



Dear Valued Retailer,

We are writing to extend our sincerest apologies for any inconvenience or concern caused by a recent issue affecting our food. We want to assure you that we take this matter very seriously and are committed to resolving it.

It has come to our attention that a sporadic and limited number of our products with specific best before dates may not meet our high-quality standards and are showing signs of mould. Our priority is to ensure the safety and well-being of pets, and we are committed to removing these products from circulation as a precaution.

Please check your store stock against the following list of product and specific best before dates. If you have this stock, please remove it from sale and contact your supplier for a credit.

Only some product from these best before dates are reported as affected. Product from other batches are safe to continue to sell.

We also kindly request your assistance in facilitating your customers returning these affected products to your store for an exchange for another batch, refund or suitable alternative. You will be able to get a credit from your supplier for these too.

We understand the trust your customers place in your store and our products. This incident deeply troubles us, and we want to reassure you and your customers that we are fully committed to maintaining the highest standards of product quality and safety.

Once again, we sincerely apologise for any inconvenience and concern this issue may have caused. We value your partnership and the trust you and your customers have placed in MfM.

Thank you for your understanding and cooperation in this matter. Please do not hesitate to reach out to us if you have any questions or need further information.

Sincerely,

Team MfM



Products Affected		
Product	Size	Best Before Details
Grain Free Salmon & Sardine	2.5Kg	3/09/2024
		5/09/2024
		7/09/2024
	20Kg	20/08/2024
		1/09/2024
		4/09/2024
		6/09/2024
		17/09/2024
		9/10/2024
	9Kg	20/08/2024
		26/08/2024
		27/08/2024
		5/09/2024
		6/09/2024
		7/09/2024
		14/09/2024
	26/09/2024	
Salmon & Sardine	20Kg	16/08/2024
		17/08/2024
		4/10/2024
	9Kg	5/09/2024



Salmon & Sardine Large Kibble		
20Kg	18/07/2024	
	19/07/2024	
	12/10/2024	
9Kg	12/08/2024	
	13/08/2024	
Grain Free Duck & Turkey		
2.5Kg	1/09/2024	
	3/09/2024	
	4/09/2024	
20Kg	4/09/2024	
	7/09/2024	
	20/09/2024	
9Kg	3/09/2024	
	4/09/2024	
	5/09/2024	
High Performance Turkey		
20Kg	13/08/2024	
9Kg	13/08/2024	