10/04/13. This includes:

- UPC# 7 69949 60137 1 – Instinct Raw Organic Chicken Formula medallions, 3 lbs. bag
- UPC# 7 69949 70137 8 – Instinct Raw Organic Chicken Formula medallions, 27 lbs. case
- UPC# 7 69949 60127 2 – Instinct Raw Organic Chicken Formula patties, 6 lbs. bag
- UPC# 7 69949 70127 9 – Instinct Raw Organic Chicken Formula patties, 36 lbs. case

The "Best if Used By" date is located on the back of the package below the "Contact Us" section. The affected product was distributed through retail stores and internet sales in the United States and Canada. No other products were impacted.

Nature's Variety became aware of a potential issue after receiving a consumer complaint. The source of the issue was identified and resolved. To date, there have been no reports of harm to dogs or cats.

Reed Howlett, CEO of Nature's Variety, stated, "At Nature's Variety we take quality and safety very seriously. We believe that under all circumstances, the health and safety of pets comes first."

Consumers feeding the affected product should discontinue use and monitor their pet's health, and contact their veterinarian if they have concerns. Consumers who have purchased one of the above products can obtain a full refund or exchange by either returning the product in its original packaging or bringing a proof of purchase back to their retailer.

Consumers with additional questions can call the Nature's Variety Consumer Relations team at 1.888.519.7387 Monday through Friday, 8:00 a.m. to 5:00 p.m. CST. Or, questions can be emailed directly to cservice@naresvariety.com.

About Nature's Variety®

Nature's Variety is an independent pet food company located in St. Louis, Missouri and Lincoln, Nebraska. As the maker of Instinct® and Prairie® brand pet foods and treats, Nature's Variety is passionate about providing natural and holistic nutrition for dogs and cats. Nature's Variety foods are available raw frozen diets, dry kibble diets, canned diets, and treats in a variety of protein choices. For more information about Nature's Variety, visit www.naturesvariety.com¹ or www.instinctpetfood.com².