



## MEDIA RELEASE

### MY DOG® BEEF & LIVER 100g TRAYS RECALLED DUE TO POTENTIAL PRESENCE OF PLASTIC

8<sup>th</sup> May 2019

Mars Petcare Australia is recalling a limited number of MY DOG® Beef & Liver 100g 12x Pack due to the potential presence of plastic which entered the food during the production process. The only product affected is batch code 84901WOD51 BEST BEFORE: 06 DEC 2020.

The health and wellbeing of Australian pets is our number one priority, and while we have not received any reports of injury or illness associated with the affected product, we believe it is the right thing to do to recall it.

We encourage consumers who have purchased affected product to discard the food or return it to the retailer for a full refund or exchange. The batch codes below should not be sold or consumed. Affected product was distributed to retailers throughout Australia and we are working with them to ensure that the recalled products are removed from shelf.

We understand that this recall may be concerning for pet owners, however no other MY DOG® varieties or batches are affected by the recall, and owners will still be able to find unaffected product on shelf.

The individual trays and the 6x Pack are not affected. If consumers have disposed of the box and believe their trays came from a 12x Pack, they can check the best before date on the side of the tray. If the date stamp is 061220, this tray may be affected and should be discarded or returned to the retailer.

We take our responsibility to pets and their owners seriously. Our Consumer Care team are available on 1800 640 111 (toll free) in Australia or visit <https://www.mydog.com.au/> for more information. We encourage owners concerned over any aspect of their pet's health to please seek veterinary advice.

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#### About Mars Petcare

Mars Petcare Australia, headquartered in Wodonga, Victoria, is the local pet nutrition segment of Mars, Incorporated. With over 50 years of experience manufacturing in Australia, our portfolio of almost 20 brands serves the health and nutrition needs of Australian pets – including brands PEDIGREE®, WHISKAS®, MY DOG®, and DINE® as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. As a family business and guided by our principles, we are privileged with the freedom to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

