



April 19, 2017

Dear Valued Retailer,

Attached please find Party Animal's letter detailing the 2 products to be removed from retail shelves.

UPP#	Mfr. Item #	Description	Size	Lot Number	Best By Date
13100136	1368	Cocolicious Dog, Beef & Turkey	12.8 oz. cans	0136E15 204 04	July 2019
13100134	1344	Cocolicious Dog, Chicken & Beef	12.8 oz. cans	0134E15 237 13	August 2019

These items were manufactured in 2015, before UPP became a Party Animal distributor. Even so, we will take these items back from our retailers who still have any.

Please check your shelves and remove any of these cans.

UPP will honor any returns and will issue credits. Please use the Party Animal Return form within this bundle and work with your inside sales representative to arrange pick up and reorder new inventory.

If you have any questions, please contact your Party Animal field sales rep or your UPP inside sales representative.

We regret this inconvenience, but we appreciate Party Animal taking this measure to remove these items from the market to make sure there is no chance of harming any pet or pet parent.

We appreciate your business and support of the Party Animal product line.

Sincerely,

A handwritten signature in blue ink that reads "Maureen Costello".

Maureen Costello
President



Party Animal Statement on Cocolicious

April 17, 2017

The safety of pets is and always will be our first priority. We sincerely regret the reports of the discomfort experienced by the pet who consumed this food. As pet parents ourselves, we take this matter seriously. On April 13, a retailer in Texas notified us that their customer had presented samples of our 13-ounce-can Cocolicious Beef & Turkey dog food (Lot #0136E15204 04, best by July 2019) and 13-ounce-can Cocolicious Chicken & Beef dog food (Lot #0134E15 237 13, best by August 2019) to a testing lab, and that the results had tested positive for pentobarbital. We have requested those results.

When we were notified, we immediately tracked the lot numbers of the food in question and determined that the food had been manufactured and distributed in 2015. We then contacted the two probable retailers that had sold the customer the food and asked them to isolate all remaining cans from these lots. If pet parents have cans with either of those lot numbers in their possession, they should return them to the place of purchase and will of course receive a full refund.

We also requested that the retailers send all of the cans from those lots to us so that we can forward them on to an accredited independent laboratory for independent testing. We expect to receive the results in 7 to 10 days. We first saw the formal report from the lab at Texas A&M regarding the customer's samples, today, April 17.

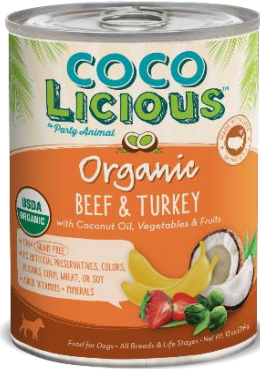
Out of an abundance of caution, we are retrieving the remainder of these two lots nationwide. We are working with our distributors and retailers to determine if any additional beef-flavored products manufactured during this 2015 production period remain on shelves and, if so, to retrieve them from shelves, immediately, as well.

Party Animal wishes to emphasize that we have submitted many recent lots of our beef flavors for testing and all have tested negative for any pentobarbital. We have also had extensive discussions with our manufacturer regarding the potential cause of the reported contamination of the 2015 lots, and we will continue with such discussions even as we await testing results for the 2015 lots. In order to ensure adherence to our commitment to the safety of pets, we are also actively re-examining our manufacturing processes.

Party Animal Product Retrieval Form - Cocolicious Dog

Please see attached Letter 'Party Animal Statement on Cocolicious' dated April 17,2017

Products Affected:



Item #1368 Cocolicious Dog Beef & Turkey 13 oz.

Best By July 2019

Lot #0136E15204 04



Item #1344 Cocolicious Dog Chicken & Beef 13 oz.

Best By August 2019

Lot #0134E15 237 13

Please fill in all information below.

ACCOUNT:	
CONTACT:	
TITLE:	
PHONE #:	
ADDRESS:	
CITY/STATE:	
DATE:	

QUANTITY OF AFFECTED PRODUCT RETURNED

CASES	CANS	PRODUCT DESCRIPTION
		Item #1368 Cocolicious Dog Beef & Turkey 13 oz. - Best By July 2019 - Lot #0136E15204 04
		Item #1344 Cocolicious Dog Chicken & Beef 13 oz. - Best By August 2019 - Lot #0134E15 237 13

PLEASE QUARANTINE ALL PRODUCTS RETURNED AT DISTRIBUTION WHILE WE CONTINUE OUR INVESTIGATION

RETAILERS: PLEASE FORWARD COMPLETED FORM TO YOUR DISTRIBUTOR WITH ALL RETURNED PRODUCT.

DISTRIBUTORS: PLEASE FAX OR EMAIL COMPLETED FORMS TO.

Steve Borg

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