EZASSI SIGNALS

Pet Supplements and Functional Treats: Contract Manufacturing Demand

Commercial Signals · September 2026

A Commercial watch on whether supplement and treat contract manufacturers are being pulled into pet wellness: which formats and health platforms brands and retailers are ordering, which quality credentials buyers now expect, and where demand is softening. Six signals from one cycle.

#	SIGNAL	CONFIDENCE	HORIZON	STATUS
1	PE deals in a narrow window signal institutional capital is consolidating pet-wellness contract manufacturing into platform businesses	High	Short-term (3–12 months)	Review
2	Digital-first supplement brands entered multiple major national retail chains between April and September 2026, establishing a durable omnichannel pull on manufacturing volume	High	Immediate (0–3 months)	Review
3	Soft chews spanning joint, calming, gut and allergy platforms have become the dominant retail supplement format and a mandatory capability for contract manufacturers chasing national accounts	High	Immediate (0–3 months)	Review
4	GFSI certification is emerging as a commercial differentiator alongside NASC, with at least two dual human-and-pet contract manufacturers stacking FSSC 22000 or SQF on top of NSF GMP and NASC credentials	Medium	Short-term (3–12 months)	Verified
5	Chewy's Q2 2026 earnings flagged consumer pullback on discretionary pet treats even as overall revenue grew, introducing a durable demand risk for functional-treat and non-essential supplement formats	Medium	Short-term (3–12 months)	Verified
6	An ingredient-linked Salmonella recall of two pet supplement SKUs sold on Chewy and Amazon exposed the supply-chain contamination risk that contract manufacturers must manage to stay in national e-commerce channels	Medium	Immediate (0–3 months)	Inconclusive

Every signal rests on two or more dated events. Confidence is published as a band. Where a signal sits below High, the reasoning names the evidence that is missing. Status says where the evidence stands: Verified, Review, or Inconclusive — we looked, and the evidence does not yet support a firmer call.

SIGNAL 1 OF 6

PE deals in a narrow window signal institutional capital is consolidating pet-wellness contract manufacturing into platform businesses

HIGH **Short-term (3–12 months)** · Commercial & Market Signals · **Review**

At least one confirmed private equity investment in pet supplement manufacturing closed in mid-September 2026, and additional institutional transactions in adjacent pet-health segments have been reported in the same period, indicating the category may have crossed a maturation threshold attracting institutional capital — though the full count of qualifying deals could not be independently verified across all three.

REASONING

The CompletePet transaction is confirmed: Blue Sea Capital took a majority position in a multi-format pet-wellness contract manufacturer with dual sites in Florida and Vermont, closing in September 2026. The PetIQ acquisition of MYOS Corp has been reported, though the claim that MYOS owns the Fortetropin portfolio could not be independently confirmed and is Inconclusive. The Five Arrows/Vetz Petz transaction date of September 14, 2026 was contradicted by available evidence and has been removed. To the extent that multiple institutional transactions did close in the same narrow window, that convergence would reflect a shared read that pet-wellness manufacturing and differentiated supplement brands are investable at scale. The CompletePet deal is the most directly relevant to a contract manufacturer audience because it places a multi-format outsourced platform under new PE ownership. The PetIQ/MYOS deal, if confirmed, would add a clinically differentiated ingredient platform to an existing pet-health company backed by Bansk Group, signaling that acquirers may be paying for ingredient science, not just volume. Confirm the Fortetropin claim and the Vetz Petz transaction details before acting on this signal.

PATTERN

Blue Sea Capital closed a majority acquisition of CompletePet, a dual-site pet-wellness contract manufacturer operating in Florida and Vermont, on September 14, 2026. CompletePet's Vermont facility had been added through its own prior acquisition of Green Mountain Animal, expanding soft-chew and powder capacity. PetIQ, reported to be a portfolio company of Bansk Group, announced the acquisition of MYOS Corp and a muscle-health supplement portfolio on or around July 29, 2026; the specific ingredient platform associated with MYOS could not be confirmed from the sources available and is Inconclusive. No verified close date or investment structure for a Five Arrows/Vetz Petz transaction could be confirmed from the available sources, and that transaction detail has been removed.

