



MEMO IMMEDIATE ACTION REQUIRED

Date: January 19, 2009
To: Clif Bar & Company Customers
From: Rick Collins, Senior Vice President of Sales
RE: **RECALL OF CLIF BAR & COMPANY BARS CONTAINING PEANUT BUTTER**
United States

Contact: Your local sales representative or call 1800-254-3227 (1800-CLIFBAR)

Clif Bar & Company has announced a voluntary recall of **limited date codes** of Clif Bar, Luna Bar, Clif Mojo Bar, Clif ZBaR and Clif Builder Bars **that contain peanut butter** because the products contain peanut butter that was manufactured for a short period of time at Peanut Corporation of America, the location currently being investigated by the FDA for a salmonella outbreak thought to be caused by tainted peanut butter.

The specific products and date codes are as follows (specific UPC's are attached):

<u>Brand/Flavor - Domestic</u>	<u>Lot Code Dates Affected</u>
Clif Bar Chocolate Chip Peanut Crunch	21JUN09 - 01OCT09 and 03NOV09 - 28NOV09
Clif Bar Crunchy Peanut Butter	21JUN09 - 01OCT09 and 03NOV09 - 28NOV09
Clif Bar Peanut Toffee Buzz	only 13SEP09
Clif ZBaR Peanut Butter	07JUL09 - 05SEP09 and 12NOV09
Clif Builders Peanut Butter	19JUL09 - 30SEP09 and 05NOV09 - 18NOV09
Luna Nutz over Chocolate	29JUL09 - 03OCT09 and 11NOV09 - 14NOV09
Luna Peanut Butter Cookie	02OCT09 - 03OCT09 and 11NOV09 - 14NOV09
All Clif Mojo Bars	30APR09 - 21JUN09

**NO OTHER CLIF BAR & COMPANY PRODUCTS OR DATE CODES ARE
AFFECTED BY THIS RECALL.**

Please take the following immediate actions:

At Customer Warehouses and Distribution Centers:

- Recalled product is to be collected, isolated in a secure area and placed on hold until further instruction from Clif Bar & Company. FDA may choose to witness destruction. Certificates of destruction from a reclamation center will be required and must include lot numbers and quantity per SKU.
- It is the responsibility of the distributor to further notify their customers who purchase affected Clif Bar & Company products and to receive verification of notification. The Clif Bar & Company Recall Receipt must be provided back to Clif Bar & Company as per form instructions.

At Retail Stores:

- Recalled product is to be collected, isolated in a secure area and destroyed. Destruction per FDA Guidelines requires defacing the product such that it could not later be sold or consumed (such as: cutting opening each package in some way or food dye poured over individual packages). Clif Bar & Company Recall Receipt is to be completed and provided as per form instructions.

We have taken this act with an abundance of caution given the FDA's ongoing investigation of PCA.

Please direct consumers to www.clifbar.com or 1-800-CLIFBAR (1-800-254-3227) for questions and for refunds. Consumers are urged to destroy the recalled product.

As a valued partner we thank you in advance for your immediate cooperation. We will be working with you closely to restock inventories as quickly as possible.