



**URGENT NOTICE - PRODUCT RECALL
DUE TO POSSIBLE PEANUT CONTAMINATION**

February 10, 2011

To: Our Valued Customer

Subject: VOLUNTARY PRODUCT RECALL -- URGENT and IMMEDIATE ATTENTION

f'real® foods announced today a voluntary recall of f'real® **Strawberry Banana Smoothies (Lot # 06/21/2012)** produced at Smith Dairy Products Company in Orrville, OH. The company is recalling one specific lot as product made during a 35 minute period may contain peanuts, an undeclared allergen.

The specific product in question is:

f'real® Strawberry Banana Smoothies – 10 FL OZ Container (16 FL OZ As Prepared)

- **Lot #: 06/21/2012**
- **Time Stamped Between: 10:45am to 11:19am**
- **Distributed in the following states: NJ, TN, GA, OR, IA, KY, MN, FL, NC, VA**
- **UPC 813993004494**

The lot # is printed on each cup and read as follows:

39-111 10:50
Best by: 06/21/2012

Plant Code Time
Best by: Lot Number

The potential issue was discovered by the manufacturer while conducting flavor comparisons between lot numbers of smoothies. There has been no reported illness related to this product but f'real® foods and Smith's Dairy Products Company are removing this lot of product from the market out of an abundance of caution. People who have allergies to peanuts run the risk of serious or life-threatening allergic reaction if they consume this product.

We recognize our responsibility to consumers and must ask for your quick response and cooperation in fulfilling our obligations. Please remove and segregate any stock of the product listed above from saleable merchandise. A representative will contact you to arrange for product disposition, product replacement, and credit.

We ask that you do not return or destroy the recalled product until our representative advises disposition. However, please return the enclosed postcard by fax providing the requested information.

Please contact f'real® Customer Support at 1-877-367-7325 from 6 AM to 9 PM Central Standard Time or e-mail us at realpeople@freal.com.

Thank you for your cooperation and patience.

Sincerely,



f'real Foods, LLC

f'real foods, LLC

PLEASE FILL OUT AND FAX TO: (925)-253-8586

Please initial the appropriate response:

_____ We **do not** have f'real® Strawberry Banana Smoothies Lot #: 06/21/2012 time stamped between 10:45am to 11:19am in our inventory.

_____ We **do** have f'real® Strawberry Banana Smoothies Lot #: 06/21/2012 time stamped between 10:45am to 11:19am in our inventory and we have requested that our stores/accounts collect and segregate this product.

- We have _____ Cups and _____ Cases of
UPC 813993004494 - Lot #: 06/21/2012 time stamped
between 10:45am to 11:19am in our inventory.

Customer Name: _____ Store No.: _____

Address: _____

Phone No.: _____

Contact Name: _____

(Please Print)