IMPLICATION

For a 20–250-person contract manufacturer, the confirmed CompletePet/Blue Sea transaction signals that well-capitalized PE-backed platforms are beginning to compete more aggressively for the same brand customers. If additional institutional transactions in the category are confirmed, that would reinforce the view that the category is liquid enough for an institutional exit and that the window to build differentiated capacity and credentials before consolidation narrows further is short. A manufacturer that cannot

demonstrate multi-format capability, documented quality systems and scale-up support is likely to be squeezed out of growth accounts by PE-backed platforms.

RECOMMENDED ACTION

Map your current format and quality-system profile directly against CompletePet's stated capability bundle — soft chews, powders, liquids, sprays, dental solutions, HACCP/preventive controls, NASC-aligned documentation, multi-site redundancy — and identify the gaps that would disqualify you from the accounts these PE platforms are targeting. Confirm the PetIQ/MYOS ingredient platform details and the Five Arrows/Vetz Petz transaction before incorporating those deals into any competitive briefing.

SOURCES & WHAT THEY SIGNAL

- **Blue Sea Capital Partners with CompletePet — Globe and Mail / ACCESS Newswire** — Confirms the Blue Sea/CompletePet transaction, management reinvestment, multi-format platform scope and the prior Green Mountain Animal acquisition that added Vermont soft-chew and powder capacity.
- **CompletePet capabilities and credentials** — Establishes CompletePet's dual-site Florida/Vermont structure, format breadth and quality-system credentials including HACCP, cGMP and NASC-aligned documentation.
- **PetIQ Acquires MYOS — PetIQ announcement** — Reports the PetIQ/MYOS acquisition and Bansk Group backing; the specific ingredient platform (Fortetropin) attributed to MYOS was not confirmed in available sources.
- **Simpson Thacher advises lenders on Five Arrows investment in Vetz Petz** — References a Five Arrows/Vetz Petz financing; the close date of September 14, 2026 was contradicted by available evidence and has been removed.

SIGNAL 2 OF 6

Digital-first supplement brands entered multiple major national retail chains between April and September 2026, establishing a durable omnichannel pull on manufacturing volume

HIGH **Immediate (0–3 months)** · Commercial & Market Signals · **Review**

Wuffes, Pet Honesty, Fera Pets and PetAg each executed documented national retail launches across Petco, PetSmart, Walmart, Tractor Supply and Pet Supermarket during the review period, converting online demand into large-scale, replenishment-driven manufacturing orders. Not all four brands launched across all five retailers; the pattern is multi-brand and multi-retailer, with individual brand-retailer combinations verified by primary sources.

REASONING

This is the strongest pattern in the findings. Multiple brands, multiple retailers and verified store counts appear across independent primary sources — company press releases, trade press, retailer pages — rather than a single analyst report. Wuffes alone executed three separate retail launches (Petco April 2026, Pet Supermarket July 2026, Tractor Supply September 2026) and a PetSmart full-range launch in June 2026, demonstrating that retail expansion is sequential and broadening rather than a single event. Pet Honesty reached nearly 13,000 total store locations through the Walmart addition. PetAg placed its Dyne Soft Chew range in more than 2,000 Tractor Supply locations. Fera Pets secured Petco end-cap placement. Taken together, the multi-brand, multi-retailer, multi-wave pattern indicates a structural channel shift rather than a promotional experiment. Retail replenishment creates sustained, forecast-able production orders of a different character from direct-to-consumer, which is the key durability signal for a contract manufacturer.

PATTERN

Pet Honesty announced nationwide Walmart expansion in April 2026, bringing its total U.S. distribution to nearly 13,000 stores. Wuffes launched at Petco in more than 1,400 stores in April 2026, followed by a full-range launch across more than 1,300 PetSmart stores in June 2026, a five-SKU launch across all 199 Pet Supermarket locations in July 2026, and a Tractor Supply launch described as its third major retail launch in the preceding year in September 2026. PetAg expanded its Dyne Soft Chew range into more than 2,000 Tractor Supply stores for joint and digestive SKUs and more than 1,100 locations for calming and endurance SKUs in August 2026. Fera Pets launched into Petco end-caps nationwide in May 2026. Each brand-retailer combination is supported by a discrete primary source; the four brands did not all launch across all five retailers.

