



November 17, 2011

To Our Valued Customers:

Under the guidance of the Food and Drug Administration, Rubinelli, Inc. has issued a recall for all Retail Vienna Beef Sport Peppers manufactured on or after January 28, 2008 due to an undeclared Certified Color, FD&C Yellow #5.

The UPC Code affected at the retail level is 070723-55252, and 070723-55240 for the Vienna Beef Condiment Kit. This recall covers Best Buy Dates of January 28, 2010 (012810) thru October 4, 2013 (100413). The best buy code is stamped on label.

Receipt of this letter, indicates product was shipped to you during this timeframe. We request that you review your inventory records, and discontinue selling your existing stock of this product. Please segregate the Sport Peppers and return the attached Product Destruction Form as soon as possible. We will credit your account for any product destroyed.

We are undertaking this action in cooperation with the FDA. The FDA may contact you to confirm that you have received this notice and are cooperating in this action.

In order to advise the FDA about the effectiveness of this recall, please inform us of the quantity of the above product on hand immediately after you have received this recall letter. Please sign and fax the recall destruction worksheet to 773-442-0226 as soon as possible. Your prompt action will greatly assist Vienna Beef Ltd. in this action. If you have any questions, please do not hesitate to contact Kim Brown, Vienna Beef Recall Coordinator, at 773-435-2259.

Thank you for your cooperation.

Sincerely,

A handwritten signature in black ink that reads 'Kim Brown'. The signature is written in a cursive style with a large, prominent 'K' and 'B'.

Kim Brown
Vice President of Quality Assurance
Vienna Beef Ltd.
2501 North Damen Ave.
Chicago, IL 60647
773-435-2259



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VIENNA BEEF SPORT PEPPER RECALL DESTRUCTION FORM

UPC # 070723-55252 12 x 12oz. Jars

UPC # 070723-55240 Vienna Beef Condiment Kits

Date:

We Do Do Not have stock of recalled product.

Customer Name:

Customer Address:

Product Number(s):

Quantity Received:

Purchase Date(s):

Purchase Order Number(s):

Product Number /Code Date ("use by" date located on the product label) Example:	Quantity of jars on hand and destroyed

By signing below, please confirm quantity on hand has been destroyed:

Name (Please print):

Email:

Phone:

Signature:

PLEASE PROMPTLY FAX TO: 773-442-0226



RUBINELLI, INC.

SPECIALTY FOOD MANUFACTURERS – IMPORTERS - DISTRIBUTORS

SUBJECT: PRODUCT RECALL

DATE: 11/17/2011

RECALL CLASSIFICATION II

PRODUCT:

- 1.) 12 OZ PRIVATE LABEL SPORT PEPPERS IN GLASS. PRODUCT NOT DISTRIBUTED BY RUBINELLI, INC. THIS PRODUCT TO BE HANDLED BY SUB RECALL.
- 2.) 8 OZ DELL'ALPE SPORT PEPPERS IN GLASS. UPC: 0-75462-02033-0

REASON FOR RECALL: PRODUCT CONTAINS FD&C YELLOW # 5 THAT IS NOT DECLARED ON THE LABEL, AND POSES A HEALTH RISK TO THOSE PEOPLE WITH A SENSITIVITY TO THE COLOR.

LOT CODES AFFECTED:

- 1.) DELL'ALPE 8 OZ SPORT PEPPERS IN GLASS.
ALL PRODUCT IN CURRENT DISTRIBUTION. THIS PRODUCT HAS A FOUR DIGIT JULIAN DATE ON THE FRONT PANEL OF LABEL. ALL FUTURE CORRECTED PRODUCT WILL HAVE AN OPEN CODE BEST BY DATE ON FRONT OF LABEL.
- 2.) 12 OZ PRIVATE LABEL SPORT PEPPERS IN GLASS.
PRODUCT AFFECTED HAS BEST BY DATE 012810 THRU AND INCLUDING 100413 PRINTED ON THE FRONT PANEL OF LABEL. FURTHER INSTRUCTIONS ON THIS PRODUCT ISSUED IN SUB RECALL

CONTINUED:

**Web site at: www.dellalpe.com
590 W. Crossroads Pkwy Bolingbrook, IL 60440**

**E-mail at: rubinc@dellalpe.com
Phone: 630-378-0000 Fax: 630-378-0001**

LEVEL OF RECALL: DISTRIBUTOR AND RETAIL**INSTRUCTIONS:**

- 1.) **DISTRIBUTOR**
 - A. EXAMINE INVENTORY
 - B. HOLD FOR PICK-UP / VENDOR RETURN. CONTACT JOHN PRINCIPE AT rubinc@dellalpe.com PH. 630-378-0000.
 - C. IF FOR ANY REASON WE DETERMINE THAT PRODUCT SHOULD BE DESTROYED, WE WILL SEND INSTRUCTIONS FOR PROPER DESTRUCTION AND INCLUDE A PROOF OF DESTRUCTION FORM.

- 2.) **RETAIL**
 - A. EXAMINE RETAIL SHELVES AND STOCK.
 - B. REMOVE PRODUCT FROM SHELVES AND HOLD FOR PICK UP BY DISTRIBUTOR.
 - C. IF NO VENDOR PICK-UP POLICY EXISTS, THEN DESTROY.
 - D. IF DESTROY, THEN COMPLETE THE PROOF OF DESTRUCTION, FAX TO VENDOR, AND FILE FOR RETAIL RECORD.
 - E. CONTACT DISTRIBUTOR CREDIT DEPARTMENT FOR CREDIT

CONTACT INFORMATION

ROBERT RUBINELLI PH: 630-378-0000
JOHN PRINCIPE PH: 630-378-0000
PHONE: 630-378-0000
FAX DOCUMENTS: 630-378-0001
EMAIL DOCUMENTS: rubinc@dellalpe.com



ROBERT T. RUBINELLI
PRESIDENT
RUBINELLI, INC.

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