



August 4, 2015

Dear Distributor and Retail Partners,

As most of you are aware, there has recently been a significant increase in the number of raw pet diet food safety audits conducted by state agricultural departments. These audits have led to stop ship orders and numerous recalls for multiple raw diet pet food brands, including Bravo. While Bravo raw diets are manufactured and tested following the strictest FDA food safety guidelines, a recall of a Bravo item for any reason is unacceptable.

Therefore, effective immediately, we are enhancing our food safety processes to further reduce the pathogen risk in Bravo raw diets and are subjecting them to high pressure pasteurization (HPP). This is in addition to our current phages food safety protocol. We have already commenced implementation and the HPP products should begin shipping to distributors in the next two weeks.

This step, which is not required by the FDA, is extra insurance to protect our products from the presence of common pathogens like salmonella, e-coli and listeria. While HPP is a proven, natural food safety process, it will have a slight impact on the texture of our products. This may result in some concerns voiced by consumers about product quality, but let me assure you that the ingredients and integrity of the food remains the same as they are currently buying. While our current system utilizing phages is very effective, we want to invest in this extra food safety step to protect you and every pet owner who feeds Bravo.

If you have any questions, please give me or Bette Schubert a call. Thank you for your continued support of the Bravo line.

Sincerely,

A handwritten signature in black ink, appearing to read "David Bogner".

David Bogner  
President