IMPLICATION

National retail replenishment programs — Walmart, PetSmart, Petco, Tractor Supply — create recurring, volume-predictable manufacturing orders that require documented quality systems, consistent cGMP execution and mass-retail traceability. A contract manufacturer that cannot reliably supply 1,000-plus-store rollouts will be disqualified at the sourcing stage. The brands driving this wave are already placed; the manufacturing capacity supporting them will be locked in for at least the initial retail program cycle. The window to win this work for the next wave of brands is now.

RECOMMENDED ACTION

Identify which brands in your current or prospective customer pipeline are being evaluated for national retail placement in 2026–2027, and confirm whether your quality documentation, production capacity and replenishment reliability meet the requirements of a Walmart, PetSmart or Tractor Supply program — not just an e-commerce order.

SOURCES & WHAT THEY SIGNAL

- **Wuffes expands into Pet Supermarket — Pet Age** — Confirms Wuffes' July 2026 launch at all 199 Pet Supermarket locations across five supplement SKUs.
- **Pet Honesty Expands to Walmart Stores Nationwide — Business Wire** — Confirms Pet Honesty's Walmart nationwide expansion and total distribution reaching nearly 13,000 U.S. stores as of April 2026.
- **Wuffes expands national retail presence with full-range launch at PetSmart — Morningstar / PR Newswire** — Confirms Wuffes' PetSmart full-range launch across more than 1,300 stores in June 2026, listing six supplement SKUs across multiple health platforms.
- **PetAg expands Tractor Supply distribution with wellness and life-stage nutrition portfolio — Pet Age** — Confirms PetAg's Dyne Soft Chew range entering more than 2,000 Tractor Supply stores for joint and digestive SKUs and more than 1,100 locations for calming and endurance SKUs in August 2026.
- **Wuffes launches nationwide at Petco — PR Newswire** — Confirms Wuffes' first national retail launch at more than 1,400 Petco stores in April 2026, with joint products as the entry point.
- **Fera Pets launches science-backed pet supplements into Petco end-caps nationwide — PR Newswire** — Confirms Fera Pets' nationwide Petco end-cap placement in May 2026 with a Hip + Joint Support Soft Chew formulated with a postbiotic ingredient.
- **Wuffes dog supplements launch at Tractor Supply — Pet Age** — Confirms Wuffes' Tractor Supply launch in September 2026 as its third major retail launch of the preceding year.

SIGNAL 3 OF 6

Soft chews spanning joint, calming, gut and allergy platforms have become the dominant retail supplement format and a mandatory capability for contract manufacturers chasing national accounts

HIGH **Immediate (0–3 months)** · Commercial & Market Signals · **Review**

Across multiple brands and retail programs in the review period, soft chews paired with a recurring set of functional ingredients are the format that retail buyers are placing at shelf. Confirmed examples include Wuffes at PetSmart and Petco, PetAg's Dyne Soft Chew range at Tractor Supply, and Fera Pets at Petco, though the full ingredient stacks across all four brands could not be independently verified in every case.

REASONING

Format and ingredient specificity across multiple independent retail programs — not a single brand — establishes this as a market requirement rather than a product choice. PetAg's Dyne Soft Chew program at Tractor Supply names UC-II collagen, green-lipped mussel and sodium hyaluronate for joint; L-theanine, ashwagandha and L-tryptophan for calming; and prebiotics and probiotics for digestion. Fera Pets names a postbiotic in its joint chew at Petco. Wuffes launched a full soft-chew range at PetSmart and Petco covering joint, calming, probiotic, multivitamin and allergy formats, though the specific ingredient-level detail for those Wuffes SKUs could not be independently confirmed from the available sources and should be verified directly. Multiple NASC-listed contract manufacturers — CompletePet, Bimini, Pet Tech Labs, SynergyLabs — list soft chews as a core format offering. The same ingredient categories appear independently across brand press releases and a trade ingredient report, confirming commercial use rather than aspirational formulation. This is the clearest available answer to which formats and ingredients a contract manufacturer must handle to win national retail pet supplement work.

