

Recall -- Firm Press Release

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Bravo! Recalls 2 lb Tubes of Chicken Blend-Raw Frozen Food Diet for Dogs and Cats (One Lot Code) Because of Possible Salmonella Health Risk

Contact:

Consumer:

David Bogner

866-922-9222

E-mail: info@bravorawdiet.com

FOR IMMEDIATE RELEASE - March 13, 2013 - Bravo! is voluntarily recalling its 2 lb tubes of Bravo! Raw Food Diet Chicken Blend for Dogs and Cats, product code: 21-102, batch ID code 6 14 12, because it has the potential to be contaminated with Salmonella.

The recall involves 2 lb. Bravo! Chicken Blend frozen raw diet tubes (chubs) made on June 14, 2012 only; no other products or sizes are involved. The recalled product should not be sold or fed to pets. This batch tested negative by a third party independent laboratory prior to release for distribution to consumers, however routine testing by the Minnesota Department of Agriculture of product collected from a single retail location tested positive for presence of salmonella. While the testing discrepancy is unclear, in an abundance of caution Bravo is issuing this recall.

The company has received no reports of illness in either people or animals associated with this product.

The recalled product is distributed nationwide to distributors, retail stores, internet retailers and directly to consumers, and can be identified by the batch ID code 6 14 12 located on the white hang tag attached to the bottom of the plastic film tube.

Pet owners should return unopened frozen tubes of food to the store where purchased for a full refund. Pet owners should dispose of opened tubes of product in a safe manner (example, a securely covered trash receptacle) and return the washed plastic batch ID tag to the store where purchased 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>.¹

For more information on the Bravo recall, please visit www.bravorawdiet.com², or call toll free (866) 922-9222 Monday through Friday 9:00 am to 5:00 pm (EST).