

Symply Pet Foods Ltd
Unit 10
Anglo Business Park
Asheridge Road
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HP5 2QA

20th April 2016

RE: Information on Your Products

Dear Eddie Milbourne

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.

Your help in answering the questions below would be very much appreciated so that we can communicate this to pet owners.

Ingredients and Inclusions

1. Are artificial preservatives used in the making of your foods and what percentages of each can be found?
2. If meat meal is used in your recipes, can you confirm whether it is naturally preserved?
3. Do any of your complete food products contain MSG, if so what is the percentage?
4. Do any of your foods contain added sugars, if so in which can they be found and at what percentage?
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?

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.
2. What percentage of energy used to heat, cool or light your buildings comes from renewable energy? Again, please answer for all facilities individually.
3. Is the packaging used to contain, transport and display your food products recyclable or sustainable?
4. Does any of the meat used in your foods come from outside the UK? If so, what percentage and from where?

5. What percentage of net profit before tax did you give to charity in the last two financial years if any?
6. As a percentage of your net profit what corporation tax did you pay in the last two financial years?

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.

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
Head of Nutrition

Bisset