Westside Village Pet Planet

174 Wilson St #100

Victoria, BC V9A 7N6

November 9th, 2016

Mr. Anthony Kiedis

119 Stillwater Rd.

Victoria, BC V8V 1G6

Dear Mr. Kiedis,

Thank you for bringing the matter of the expired cat food to my attention. I am deeply sorry the unfortunate event of your cat experiencing this sickness.

I agree with you that this problem has never occurred before at our store and we have not received any similar complaints as of yet. Upon reading your letter, the expiry date of every product in the store was immediately checked. After several hours of searching, my employees and I have not found any other item to be expired on our shelves to this date, and I am left to assume that this particular bag of cat food has regrettably slipped through the cracks of our first-in, first-out stocking methods. With that said, I trust your complaint is completely valid and will take necessary action to continue seeing you as a loyal customer of our store.

I assure you that we take great pride in the quality of our products at Pet Planet and extra caution will be enforced in our stocking procedures. I have put in place a new system that ensures two employees check the expiry dates of our products before they are on the shelf, and every week thereafter to ensure this issue does not arise again.

I value your patronage as a loyal customer at Pet Planet and would like to offer $400 in Pet World dollars to cover the expenses of your vet bill and the expired cat food, once you have brought in this particular bag and a copy of the receipt from your veterinary clinic. Please do not hesitate to contact me if you would like to discuss this matter further.

Sincerely,

Jennifer Elsasser

Jennifer Elsasser