

Hillshire Brands
3500 Lacey Road
Downers Grove, IL 60515

November 10, 2012

Dear Valued Customer:

Hillshire Brands is voluntarily recalling a partial production run of the following *Jimmy Dean*® Foodservice product as a precautionary measure. The product may have been inadvertently mislabeled and therefore might contain two undeclared allergens, soy and egg, posing a potential health risk to individuals with allergies to these ingredients. This recall affects 1,110 pounds of product with the code 12292P1 on the back panel.

The affected product was ordered and shipped to customers as *Jimmy Dean*® **BW French Toast Sausage Sandwich**, Product Code **51366**; however the packages inside the case had the incorrect ingredient statement applied (**UPC # 5450051434**).

The item we are voluntarily recalling as a precautionary only affects the following product:

Case SKU	Brand	Product Description	Incorrect UPC on Back Label	Code Date
51366	<i>Jimmy Dean</i> ®	French Toast & Sausage Sandwich	5450051434	12292P1

No other *Jimmy Dean* branded products, including *Jimmy Dean* Delights French Toast Griddlers sold at traditional grocery chains, are affected by this voluntary recall and the company has received no reports of illnesses associated with this product. This recall only pertains to *Jimmy Dean*® French Toast & Sausage Sandwiches with the **UPC code 5450051434** AND **Code Date 12292P1** printed on the back of the packaging.

We are asking that you destroy any product being recalled that you may have in inventory. For your convenience, please use and follow the instructions on the attached destruction document.

A Hillshire Brands Service Account Manager (CSAM) will work to credit our customers on all destroyed product. To facilitate this credit, we will request your firm return the attached destruction form to your Customer Service Account Manager.

If your firm receives questions from a retail consumer, consumers are being asked to return the product to the store where it was purchased for a full refund. Consumers may return affected product to the store where it was purchased for a full refund. Consumers who may have questions or concerns should call the special toll-free consumer line at 1.888.914.1247. The consumer line is available from 9:00 a.m. to 5:00 p.m. Central Time Saturday and Sunday, and 7:00 a.m. to 6:00 p.m. CST Monday - Friday.

We appreciate your attention to this request. If you have any questions regarding this recall, please contact your Hillshire Brands Customer Service Account Manager or your sales representative.