

Recall -- Firm Press Release

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Nature's Variety Issues Nationwide Voluntary Recall of Instinct® Raw Chicken Formula Because of Possible Salmonella Health Risk

Contact:

Consumer:

888-519-7387

Email: cservice@naturesvariety.com (<mailto:cservice@naturesvariety.com>)

FOR IMMEDIATE RELEASE — July 24, 2015 — ST. Louis, MO — Nature's Variety has announced a voluntary recall of their Instinct® Raw Chicken Formula for dogs with a "Best By" date of 04/27/16 because these products may be contaminated with *Salmonella*. *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 the symptoms, please contact your veterinarian.

The affected products are limited to the Instinct Raw Chicken Formula Frozen Diets packaged in the following forms:

- UPC# 769949611486 – Instinct Raw Chicken Formula Patties for Dogs 6 lb.; Best By 04/27/16
- UPC# 769949611431 – Instinct Raw Chicken Formula Bites for Dogs 4 lb.; Best By 04/27/16
- UPC# 769949611448 – Instinct Raw Chicken Formula Bites for Dogs 7 lb.; Best By 04/27/16

The "Best By" date is located on the back of the package below the seal. The affected product was distributed through retail stores in the United States and limited distribution in Canada. No other Nature's Variety products are affected.

No illnesses have been reported to date. Even though no illnesses have been reported, consumers should follow the Simple Handling Tips published on the Nature's Variety package when disposing of the affected product.

Nature's Variety became aware of a potential issue after receiving notification from the FDA that a routine surveillance sample of seven pound Instinct Raw Chicken Bites for dogs tested positive for *Salmonella*.

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 our Consumer Relations team at 888-519-7387 from 8 am to 7 pm Central time, 7 days a week during the recall. Or, consumers can email Nature's Variety directly via cservice@naturesvariety.com (<mailto:cservice@naturesvariety.com>).

Reed Howlett, Chief Executive Officer of Nature's Variety, stated, "At Nature's Variety we take quality and safety very seriously. We believe that under all circumstances, health and safety comes first, and we are committed to providing the best possible nutrition for pets."

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