



November 3<sup>rd</sup>, 2020

Dear Retailer;

Thank you for your interest in The Guardian Pet Food Company; your support means the world to us! When Dr. Ryan Yamka and I founded the company, we did so with single notion of putting the nutritional health of dogs and cats first. We appreciate any and all comments as your feedback is crucial to our continuous improvement.

To that end, we have heard from several of you that the coding on our packaging has caused some confusion and needs clarification. I have attached photographs of our three product forms (individually wrapped bars, bulk bars and treats) so that I can highlight the differences.

- On the individual bars, a production date is printed
  - **20200105** – This bar was manufactured on January 5<sup>th</sup>, 2020 and has an expiration date of January 4<sup>th</sup>, 2022 (20220104)
- On the bulk bars, an expiration date is printed
  - **20220531** – This bar is best if consumed by May 31<sup>st</sup>, 2022 and was manufactured on June 1<sup>st</sup>, 2020
- On the treats, a “Best By” date is printed
  - **20220605** – This treat is best if consumed by June 5<sup>th</sup>, 2022 and was manufactured on June 6<sup>th</sup>, 2020

Our entire line of NOBL foods and treats are freeze-dried and have a minimum in-pack shelf life of two years. We do not ship “short dated” product to our customers!

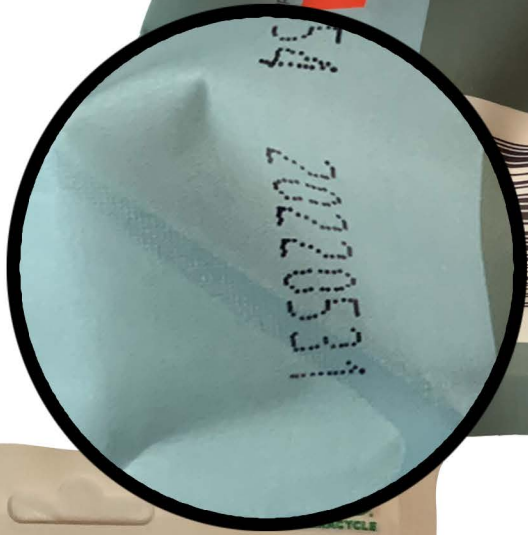
The current format on our individually wrapped bars will be changing to match the bulk bars. This will occur on our next production run. The timing at which you will see these changes depends on inventory and turn rates. We understand the confusion and apologize for any issues this may have caused you or your customers.

Again, thank you for your support! I look forward to getting out and into the marketplace once travel restrictions have eased. If you have any questions or comments, please do not hesitate to call me at (781) 343-1553.

All the best,

Jim Galovski  
Co-Founder and President  
Guardian Pet Food Company, Inc.

# EXPIRATION DATE



# PRODUCTION DATE



# "BEST BY" DATE

