

PRODUCT RECALL NOTICE
URGENT

Date: August 18, 2009

To: Kraft Pizza Customer

From: Kraft Foods

Kraft Foods is conducting a USDA Class II recall of approximately 7,500 pizzas from one code date (09320) of Jack's 12" Original Sausage & Pepperoni frozen pizza due to potential mislabeling. Only a portion of one code date of this one Jack's sku is covered by this recall. No Tombstone products, or any other Kraft pizza products, are part of this recall.

Case/Package Information

Kraft Foods is recalling a portion of **one code date** of its *Jack's 12" Original Sausage and Pepperoni* frozen pizza, because the product may contain undeclared soy protein concentrate. Improper labels were placed on the back of some of these pizzas. People who have an allergy or severe sensitivity to soy protein run the risk of an allergic reaction if they consume this mislabeled product.

Kraft Foods pizza sales reps are inspecting product on store shelves and will remove improperly labeled product. The sales rep will manage the disposal and credit for any affected product.

Effective Immediately

The mislabeled ***Jack's Pizza*** can be identified as follows:

- Front label identifies the product as *Jack's 12" Original Sausage & Pepperoni* frozen pizza (correct UPC code of 007465300406).
- The **inaccurate** label on the back of the package is a *Tombstone Original 12" Pepperoni Pizza* label and has a UPC code of 007192100519 and a code date of 09320.
- **Any pizza** with a *Jack's* back label is not a part of this recall.
- **No Tombstone products** are a part of this recall.

The mislabeling occurred during production of *Jack's Original Sausage & Pepperoni Pizza*. *Tombstone Pizza* labels were mistakenly placed on the back of some *Jack's Pizzas*.

We are sorry for the inconvenience and will work to remove product from your shelves immediately. If you have additional questions, please contact your Kraft Foods pizza representative. If you get any inquires from consumers, please refer them to our consumer response center at 1-800-394-6989.