



MEMO IMMEDIATE ACTION REQUIRED

Date: January 19, 2009
To: Clif Bar & Company Customers
From: Rick Collins, Senior Vice President of Sales
RE: **RECALL OF CLIF BAR & COMPANY BARS CONTAINING PEANUT BUTTER**
United States

Contact: Your local sales representative or call 1800-254-3227 (1800-CLIFBAR)

Clif Bar & Company has announced a voluntary recall of **limited date codes** of Clif Bar, Luna Bar, Clif Mojo Bar, Clif ZBaR and Clif Builder Bars **that contain peanut butter** because the products contain peanut butter that was manufactured for a short period of time at Peanut Corporation of America, the location currently being investigated by the FDA for a salmonella outbreak thought to be caused by tainted peanut butter.

The specific products and date codes are as follows (specific UPC's are attached):

<u>Brand/Flavor - Domestic</u>	<u>Lot Code Dates Affected</u>
Clif Bar Chocolate Chip Peanut Crunch	21JUN09 - 01OCT09 and 03NOV09 - 28NOV09
Clif Bar Crunchy Peanut Butter	21JUN09 - 01OCT09 and 03NOV09 - 28NOV09
Clif Bar Peanut Toffee Buzz	only 13SEP09
Clif ZBaR Peanut Butter	07JUL09 - 05SEP09 and 12NOV09
Clif Builders Peanut Butter	19JUL09 - 30SEP09 and 05NOV09 - 18NOV09
Luna Nutz over Chocolate	29JUL09 - 03OCT09 and 11NOV09 - 14NOV09
Luna Peanut Butter Cookie	02OCT09 - 03OCT09 and 11NOV09 - 14NOV09
All Clif Mojo Bars	30APR09 - 21JUN09

**NO OTHER CLIF BAR & COMPANY PRODUCTS OR DATE CODES ARE
AFFECTED BY THIS RECALL.**

Please take the following immediate actions:

At Customer Warehouses and Distribution Centers:

- Recalled product is to be collected, isolated in a secure area and placed on hold until further instruction from Clif Bar & Company. FDA may choose to witness destruction. Certificates of destruction from a reclamation center will be required and must include lot numbers and quantity per SKU.
- It is the responsibility of the distributor to further notify their customers who purchase affected Clif Bar & Company products and to receive verification of notification. The Clif Bar & Company Recall Receipt must be provided back to Clif Bar & Company as per form instructions.

At Retail Stores:

- Recalled product is to be collected, isolated in a secure area and destroyed. Destruction per FDA Guidelines requires defacing the product such that it could not later be sold or consumed (such as: cutting opening each package in some way or food dye poured over individual packages). Clif Bar & Company Recall Receipt is to be completed and provided as per form instructions.

We have taken this act with an abundance of caution given the FDA's ongoing investigation of PCA.

Please direct consumers to www.clifbar.com or 1-800-CLIFBAR (1-800-254-3227) for questions and for refunds. Consumers are urged to destroy the recalled product.

As a valued partner we thank you in advance for your immediate cooperation. We will be working with you closely to restock inventories as quickly as possible.

IMMEDIATE ACTION REQUIRED: RETAIL STORES

CLIF BAR & COMPANY RECALL RECEIPT

Date: 1/19/09

To: Clif Bar & Company Customers

From: Rick Collins, Senior Vice President of Sales

RE: RECALL OF CLIF BAR & COMPANY BARS CONTAINING PEANUT BUTTER
UNITED STATES

Dear Valued Customer,

As per the attached Recall Letter, please see Clif Bar & Company announcement of a voluntary recall for the products and lot codes listed in the table below.

Recalled product is to be collected, isolated in a secure area and destroyed. Destruction per FDA Guidelines requires defacing the product such that it could not later be sold or consumed. Please call 1-800-254-3227 or contact your local sales representative if you have questions.

