








RETURN POLICY

CONSUMER RETURNS FOR PALATABILITY/FEEDING ISSUES

Primal Pet Foods will refund 100% of the cost of our foods to the consumer in cases where product palatability deters a pet from consuming our foods.

Retailers are to inform consumers that authorization for refunds are issued directly through Primal. Consumers are to contact Primal via our toll-free, customer-service number at (866) 566-4652. The direct consumer return procedure is as follows:

-  Retailer informs consumer to contact Primal via telephone.
-  Consumer calls Primal and is assisted with feeding process.
-  If customer is still unsuccessful with feeding our product, Primal will issue a Consumer Product Return Authorization (CPRA) to retailer.
-  Consumer returns product to retailer.
-  Retailer refunds consumer for product return.

