



LesserEvil Snack  
Co.  
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January 30, 2009

## URGENT CLASS 1 RECALL NOTIFICATION TO RETAIL STORES

**LesserEvil Brand Snack Co. has requested all retail stores to check inventories of:**

### **LESSEREVIL BRAND PEANUT BUTTER AND CHOCO KETTLE CORN**

**Size: 3.65 oz in a bag in a tapered box**

**US & Japan:UPC Code No. 180999000356 (Case UPC is 180999000363)**

**Canada: 180999000516 (Case UPC is 180999000523)**

This product is being recalled because peanut butter in this product was purchased from Peanut Corporation of America (PCA), and may be contaminated with *Salmonella*.

No illnesses have been reported in connection with this Peanut Butter and Choco Kettle Corn. There have been no complaints about illnesses from the Peanut Butter and Choco Kettle Corn. No other LesserEvil brand products are being recalled or are impacted by this recall.

PCA's peanut butter products have been the subject of an investigation by the U.S. Food and Drug Administration (FDA) and are linked in a national outbreak of *Salmonella*. The FDA expanded its investigation of PCA, and on January 28, 2009, PCA recalled additional lot codes of PCA produced peanut butter and peanut products. LesserEvil purchased peanut butter from PCA from some of the lot codes that were part of January 28's expanded recall. As a result, LesserEvil is issuing a voluntary nationwide recall of Peanut Butter and Choco Kettle Corn that is potentially involved.

Our most important concern at this point in time is insuring the safety of our customers and eliminating any liability to our customers, like you. We would appreciate your help in immediately removing all of the above referenced product from your shelves and holding the product(s). Then please immediately notify us at **914-779-3000 ext 112** or **[talk2us@lesserevil.com](mailto:talk2us@lesserevil.com)**.



Immediately examine your inventory and quarantine product subject to recall. You will be reimbursed by check or credit memo for any outstanding inventories of this item. In addition, if you may have further distributed this product, please identify your customers and notify them at once of this product recall. Your notification to your customers may be enhanced by including a copy of this recall notification letter. This recall should be carried out to the consumer level. Your assistance is appreciated and necessary to prevent consumer illness. We have also alerted the media to the recall so that our customers will be advised about the product. We have asked that consumers return the recalled product to the store of purchase and would appreciate it if refunds are granted to those consumers on demand. We will, of course, reimburse you for those credits as well.

Please complete and return the enclosed response form as soon as possible.  
If you have any questions, call Tom Brown at 914-779-3000 ext 112.

This recall is being made with the knowledge of the Food and Drug Administration.

Thanks you for your assistance and cooperation. We appreciate it.

Tom Brown  
VP Marketing  
LESSEREVIL BRAND SNACK CO.

