



Raising a concern or giving feedback

At Pure Pet Food, we care deeply about doing the right thing — for our customers, our people, our partners, and the planet. We want everyone who works with us or buys from us to feel respected, valued, and treated fairly.

If you ever feel that we've fallen short of these standards, or you've experienced something that doesn't reflect our values, we want to hear from you. This could include concerns about how you've been treated, how we work with our suppliers, breaches in contractual agreements, animal welfare, or anything that feels unethical or unsafe. To raise a concern with us — whether you're a customer, supplier, partner, or part of our wider community — you can do so without any fear of being treated unfairly.

When you raise a concern, we promise to:

Listen carefully



and take your feedback seriously

Treat your information in confidence



and handle it with care

Review the matter fairly



and quickly to understand what's happened

Keep you informed



wherever we can about what we're doing next.

We're committed to learning from every piece of feedback so we can keep improving how we do things. If you'd like to raise a concern or share feedback, please contact us at Yourfeedback@purepetfood.co.uk — we genuinely appreciate your honesty and trust

How we resolve external concerns

Thank you for raising your concern with us, our goal is to sort things out quickly, fairly, respectfully & without detriment to you.

We acknowledge your concern



We'll get back to you as soon as possible (usually within a few working days) to confirm we've received your message and to explain what happens next

We look into it carefully



A member of our team will review what's happened and may reach out if we need more details to understand the situation fully

We take action where needed



Depending on what we find, we might: Offer a genuine apology, correct a mistake or misunderstanding, improve how we do something internally, provide a fair remedy if something went wrong

We follow up & learn from it



Once it's resolved, we'll let you know the outcome and use the experience to make sure we keep improving

We take every concern seriously and see it as a chance to do better — for our customers, our partners, and our pets.