Please acknowledge receipt of this notification by completing the information requested below and faxing this form back TODAY to either of the following fax numbers: 1-800-854-7876 or 1-800-858-5343

CLIF BAR & COMPANY RECALL RECEIPT Customer Notification and Destruction Receipt

Retailer: _____
Store #: _____
Store Address: _____

Contact Name: _____
Contact Phone: _____

Item #	Description	Pack	Unit UPC	Box UPC	Case UPC	Recall Dates - Lot Codes	Amount Destroyed	Date Destroyed
160008	Clif, Crunchy Peanut Butter	Singles	10120-4	30120-8	50120-2	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
165008	Clif, Crunchy Peanut Butter	5 Pack		65008-5	65028-3	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
166008	Clif, Crunchy Peanut Butter	6 Pack		66008-4	66028-2	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
160908	Clif, Crunchy Peanut Butter	9 Count		16908-2	36908-6	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
160009	Clif, Chocolate Chip Peanut Crunch	Singles	10130-3	30130-7	50130-1	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
165009	Clif, Chocolate Chip Peanut Crunch	5 Pack		65009-2	65029-0	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
166009	Clif, Chocolate Chip Peanut Crunch	6 Pack		66009-1	66029-9	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
160909	Clif, Chocolate Chip Peanut Crunch	9 Count		16909-9	36909-3	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
160028	Clif, Peanut Toffee Buzz	Singles	10240-9	30240-3	50240-7	only 13SEP09		
160120	Clif, Mini's Variety Pack	18 Count		16520-6	16120-8	21JUN09 to 01OCT09 and 03NOV09 to 28NOV09		
210002	LUNA Nutz Over Chocolate™	Singles	10310-9	20310-6	30310-3	29JUL09 to 03OCT09 and 11NOV09 to 14NOV09		
250068	LUNA Nutz Over Chocolate™	5 Pack		25068-1	25168-8	29JUL09 to 03OCT09 and 11NOV09 to 14NOV09		
250002	LUNA Nutz Over Chocolate™	6 Pack		23310-3	63310-1	29JUL09 to 03OCT09 and 11NOV09 to 14NOV09		
210902	LUNA Nutz Over Chocolate™	9 Count		21902-2	51902-3	29JUL09 to 03OCT09 and 11NOV09 to 14NOV09		
210061	LUNA Peanut Butter Cookie	Singles	10061-0	20061-7	30061-4	02OCT09 to 03OCT09 and 11NOV09 to 14NOV09		
250061	LUNA Peanut Butter Cookie	6 Pack		23350-9	63350-7	02OCT09 to 03OCT09 and 11NOV09 to 14NOV09		
210093	Luna® MINI's Variety Pack	18 Count		80093-0	81093-9	29JUL09 to 03OCT09 and 11NOV09 to 14NOV09		
160041	Clif Builder's Peanut Butter	Singles	60141-4	60041-7	60241-1	19JUL09 to 30SEP09 and 05NOV09 to 18NOV09		
160844	Clif Builder's Peanut Butter	4 Pack		16844-3	56844-1	19JUL09 to 30SEP09 and 05NOV09 to 18NOV09		
260121	Mojo Honey Roasted Peanut	Singles	10501-1	12500-2	12502-6	30APR09 - 21JUN09		
260124	Mojo Mixed Nuts	Singles	10531-8	12530-9	12532-3	30APR09 - 21JUN09		
260127	Mojo Mountain Mix	Singles	10561-5	12560-6	12562-0	30APR09 - 21JUN09		
260129	Mojo Peanut Butter Pretzel	Singles	12629-0	32629-4	52629-8	30APR09 - 21JUN09		
260229	Mojo Peanut Butter Pretzel	6 Pack		32626-3	52626-7	30APR09 - 21JUN09		
260130	Mojo Dipped Chocolate Peanut	Singles	12630-6	32630-0	52630-4	30APR09 - 21JUN09		
260131	Mojo Dipped Peanut Butter & Jelly	Singles	12631-3	32631-7	52631-1	30APR09 - 21JUN09		
260132	Mojo Dipped Fruit & Nut	Singles	12632-0	32632-4	52632-8	30APR09 - 21JUN09		
190002	Clif, ZBaR, Peanut Butter	6 Pack		19202-8	19302-5	07JUL09 to 05SEP09 and 12NOV09		
191802	Clif, ZBaR, Peanut Butter	Singles	19412-1	19182-3	19082-6	07JUL09 to 05SEP09 and 12NOV09		

Date: _____ Signature: _____

By signing above, I certify that as a representative of _____, the above product was destroyed by using the following method: _____.