



December 21, 2017

To All Primal Pet Foods Consumers:

Through a recent product quality review process, we have determined that 5 specific Primal Canine and Feline Freeze-Dried Poultry Formulas were produced outside of our grind size specification of 1/8" which we have determined is the ideal size of ground bone to be fed to dogs and cats. The products in question were ground at 1/4" or 1/8" deviation from our specification.

As these products do not meet our precise specifications, we are requesting that these specific products and lot codes be returned to the Primal retailer at which the product was originally purchased for full credit. In the case whereby you are unable to return the product directly to the retailer, please contact our customer service team using the information below to process a product reimbursement.

Primal Customer Service: 866-566-4652 EXT. 2 or by email at support@primalpetfoods.com

Please refer to the list below for the items in question:

We sincerely apologize for any inconvenience this may cause to you and your pet(s). Please contact our Customer Service Team with any questions, comments and or concerns.

Best Regards,
Matthew R. Koss
President, Founder

PRODUCT UNIT CODE	PRODUCT NAME	CASE UPC	UNIT UPC	BATCH NUMBER
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	2D1101817
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	3D3100317
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	1D4100317
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	2D2100317
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	1D5102717
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	1D6101717
CCF14-FD	Canine Chicken Freeze Dried Formula - 14 oz.	854495-006500	895135-000823	2D6100317
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	1D4100117
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	1D5100817
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	2D7100117
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	2D1092517
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	2D7100817
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	1D8100217
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	2D5100117
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	3D5100117
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	3D6100817
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	1D10101817
CDF14-FD	Canine Duck Freeze Dried Formula - 14 oz.	854495-006517	895135-000977	3D10101817
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	3D1092517
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	1D392517
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	1D592517
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	4D692517
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	2D892617
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	1D8100217
CTF14-FD	Canine Turkey Freeze Dried Formula - 14 oz.	854495-006548	895135-000984	D10100217
FCF14-FD	Feline Chicken-Salmon Freeze Dried Formula - 14 oz.	854495-006562	895135-000960	2D2100217
FCF14-FD	Feline Chicken-Salmon Freeze Dried Formula - 14 oz.	854495-006562	895135-000960	1D1100217
FCF14-FD	Feline Chicken-Salmon Freeze Dried Formula - 14 oz.	854495-006562	895135-000960	2D9100217
FCF14-FD	Feline Chicken-Salmon Freeze Dried Formula - 14 oz.	854495-006562	895135-000960	1D4100217
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	2D10100317
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	2D8100317
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	1D7100217
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	3D5100317
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	1D5101617
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	1D6100317
FTF14-FD	Feline Turkey Freeze Dried Formula - 14 oz.	854495-006586	895135-000076	1D10101717
CDF5.5-FD	Canine Duck Freeze Dried Formula - 5.5 oz.	854495-006418	850334-004362	1D5100117
CTF5.5-FD	Canine Turkey Freeze Dried Formula - 5.5 oz.	854495-006449	850334-004379	1D892617
FCF5.5-FD	Feline Chicken-Salmon Freeze Dried Formula - 5.5 oz.	854495-006463	850334-004355	1D3100217
FTF5.5-FD	Feline Turkey Freeze Dried Formula - 5.5 oz.	854495-006487	850334-004386	1D5100317
FTF5.5-FD	Feline Turkey Freeze Dried Formula - 5.5 oz.	854495-006487	850334-004386	1D10101717