

Eby-Brown

Delivering Solutions Daily

7/5/17

To: All Vice Presidents of Operations, All Plant General Managers, All Customer Service Managers, All Day Warehouse managers, All Returns Department Supervisors, Corporate Administration Manager

CC: Executive Vice President of sales, Administrative Assistant to the Executive Vice President of sales, Executive Vice President of Merchandising, Executive Vice President of Planning, Development and Administration, Senior Vice President of Merchandising, Vice President of Procurement and Inventory management, Manager of Inventory Management, Cindy Dougherty, Tanya Ries, and Tiffany Alexander

From: Krystal Jenkins

RE: URGENT: Product Recall -

<u>Eby #</u>	<u>Description #</u>	<u>Case UPC</u>	<u>MFG Item</u>	<u>Retail UPC</u>	<u>Sell Unit UPC</u>
732982	Builders Chocolate Mint	722252602442	160044	722252601445	722252600448

Eby# 815944 is the Builders CU Display. CLIF BAR BLDR CTR (Mfg#160855)



ACTION REQUESTED - VOLUNTARY PRODUCT RECALL - U.S. PEANUT AND TREE NUT ALLERGY ALERT

Date: July 5, 2017

To: Our Valued Customers

From: Rick Collins, Executive Vice President of Sales, Clif Bar & Company

RE: **U.S. Voluntary Recall of CLIF BUILDER'S Bar Chocolate Mint Flavor, CLIF Kid Zbar Protein Chocolate Mint and Chocolate Chip Flavors**

EMERYVILLE, Calif., July 5 2017 - Clif Bar & Company is initiating a voluntary recall of CLIF® BUILDER'S® Bar Chocolate Mint flavor, and CLIF Kid Zbar® Protein Chocolate Mint and Chocolate Chip flavors due to possible presence of undeclared peanuts and some tree nuts, including almonds, Brazil nuts, cashews, hazelnuts, macadamia nuts, pecans, walnuts and coconuts. Clif Bar & Company is taking this precautionary safety step for people who are allergic to peanuts and these listed tree nuts. People with an allergy to peanuts and these specific tree nuts run the risk of a serious or life-

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threatening allergic reaction. The company is strongly advising consumers who have peanut and these specific tree nut allergies not to consume these bars.

Individuals who are not allergic to peanuts or these specific tree nuts may safely consume these products.

ONLY products listed on the attachment with these specific UPC codes AND “best by” date range are impacted.

NO other Clif Bar & Company products, pack sizes, configurations, flavors or ‘Best By’ date codes are affected.

WE ARE REQUESTING YOUR COOPERATION ON THE FOLLOWING ACTION:

We are asking all retail customers, wholesalers and distributors to destroy any impacted product they may have on hand and submit for credit, per the instructions included on the attached recall receipt.

The company is asking consumers to return product to the store where purchased to request an exchange or full refund. Affected product should be discarded and not consumed.

For more information please direct consumers to www.clifbar.com or 866-526-1970.

We are working quickly to produce new inventory to be back in stock ASAP and expect to begin shipping product in 3-4 weeks with variable recovery dates by brand and pack type. Please work with your sales representative to get up to date information regarding full inventory recovery for all brands and packs.

Clif Bar & Company cares deeply about the health and safety of consumers. As a valued partner we thank you in advance for your immediate cooperation.

Sincerely,

A handwritten signature in black ink that reads "Rick Collins".

Rick Collins

Executive Vice President of Sales

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