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 keep you updated at every step.
Here are the timescales we commit to:

Within **5 working days**
We confirm we've received your concern and explain what happens next

Within **10 working days**
We assess whether your concern can be resolved informally

Within **15 working days**
If required, we hold an initial grievance hearing

Within **1 calendar month**
We aim to complete our investigation – and we'll tell you if it will take longer

Within **10 working days**
After the investigation, we meet with you and share the outcome in writing

Within **10 working days**
If you appeal the outcome, we hold an appeal hearing after receiving your appeal

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.