



NOTIFICATION OF PRODUCT HOLD

Date: 06/07/2012

Company Name: EIEIO, Inc.
1615 Rutherford Lane
Austin, TX 78754

Product Description: EIEIO Half and Half, 1-2.5 gal BIB

Manufacturer Item Number: 70001

UPC Code: 664340 70001 5

Pack Size: 1 – 2.5 gallon Bag

Lot Code(s): 2657

Use By: 11/03/12

Quantity: 1,208 cases

Reason for Hold: Unacceptable Quality. The half and half is not homogenous and the milk fat has started to separate from the product.

Instructions: Do not distribute this product. Place the product on HOLD and store in your facilities designated Quarantine area.

Disposition: EIEIO, Inc. will coordinate the removal of the effected product from your facility.

Receipt Confirmation: Immediately confirm receipt of this notification to:

Contact: Mark Bunte, EIEIO, Inc.

Office: 512-637-0418

Cell: 512-739-4167

e-mail: mbunte@eieio-inc.com