

27th March 2018

RE: Information on Your Products

Pet Food Expert (PFE) is an information portal provided by Pets Corner to help give clarity on pet food products to pet owners. I am compiling information for PFE and in order to ensure complete accuracy I am writing to suppliers so that they can inform me directly of attributes of their foods. We want to enable more transparency; not only for the products that we stock but also for the companies that supply them.

Please visit petfoodexpert.co.uk to see how your food compares and please feel free to get in contact and have your say.

Your help in answering the questions below would be very much appreciated so that we can communicate this to pet owners. **Please see our responses below in red;**

Ingredients and Inclusions

1. Are artificial preservatives used in the making of your foods and what percentages of each can be found?

There are no artificial preservatives used in any of the Natures Menu ranges

2. If meat meal is used in your recipes, can you confirm whether it is naturally preserved? **No meat meal is used within our recipes**
3. Do any of your complete food products contain MSG, if so what is the percentage? **All of our products are MSG free**
4. Do any of your foods contain added sugars, if so in which can they be found and at what percentage? **None of our foods contain added sugars**
5. Do any of your foods contain added salt/sodium chloride, if so in which products can they be found and what are the levels/percentages? **None of our products contain added salts/sodium chloride**

To help better understand your company it would very much be appreciated if you could answer the following questions:

Social Responsibility and Understanding

1. What is the percentage of waste recycled at your company? We would appreciate it if you could give us the percentage recycled for all facilities individually – offices, warehouses and manufacturing facilities. **All cardboard, paper, wood, water, metal and production food waste is recycled or reused (i.e. wood is burnt, food waste is reprocessed etc.) Plastics are not recycled. Approximate percentage per facility;**

Offices – 95% (plastic straps from packaging/laminated posters etc. not recycled)
Warehouse & manufacturing – 98% (plastics not recycled)

2. What percentage of energy used to heat, cool or light your buildings comes from renewable energy? Again, please answer for all facilities individually. All heating and cooling is classed as renewable (office/production areas). The storage freezers and lighting do not count as renewable. Approximate total percentage of renewable energy for entire Snetterton facility – 90%

3. Is the packaging used to contain, transport and display your food products recyclable or sustainable? All food delivered in recyclable cardboard trays. Plastic film used for raw nuggets, meats and minces is all recyclable. All tins from our canned dog food is recyclable. Cardboard outers on pouches, Superfood Crunch and Mighty Mixer 700g is recyclable. Plastic film used for Superfood Crunch and Mighty Mixer (inside box) is non-recyclable, along with all of our pouches as there are no recyclable pouches currently in existence.

Our freezers used to display our foods can be returned to us if they are no longer required and sold on otherwise, if they are no longer functioning, they are returned to the freezer company for parts/reconditioning. We also use cardboard free-standing display units which are fully recyclable.

4. Does any of the meat used in your foods come from outside the UK? If so, what percentage and from where? Over 90% of our raw materials are sourced within the UK and where possible, locally. However, with sourcing and supply demands, we are occasionally required source materials from outside the UK but we do not use meat suppliers outside Europe.

5. What percentage of net profit before tax did you give to charity in the last two financial years if any?

We support many local charities and often send food parcels, treats and donate raffle prizes to various causes up and down the country. Any foods which are close to a 'use by' date are always sent to local dog and cat homes and we are proud to support animal charities where ever possible.

6. As a percentage of your net profit what corporation tax did you pay in the last two financial years?

Natures Menu has always paid full corporation tax and all employees are registered according to UK tax law

We would also like to give you at this time the opportunity to describe any other relevant information regarding nutritional content, ingredients used or other social responsibilities and practices that you currently have in place or are working towards. Pet owners are continually asking for more information about the companies they are buying from and we would love to be able to give them further information. Please feel free to include in your response anything else you think would be beneficial for consumers to be made aware of. Natures Menu are proud to offer an extensive range of raw and raw inspired products to suit all types of pets and pet parents. Monitored and approved by DEFRA, our multimillion-pound facility in Norfolk goes above and beyond the legal requirements of a raw pet food plant and we implement strict health and safety regulations to ensure our food is of the best possible quality, whilst also being safe to feed. We feel nature knows best and we make our foods using minimal processing to help maintain nutrients in their natural form and provide nourishing, balanced, tasty meals every day to millions of pets in the UK and across Europe. Where possible, we

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support British farming and strive to use suppliers who have additional accreditations such as RSPCA Freedom Foods, Red Tractor Approved and Farm Quality Assured. We also offer support from our team of veterinary professionals to customers and veterinary practices who require more detailed advice or education about responsible raw feeding.

We intend to make our findings public as we believe educating consumers on products and companies alike is paramount in enabling pet owners to make an informed choice when purchasing. To ensure this we will be publically publishing all formal communication between ourselves and manufacturers/companies.

With this in mind we would appreciate your response with regards to the above questions within 28 days of receipt of this letter. I have enclosed an example response from one of our suppliers Great & Small, which I hope will help you better understand what we are looking to achieve.

Should you have any questions or queries please do not hesitate to contact me.

Yours sincerely,

Will Bisset
Head of Nutrition



We hope our reply makes it clear to customers Natures Menu have our pet's best interests at heart. Should customers have any further questions, they are welcome to contact us directly where our team of trained advisors will be happy to assist.



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