



July 2, 2009

Situation:

The Hershey Company will be announcing a voluntary recall of the following items due to the possibility they may contain small pieces of metal. The affected products have production codes 94D through 94N. **There have been no consumer complaints or reports of injury.**

- Reese's Peanut Butter Cup 8-packs (34000-40558)
- Reese's White Peanut Butter Cup Miniatures 12oz. (34000-43215)
- Reese's Snack Size Bulk (34000-40324)

Consumers who have purchased the item in question should contact Hershey Consumer Relations at 1-800-468-1714.

Action at warehouse level:

1. Hershey's Customer Service professionals will contact warehouses to identify quantities of affected product in the warehouse with **codes 94D, E, F, G, H, I, J, K, L, M, N** on the case.
2. Product found in the warehouse should be placed on **HOLD** and await contact by Hershey to arrange for pickup, return, and credit.
3. **DO NOT DESTROY!**
4. **DO NOT SEND TO RECLAIM!**

Action at a retail level:

1. In the instance where affected product has been shipped to retail locations, Hershey will dispatch representatives to immediately visit stores, inspect the product, and remove affected items from the store after issuing credit or purchasing the product (depending on the quantity).
2. A truncated store list will be requested of only the stores where product may have been delivered.
3. Any communications out to stores from HQ should include instructions not to remove product from shelves without first validating it is the affected product.

Photos of products and where to locate codes



Reese's 8pk

		
<p>Outer Case</p>	<p>Selling Unit – Front</p>	<p>Selling Unit – Back</p>

Reese's White Miniatures

		
<p>Outer Case</p>	<p>Selling Unit – Front</p>	<p>Selling Unit – Back</p>

Reese's Snack Size Bulk

	
<p>Outer Case</p>	<p>Selling Unit – Front</p>