

Vital Essentials recalls Beef Toppers and Beef Chub Dog Food

By **Susan Thixton** - April 16, 2018



Vital Essentials is voluntarily recalling two products that may have the potential to be contaminated with *Salmonella*. The issue was discovered when a single package of product, which was produced on the same day, was collected and tested by FDA for the presence of *Salmonella*.

The following email was sent to customers of Vital Essentials today (April 16, 2018). [^]

To Our Vital Essentials Family,

At the heart of everything we do, we believe that every dog and cat in the world deserve the opportunity to have access to the finest food available. Our core mission is to align ourselves with this belief to ensure that we do everything we can to deliver our products to those who want us or need us, anywhere in the world. Along with this, we also accept the responsibility of keeping pet parents and other stakeholders in Vital Essentials informed, in real time, to events that may impact them. For this reason, we are reaching out to you today.

As pet Ambassadors, we understand how much you love your pets and want to give them the best of everything possible. We feel the same way about our four-legged family members, which naturally means our family extends to you and your pets.

It is in this spirit, we are taking extraordinary caution in announcing a voluntary recall for two limited batches of products. We also want to provide you an update regarding proactive measures we've taken and some of the changes already made to continue our culture of excellence. We know that as our extended family, you've come to expect this from us.

We are voluntarily recalling two products that may have the potential to be contaminated with *Salmonella*. The issue was discovered when a single package of product, which was produced on the same day, was collected and tested by FDA for the presence of *Salmonella*.

You can identify the products by comparing the following lot numbers and best by dates: "Vital Essentials Freeze-Dried Beef Toppers™" with "Lot #13815, Best by 06/04/19 or Best by 06/20/19" and Vital Essentials Frozen Beef Chub Entrée for Dogs, 5 lb." with "Lot #13816, Best by 12/27/18". There are diagrams below to assist you in finding this information.



- ❶ Vital Essentials Freeze-Dried Beef Toppers™
- ❷ 6 oz. (170 g) package size
- ❸ Best by date: 06/04/2019, 06/20/2019
- ❹ Lot #: 13815
- ❺ Product UPC: 033211006059



1
PRODUCT
NAME

2 PACKAGE
SIZE

5 UPC

3 BEST BY
DATE

4 LOT# STICKER
ON BACK OF
PACKAGE

- 1** Vital Essentials Frozen Beef Chub Entrée for Dogs
- 2** 5 lb. (2.27 kg) package size
- 3** Best by date: 12/27/18
- 4** Lot #: 13816
- 5** Product UPC: 033211008817

So...what are we doing to enhance the trust and reliability in our products?

Earlier this year, we proactively implemented new test and hold measures to bolster our efforts in delivering a consistent supply of dependable, ultra-premium food and treats for pets all across the world. This means that all batches undergo additional testing by quality assurance and are not released into the market until test results are received and proven safe for resale.

What should you do with these products?

We expect that very few, if any, packages remain in the market. However, we encourage you to discard any of the products included in this email. Please be sure to discard products safely in a covered trash receptacle. You may notify your retailer for a replacement or refund.

No other Vital Essentials products are subject to this voluntary recall.

If you have questions, please contact us at 920-370-6542 .



Susan Thixton