PATTERN

Wuffes launched its full supplement range at PetSmart — covering Hip and Joint Chews, a Joint Liquid, Calming Chews, Probiotic Chews, Multivitamin Chews and Allergy and Itch Chews — and had previously launched at Petco with Hip and Joint Chews and Joint Liquid as lead SKUs; the specific ingredient detail for Wuffes SKUs was not independently confirmed in the available sources and is Inconclusive. PetAg's Dyne Soft Chew range at Tractor Supply specified UC-II collagen, green-lipped mussel and sodium hyaluronate for joint; L-theanine, KSM-66 ashwagandha, L-tryptophan and valerian root for calming; and prebiotics and probiotics for digestion and immune support. Fera Pets launched a Hip and Joint Support Soft Chew using a clinically studied postbiotic at Petco, and a trade report describes its broader soft-chew assortment covering calming, allergy, immune support and probiotics. CompletePet explicitly lists soft-chew operational controls including palatability management, water-activity control, line clearance and metal detection. Bimini Pet Health lists cold-pressed and cold-formed soft chews as a primary manufacturing format alongside baked treats, powders, oils and liquids and identifies itself as a NASC Preferred Supplier. Pet Tech Labs lists soft chews, tablets, granules and liquids as its manufactured formats.

IMPLICATION

A 20–250-person contract manufacturer that cannot run soft chews — including cold-press or extrusion, water-activity monitoring, palatability testing and metal detection — is structurally excluded from the largest and fastest-growing portion of national retail pet supplement demand. Beyond the equipment, the ingredient sourcing and handling requirements are specific: UC-II collagen, green-lipped mussel, KSM-66 ashwagandha and L-theanine are branded or standardized inputs that require qualified supplier relationships, not commodity sourcing.

RECOMMENDED ACTION

Audit your soft-chew line against the operational controls CompletePet names — water-activity control, palatability management, line clearance, metal detection — and confirm your supplier qualification process covers the named branded ingredients: UC-II collagen, KSM-66 ashwagandha, green-lipped mussel and postbiotic strains. Verify Wuffes' actual SKU-level ingredient declarations directly from product labels or the brand, as this detail could not be confirmed from available public sources.

SOURCES & WHAT THEY SIGNAL

- **CompletePet About Page** — States the soft-chew operational controls — palatability management, water-activity control, line clearance, metal detection — that a contract manufacturer must implement to serve this category.
- **Wuffes expands national retail presence with full-range supplement launch at PetSmart — PR Newswire** — Confirms Wuffes' full soft-chew SKU range placed in PetSmart across joint, calming, probiotic, multivitamin and allergy formats; ingredient-level detail for individual SKUs was not confirmed in this source and requires direct verification.
- **PetAg expands Tractor Supply distribution — Pet Age** — Confirms the Dyne Soft Chew retail program structure and store counts at Tractor Supply, and is the source for the platform names and some ingredient references.
- **Wuffes launches nationwide at Petco — PR Newswire** — Confirms Wuffes' Hip and Joint Chews and Joint Liquid as lead SKUs in more than 1,400 Petco stores, establishing the joint-first retail entry pattern.
- **PetAg Dyne Soft Chew ingredients — Trend Hunter** — Trade report specifying UC-II collagen, green-lipped mussel, L-theanine, KSM-66 ashwagandha, L-tryptophan, valerian root, prebiotics and probiotics as the Dyne Soft Chew ingredient stack — the most detailed ingredient evidence in the findings.
- **Fera Pets launches into Petco end-caps nationwide — PR Newswire** — Confirms a postbiotic as a named joint-chew ingredient in a national retail program, extending the ingredient pattern beyond the PetAg source.
- **Pet supplement launches evolve from gut to whole-body and mind — NutraIngredients** — Trade report describing Fera Pets' expanded soft-chew assortment across calming, allergy, immune support, probiotics and hip and joint health, corroborating the multi-platform pattern.
- **Pet Tech Labs NASC preferred supplier listing** — Confirms a second NASC-listed contract manufacturer offering soft chews, tablets, granules and liquids, supporting the pattern that format breadth is the competitive baseline.
- **Bimini Pet Health contract manufacturing page** — Confirms that a NASC Preferred Supplier lists cold-pressed and cold-formed soft chews as a primary offering alongside baked treats, powders and liquids, establishing the competitive format set.
- **Wuffes expands to Pet Supermarket — Pet Age** — Confirms Wuffes placed five supplement formats across all 199 Pet Supermarket locations, including soft chews for joint, calming and allergy platforms.

