



FAQs Regarding the Voluntary Recall of Instinct Raw Chicken Bites and Patties with a “Best By” date of 4/27/16

7.24.15

1. What products are involved in the voluntary recall?

PRODUCT SKU CODE	DESCRIPTION	BEST BY DATE
7 69949 71143 8	4 lb. x 6 Case Instinct Raw Chicken Bites	4/27/16
7 69949 61143 1	4 lb. Instinct Raw Chicken Bites	4/27/16
7 69949 71144 5	7 lb. x 4 Case Instinct Raw Chicken Bites	4/27/16
7 69949 61144 8	7 lb. Instinct Raw Chicken Bites	4/27/16
7 69949 71148 3	6 lb. x 6 Case Instinct Raw Chicken Patties	4/27/16
7 69949 61148 6	6 lb. Instinct Raw Chicken Patties	4/27/16

2. How do I know if I have purchased one of the recalled products?

Look for the “Best By” date printed on the back of the package. If your products match 4/27/16, it is included in the recall.

3. Why is Nature’s Variety voluntarily recalling this product?

This product was sampled by the FDA and tested positive for Salmonella. As a result, out of an abundance of caution, we are choosing to voluntarily recall these products. No illness or harm to pets or people has been reported.

4. Doesn’t High Pressure Processing (HPP) eliminate pathogens, including Salmonella?

High Pressure Processing is effective in the destruction of numerous pathogens, including Salmonella. Independent studies have shown that meat, including raw pet foods, when subjected to HPP conditions used by Nature’s Variety is an effective intervention. Nature’s Variety uses multiple hurdles and industry best practices around food safety.

5. Can Salmonella harm my pet?

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.

6. What date codes are included in the voluntary recall?

Only Instinct Raw Chicken Bites and Patties with a “Best By” date code of 4/27/16 are included.

7. Where do I find the “Best By” date on the bag?

The “Best By” date is printed on the back of the bag.

8. Were other Nature’s Variety products affected by this voluntary recall?

No other Nature’s Variety products are affected.

9. Where were the affected products sold?

The affected products were sold through retail stores and online retailers in the United States and Canada.

10. What should I do if I’m in possession of one of these products?

Consumers who have purchased one of the above products should discontinue feeding and discard any remaining food and return either the empty package or a proof of purchase to the retail store where it was purchased to receive a full refund or replacement.

11. What should I do if I've fed this product to my pet?

If you've fed this product to your pet, please discontinue the use of the remaining product immediately and discard it. Monitor your pet's health and, if you notice anything unusual, contact your veterinarian.

12. Is it safe to feed my pet Instinct Raw Diets that are NOT on the recall list?

Yes, it is safe to feed your pet other Instinct Raw Diets that are not included in the recall.

13. Who can consumers contact if they need more information?

Please direct consumers to contact our Consumer Relations team at 1-888-519-7387 or email us at cservice@naturesvariety.com.