



February 13, 2017

Dear Pet Parents,

I am writing to inform you of a recent development concerning a very limited number of cans of one of our wet dog food diets. Last week, we were notified by one of our suppliers of the possible presence of aluminum in one of our production runs.


My father, brother and I founded Blue Buffalo with the mission of bringing transparency to pet foods, and so, even though it is highly unlikely that you will have a product affected by this problem, we felt that we needed to voluntarily withdraw the product from retailers and let you know that we were doing this.

Below is the only Blue Buffalo diet impacted by this action:

Product Name	UPC	Best By Date
Blue Buffalo Homestyle Recipe Healthy Weight, Chicken Dinner with Garden Vegetables, 12.5 ounce can, dog food	8-40243-10017-0	August 3, 2019

The “Best By” date is on the bottom of the can.

No other Blue Buffalo products are involved, and we have not received any reports of illness or injury as a result of the problems giving rise to this recall.

If you have a can of this product, you can return it for a full refund at your local retailer. For more information, please call 866-800-2917 .

My sincere thanks to each and every pet parent who has supported Blue Buffalo over the years. We appreciate your loyalty more than you can imagine.

Sincerely,

Billy Bishop  
Chief Executive Officer