SIGNAL 4 OF 6

GFSI certification is emerging as a commercial differentiator alongside NASC, with at least two dual human-and-pet contract manufacturers stacking FSSC 22000 or SQF on top of NSF GMP and NASC credentials

MEDIUM **Short-term (3–12 months)** · Commercial & Market Signals · **Verified**

Icelandirect's FSSC 22000 certification combined with an acquisition, Uckele's SQF plus NASC plus ISO 17025 stack, and SynergyLabs' SQF plus cGMP listing point to GFSI-recognized food-safety schemes becoming part of the competitive credential bundle for contract manufacturers seeking dual human-and-pet business.

REASONING

The signal rests on three independent manufacturer profiles citing GFSI-linked credentials (FSSC 22000, SQF) in combination with NASC and NSF GMP credentials, rather than holding only the supplement-specific credentials that were the prior standard. The Icelandirect case is the most actionable: it combines a GFSI certification announcement with an acquisition (SOMA LABS) explicitly described as expanding dosage-form capabilities for human and pet brands — two simultaneous capability-building events. Uckele's SQF plus NASC plus ISO 17025 combination and SynergyLabs' SQF plus cGMP listing reinforce that multiple manufacturers in this space are choosing GFSI schemes, not ignoring them. The Icelandirect event falls outside the July 22–September 30 review window (May 2026), which limits confidence, but it is the only event in the findings that positively links a GFSI certification to a dual human-and-pet manufacturer in 2026. No retailer requirement for GFSI was found in the findings, so this is a competitive signaling pattern, not a verified buyer gate — hence Medium rather than High confidence.

PATTERN

Icelandirect announced FSSC 22000 Version 6 certification at its Clifton, New Jersey facility in May 2026 and disclosed an acquisition of SOMA LABS earlier in 2026 to expand dosage-form manufacturing for human and pet supplement brands; its listed formats include softgels, liquids, powders, capsules and tablets. Uckele's NASC preferred supplier profile lists SQF, NSF, NASC, APHIS, Oregon Tilth Certified Organic and ISO 17025 certification and describes manufacturing for both people and animals. SynergyLabs' NASC listing describes soft-chew manufacturing in a new facility with SQF and cGMP standards. ICELANDirect's NASC profile lists FDA registration, NSF GMP certification, USDA Organic certification and NASC certification alongside a stated 100,000-square-foot facility.

IMPLICATION

A 20–250-person contract manufacturer competing for dual human-and-pet accounts or for pet brands with mass-retail ambitions may need to add a GFSI-recognized scheme — FSSC 22000 or SQF — on top of cGMP and NASC participation. Manufacturers that hold only NSF GMP or cGMP without a GFSI scheme are increasingly positioned below competitors in the quality-credential hierarchy, even if no retailer has yet formally required GFSI for pet supplements in the findings. The cost and audit cycle of FSSC 22000 or SQF is material for a smaller manufacturer and should be evaluated before a key customer asks for it.

RECOMMENDED ACTION

Determine whether your three largest current or target accounts have indicated any GFSI expectation — formally or informally — and initiate a gap assessment against SQF or FSSC 22000 requirements now, so that the certification timeline does not become a disqualifier when a retailer formalizes the requirement.

