



Nestlé Purina PetCare

North America

March 9, 2016

URGENT

Re: Customer Instructions – Limited Voluntary Recall of Purina 10-oz. Tubs of Wet Dog Food

As you may be aware through a separate letter sent by Nestlé Purina PetCare Company (“Purina”) to management at your corporate offices, Purina has announced a voluntary recall of limited date codes of wet dog food sold in 10-oz. plastic tubs under the following brands:

- **Beneful Prepared Meals Wet Dog Food in 10-oz. Tubs**
- **Beneful Chopped Blends Wet Dog Food in 10-oz. Tubs**

These products are being recalled after our internal quality checks determined they contained insufficient levels of certain added vitamins and minerals.

Attached as Exhibit A is a full list of all products in the affected recall date range. This letter provides specific instructions for identifying and disposing of the recall products. For your reference, we have attached a recalled product shipment report and a specific list of recalled UPCs for your business. Please check your inventory for any of these items in your warehouses and at retail stores and proceed as follows:

1. Immediately remove all recalled product from sale.
2. Immediately cease distribution of recalled product.
3. Promptly dispose of all recalled product in a safe and lawful manner that ensures the product does not re-enter the marketplace. Please provide documentation of all recalled product disposal.
4. If your facility does not have a means of disposing of the product, please contact your designated Purina Order Revenue Management (“ORM”) representative. This representative will help make arrangements to ship the product to a third party disposition center at Purina’s expense.
5. Please complete the attached “Return Response” for all recalled product. You will need to process a deduction in your next payment remittance. Upon receipt of the properly completed form, Nestle Purina will process a credit to offset your deduction.

Please do not send any recalled product through retail reclamation centers. Any recalled product already in retail reclamation centers should be disposed of in accordance with the procedures outlined above.

We appreciate your assistance. If you have any questions, please contact your ORM representative. We also encourage dog owners with product questions to contact Purina at 1-800-877-7919 for details on this voluntary recall.

This recall is being made with the knowledge of the Food and Drug Administration.

Thank you,

Nestlé Purina PetCare Company



EXHIBIT A
LIST OF RECALLED PRODUCTS
(See enclosed labels)

Orderable UPC	Consumer UPC	Product Name
BENEFUL PREPARED MEALS 10oz Tub		
17800-10973	17800-10963	Simmered Beef Entrée 10oz Tub
17800-10974	17800-10964	Simmered Chicken Medley 10oz Tub
17800-12862	17800-12861	Chicken Stew 10oz Tub
17800-10975	17800-10965	Beef Stew 10oz Tub
17800-10971	17800-10764	Roasted Chicken Recipe 10oz Tub
17800-12860	17800-12859	Beef & Chicken 10oz Tub
17800-10976	17800-10968	Roasted Turkey Medley 10oz Tub
17800-15495	17800-15494	Chopped Blends Beef 10oz Tub
17800-15497	17800-15496	Chopped Blends Chicken 10oz Tub
17800-15499	17800-15498	Chopped Blends Lamb 10oz Tub
17800-16961	17800-16960	Chopped Blends Chckn & lvr 10oz Tub
17800-16963	17800-16962	Chopped Blends Salmon 10oz Tub
17800-16967	17800-16966	Chopped Blends Turkey 10oz Tub
17800- 10978	17800-10967	BPM Rice & Lamb 10oz Tub
BENEFUL PREPARED MEALS VARIETY PACKS 10oz plastic tub		
17800-15104	17800 - 15103	BENEFUL PREPRDMLS 6Cnt CP 4x3.75Lb US
17800-17134	17800 - 16814	BENEFUL PREPRDMLS Pallet CP 84x7.5Lb US
17800-16628	17800 - 16627	BENEFUL CHPDBLND Mixed CP 4x3.75Lb US



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RETURN RESPONSE FORM – PURINA 10 OZ. TUB WET DOG FOOD RECALL

Customer Name: _____

Customer DC or Store Address: _____

DC or Store City/State/Zip: _____

DC or Store Number: _____

If your Store or DC has no recalled product, please check this box. ☐

<u>Orderable UPC</u>	<u>Consumer UPC</u>	<u>PALLET COUNT</u> <u>(DC or Retail)</u>	<u>CASES</u> <u>(DC or Retail)</u>	<u>EACHES</u> <u>(Consumer</u> <u>Unit/Retail Only)</u>	<u>Indicate whether Product</u> <u>“Disposed” or “Returned”</u> <u>to Purina</u>
17800-10973	17800-10963				
17800-10974	17800-10964				
17800-12862	17800-12861				
17800-10975	17800-10965				
17800-10971	17800-10764				
17800-12860	17800-12859				
17800-10976	17800-10968				
17800-15495	17800-15494				
17800-15497	17800-15496				
17800-15499	17800-15498				
17800-16961	17800-16960				
17800-16963	17800-16962				
17800-16967	17800-16966				
17800-10978	17800-10967				
17800-15104	17800 – 15103				
17800-17134	17800 - 16814				
17800-16628	17800 - 16627				

***If you return product, please contact your ORM representative for a Return Authorization number:**

ORM Associate: _____ Phone No: _____ Fax No: _____

DC/Store Associate: _____ Phone No: _____ Date: _____
(Signature Required)

DC/Store Manager: _____ Phone No: _____ Date: _____
(Signature Required)



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BEST BEFORE

Date Range:

Jun 2017 - Aug 2017

PRODUCTION CODE

Range: 5363 - 6054

