



DATE: February 13, 2009

TO: Our Valued Customers

RE: **Voluntary Product Recall of Peanut-containing Odwalla Bars**

We wish to advise you that we are initiating a voluntary recall of all current inventories of peanut-containing Odwalla Bars listed below because they contain peanuts supplied by the Peanut Corporation of America Plainview, Texas plant that have the potential to be contaminated with Salmonella.

<b>Product</b>	<b>UPC</b>	<b>Enjoy by Dates</b>
<b>Odwalla Peanut Crunch Bars</b> (2.2 ounce bars),	Bar = 0 14054 32033 5 Caddy = 0 14054 32133 2 Case = 0 14054 32233 9	Prior to OCT 10 09
<b>Chocolate Chip Peanut Odwalla Bars</b> (2.2 ounce bars)	Bar = 0 14054 32037 3 Caddy = 0 14054 32137 0 8 Caddies/96 bar Case = 0 14054 32237 7 6-Pack Box = 0 14054 32637 5 6-Pack Case = 0 14054 32937 6	Prior to OCT 10 09
<b>Sweet &amp; Salty Peanut Odwalla Bars</b> (1.6 ounce bars)	Bar = 0 14054 32024 3 Caddy = 0 14054 32124 0 Case = 0 14054 32224 7	
<b>Sweet &amp; Salty Trail Mix Odwalla Bars</b> (1.6 ounce bars)	Bar = 0 14054 32026 7 Caddy = 0 14054 32126 4 Case = 0 14054 32226 1	
18 ct. <b>Sweet &amp; Salty Variety Pack</b> (6 ea, SS Almond/SS Peanut/Chewy Trail) (1.6 ounce bars)	Super Caddy = 0 14054 34456 0 9 X 18-count Tray/Case = 0 14054 34654 0	
18 ct. <b>Variety Pack</b> (6 ea, Choc. Chip Peanut/Banana Nut/Straw Pom) (2.2 ounce bars)	Super Caddy = 0 14054 34778 3 9 X 18-count Tray/Case = 0 14054 34877 3	Prior to OCT 10 09

We learned last night that the Texas Department of State Health Services ordered the Peanut Corporation of America to expand their recall to include all products ever produced and shipped from its Plainview, Texas plant because conditions exist within the plant that could have caused them to become adulterated.

We are asking all customers that received the affected product to remove it immediately from product shelves and place it on hold in the backroom storage area, clearly marked to prevent sale. You will be contacted shortly regarding return and credit procedures.

Thank you in advance for your cooperation.

If you have any questions or concerns please contact the Voice of Odwalla customer service center at 1-800-639-2552.

Sincerely,



-----Original Message-----

From: Andrew J. Hajdukiewicz

Subject: Fw: Class 1 Recall - Odwalla Bars

Hello Valued Business Partners -

I am writing this e-mail to provide some direction regarding the disposal of effected Odwalla product and the process for receiving credit. We understand that there may not be a one-size-fits-all procedure and we will remain sensitive to any customers particular needs in this regard. But, the following should accommodate the majority of our business partners:

**DISTRIBUTOR/WAREHOUSE:**

- 1) Immediately stop shipping to retail customers all of the effected Odwalla Bars.
- 2) Immediately notify your outlets or retail customers instructing them to remove effected Odwalla Bars from retail shelves and segregate it in their backrooms and clearly mark to prevent resale.
- 3) Remove the effected Odwalla Bars from the warehouse and segregate it in backrooms or storage areas to ensure that it is not mixed with saleable product.
- 4) Product is to be destroyed in a way that make the product unsale-able (i.e. compactor, bailer).
- 5) Process a credit request or deduction through normal procedures - referencing "Product Recall" as the reason for the credit.
  - NOTE: The Credit Request back-up should include the number of UNITS destroyed, by sku
- 6) Process credit requests on behalf of retail outlets that have reported effected product. We will honor all credit requests for the next 45 days as this product is pulled, destroyed and reported at retail.
  - NOTE: The Credit request back-up should include store/chain name and units destroyed, by sku.

**RETAIL:**

- 1) All effected product should be removed from the shelves and segregated in back-rooms or storage areas.
- 2) Effected product should be destroyed in a way that makes the product unsale-able (i.e. compactor, bailer)
- 3) Quantity of product, by sku, should be noted and reported per the normal procedure for receiving credit for damaged or distressed product.

Odwalla will except deductions and/or credit requests from our distributor/warehouse customers via the normal credit process. If you have any questions or require additional information, please do not hesitate to