SOURCES & WHAT THEY SIGNAL

- **Uckele Health and Nutrition NASC preferred supplier profile** — Documents a dual human-and-animal manufacturer's credential stack: SQF, NSF, NASC, APHIS, Oregon Tilth Organic and ISO 17025 — establishing GFSI (SQF) as part of a competitive multi-credential offering.
- **ICELANDirect NASC preferred supplier profile** — Documents a 100,000-square-foot pet-focused contract manufacturer stacking FDA registration, NSF GMP, USDA Organic and NASC certification — representing the credential bundle being used to market to prospective customers.
- **SynergyLabs NASC preferred supplier profile** — Confirms a soft-chew manufacturer listing SQF and cGMP as quality credentials, adding a third independent data point to the GFSI-in-pet-supplements pattern.
- **Icelandirect achieves FSSC 22000 certification — GlobeNewswire** — The only event in the findings linking a GFSI-recognized certification (FSSC 22000 Version 6) to a dual human-and-pet contract manufacturer, combined with a same-period acquisition expanding dosage-form capabilities.

SIGNAL 5 OF 6

Chewy's Q2 2026 earnings flagged consumer pullback on discretionary pet treats even as overall revenue grew, introducing a durable demand risk for functional-treat and non-essential supplement formats

MEDIUM **Short-term (3–12 months)** · Commercial & Market Signals · **Verified**

Chewy reported that consumers were reducing spending on discretionary items including pet treats in its September 2026 earnings, directly contradicting a simple 'category always grows' assumption and pointing to a real price-sensitivity ceiling for functional treats sold as premium add-ons.

REASONING

This is a single-source signal from Chewy's own earnings commentary, which is an authoritative primary source for online pet retail demand. The signal is strengthened by the contrast it presents: Chewy's total Q2 2026 revenue was reported as USD 3.33 billion, up 7.3% year over year, while the company simultaneously flagged consumer pullback on discretionary treats. That internal contradiction — platform growth plus treat-category softness — is more analytically significant than either number alone. It indicates that pet owners are concentrating their spending on essentials and core nutrition while reducing add-on purchases, which is the precise segment where functional treats and premium supplement chews sit. For a contract manufacturer, this matters because it separates durable volume from promotional or discretionary volume. A functional-treat or novelty-supplement program that depends on premium pricing and impulse purchase is more exposed to this trade-down than a daily-use supplement consumed out of routine. Confidence is not higher because this is a single earnings quarter from one retailer, and Chewy simultaneously raised its full-year outlook.

PATTERN

Chewy's Q2 2026 financial results, released September 9, 2026, reported revenue of USD 3.33 billion, up 7.3% year over year, while the company stated that consumers were pulling back on discretionary purchases such as pet treats. Chewy raised its full-year outlook in the same announcement, citing market-share gains. Chewy launched and continued to merchandise its Chewy Made private-label brand — consolidating American Journey, Tiny Tiger, True Acre Foods and Bones and Chews into a single owned-brand platform covering treats, dental products, bones and chews — through late September 2026, indicating that Chewy is simultaneously consolidating treat private label while noting consumer spending pressure on that category.

IMPLICATION

A contract manufacturer targeting functional-treat or premium supplement-chew accounts should treat Chewy's treat-demand caution as a leading indicator for the broader channel. Functional treat and supplement formats positioned as daily health routines — joint, probiotic, calming — are more defensible than novelty or single-occasion treats, because they are purchased out of habit rather than impulse. The Chewy Made consolidation also signals that Chewy intends to own the economics of its treat and supplement category more tightly, which could reduce the addressable volume for branded supplement contracts through Chewy's platform.

RECOMMENDED ACTION

When qualifying prospective pet-treat and supplement customers, ask whether their product is positioned as a daily-use health routine or as a premium discretionary treat, and weight replenishment probability accordingly — routine-use formats carry lower demand-volatility risk in the current spending environment.

SOURCES & WHAT THEY SIGNAL

- **Chewy Made dog supplies page — Chewy** — Late-September 2026 merchandising confirms continued execution of the Chewy Made private-label program across soft and hard treats, dental products, bones and chews.
- **Chewy Made brand page — Chewy** — Confirms that American Journey, Tiny Tiger, True Acre Foods and Bones and Chews have been consolidated under the Chewy Made brand, exclusive to Chewy.
- **Chewy launches Chewy Made private-label consolidation — Pet Age** — Confirms the June 2026 launch of Chewy Made as a consolidation of Chewy's owned treat and pet-product brands, establishing that Chewy is tightening control of private-label treats simultaneously with flagging consumer spending pressure on the same category.
- **Chewy profit and revenue rise as customer base continues to grow — Wall Street Journal** — Corroborates the Q2 2026 revenue performance and the consumer discretionary-spending pullback on pet treats reported in Chewy's earnings.
- **Chewy Announces Second Quarter 2026 Financial Results — Chewy investor relations** — Primary source for Chewy's Q2 2026 revenue figure, year-over-year growth rate, consumer pullback on discretionary treats, and raised full-year outlook.

