



**To: Our Valued Customers & Broker Representatives**

**From: Tommy Lee on behalf of Paul Gonnella**

**Subject: Voluntary recall SKU #'s 50110 & 50112**

**Date: March 17, 2011**

**Sensitivity: Urgent**

It has been brought to our attention that a manufacturing flaw in the bag that contains our retail Gonnella Branded 1# White and Wheat sliced breads is causing the bread to become prematurely stale. This is not the fault of our production facility and the product contained in the bag is safe for consumption, but does not meet the high standards that our consumers have come to expect from the Gonnella label. Given these facts, we are doing a voluntary recall of all product SKU numbers 50110 & 50112 with a use by date of 08/01/11- 08/14/11. We have addressed the situation with our bag manufacturer and have put the current stock of bags we have on Q/A hold.

Distributors with product that falls under the Use By Date 08/01/11- 08/14/11 are authorized to either donate this product to a food bank or dispose of the product, at their discretion. We will offer a full credit for any product disposed of and will offer a promotion of a 25% discount on product ordered to refill the pipeline.

We again would like to stress that the product is safe for consumption but the shelf life of the product will be compromised once thawed.

We apologize for any inconvenience this may cause and rest assured we are working hard here at Gonnella to make sure we provide our consumers with the product they have grown to expect from us for the last 125 years.

In your service,

Tommy Lee

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