SIGNAL 6 OF 6

An ingredient-linked Salmonella recall of two pet supplement SKUs sold on Chewy and Amazon exposed the supply-chain contamination risk that contract manufacturers must manage to stay in national e-commerce channels

MEDIUM **Immediate (0–3 months)** · Commercial & Market Signals · **Inconclusive**

The September 2026 Fi recall of two dog supplements over possible Salmonella contamination from an ingredient supplied to its manufacturer demonstrates that ingredient traceability, supplier controls and production-suspension protocols are live operational requirements — not aspirational quality commitments — for manufacturers serving Chewy and Amazon.

REASONING

The recall is a primary FDA event, independently reported across multiple sources, and it is the only quality-failure event in the findings within the review window. Its analytical value is not its scale — two SKUs recalled is small — but its mechanism: contamination traced to an ingredient supplied to the manufacturer, with the manufacturer suspending production during the investigation. That supply-chain traceability chain — ingredient supplier to contract manufacturer to finished product to e-commerce retailer — is precisely the chain a smaller contract manufacturer must control. The FDA notice and multiple media reports confirm the event. The manufacturer was not publicly named, which limits the signal's direct competitive implications but does not reduce its relevance as a quality-system requirement signal. The FDA recall database categorized the event under supplements, not food, which is relevant to how quality requirements are applied. Confidence is held at Medium because the recall is solidly documented but the unnamed manufacturer limits any implication about credential status.

PATTERN

Fi Barking Labs Corp. announced a voluntary recall of Fi Calming Supplement for Dogs (180 g, lot 26118) and Fi 8-in-1 Formula Supplement for Dogs (180 g, lot 26159) on September 3, 2026, citing possible Salmonella contamination from an ingredient supplied to its manufacturer. The FDA published the recall on September 8, 2026, stating that the manufacturer suspended production while investigating. The products were sold directly to consumers and through Amazon and Chewy.com. The FDA recall database categorized the event as supplements with potential Salmonella contamination.

IMPLICATION

For a contract manufacturer in or entering pet supplements, this event is a direct signal that ingredient supplier qualification, lot-specific traceability, production-release testing and documented recall-response procedures are not optional. The recall also demonstrates that Amazon and Chewy are the primary distribution channels where such a recall becomes publicly visible at scale. A manufacturer that cannot demonstrate ingredient supplier controls, CAPA processes and rapid production-suspension capability will be disqualified by risk-aware brands after any supply-chain contamination event, named or not.

RECOMMENDED ACTION

Review your ingredient supplier qualification program specifically for microbiological risk — including incoming testing protocols, certificates of analysis requirements and contamination-triggered production-hold procedures — against the scenario presented by the Fi recall, where the contamination was linked to a single ingredient rather than a finished-product failure.

SOURCES & WHAT THEY SIGNAL

- **Fi recalls supplements for dogs because of possible Salmonella contamination — FDA** — Primary FDA source confirming the recall event, contamination mechanism (ingredient supplied to manufacturer), production suspension, and distribution through Amazon and Chewy.
- **FDA Animal and Veterinary Recalls and Withdrawals database** — Confirms the FDA categorized the Fi event under supplements with potential Salmonella contamination, establishing the regulatory classification of the recall.

PUT A WATCH ON YOUR QUESTION

A watch on your question runs every cycle.

These signals came from one cycle of a standing watch. Name a company, a market or a regulation, and the watch keeps running whether or not anyone opens the platform. Every signal arrives rated for confidence and horizon, with the dated events behind it and the sources that carry the weight.

See all the samples and tell us your question at ezassi.com/ezassi-signals-sample-library.

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