



URGENT: FOOD RECALL

Dear Customer:

Please be advised that Pinnacle Foods Group is implementing a **Class I** recall on Aunt Jemima Frozen Pancakes. The recall will involve Shipping cases as well as Open Stock. **The specific production codes at issue are listed below.**

In an abundance of caution, Pinnacle Foods is voluntarily recalling certain Aunt Jemima Frozen Pancakes due to a potential cross contamination of a soy allergen. There have been no reported illnesses.

Aunt Jemima Frozen Pancakes Recalled

PANCAKE	UPC	Pack Config.	Description
Retail Pancakes			
Aunt Jemima	019600051008	12/12/14.5OZ	AJ PC BTRMLK LOW FAT 12/14.5oz
Aunt Jemima	019600054900	12/12/14.8OZ	AJ OATMEAL PCAKES 12/12/14.8oz
Aunt Jemima	019600058205	12/12/14.8OZ	AJ PC BUTTERMILK 12/14.8oz
Aunt Jemima	019600059103	12/12/14.8OZ	AJ PC HOMESTYLE 12/14.8oz
Aunt Jemima	019600059554	12/12/14.8OZ	AJ CONFETTI PANCAKES 12/14.8oz
Aunt Jemima	019600060406	12/12/14.5OZ	AJ WH GRAIN PANCAKE 12/14.5oz

AFFECTED PRODUCT:

Packages of "AUNT JEMIMA FROZEN PANCAKES" with the UPC codes listed above, which were sold and distributed nationally, with a 'Recommended Use By Date' between November 1, 2011 up to and including October 16, 2012. This includes all products currently in stock with the above UPC numbers.

No other Aunt Jemima products are affected by this action other than the pancakes named with UPC numbers listed herein. This recall applies only to the AUNT JEMIMA FROZEN PANCAKE products listed above and does not include boxed pancake mixes and syrups.

Please do the following immediately:

- Check your inventory and remove product from sale. Physically isolate and mark RECALL HOLD on recalled product to prevent loss of its control. Count and report the number of units in your control on the response form.
- If you have distributed any or all of the recalled lot, contact and inform your customers of the recall and instruct them to return the recalled lot to your reclamation center. Advise your customers that this recall is to the **retail level** and that any customers who sub-distributed must notify their customers as well and keep record of the notification and results.



- Hold all recalled product at your reclamation center for Pinnacle Foods' disposition instructions. Report all held product to Pinnacle Foods.
- Please fully refund product returned by customers. We intend to cover all costs.
- Complete and return the attached RESPONSE form to Pinnacle Foods, ATTN: Shelley Benjamin within 24 hours of receipt of this letter.
Shelley.benjamin@pinnaclefoods.com
973-257-2227
1 Bloomfield Avenue
Mountain Lakes, NJ 07046

It is important to note that there are 2 separate parts to this recall. The first part of the recall encompasses the CASES from Retailer distribution centers. The second part of the recall encompasses collection of individual CARTONS of open stock. Instructions and procedures for dealing with both issues are listed separately below.

PLEASE NOTE: If product other than Aunt Jemima Pancakes are placed on the trucks with the Pancakes, credit will not be given for such product in excess of Pancakes.

Please use the steps below as a guideline in the recall process.

Recall Process for return of Shipping Cases:

- **Step 1:** Retailer needs to segregate inventory for cases immediately at warehouse
- **Step 2:** Within 24 hours of this notification, contact Shelley Benjamin for product pick-up arrangements
- **Step 3:** For 10 cases or less, product may be destroyed at the Customer's location
- **Step 4:** Pinnacle Foods Group will schedule a product pick-up of item number cases within 5 to 10 business days

Recall Process for Open Stock Cartons:

Recall Process for open-stock at Customers with reclamation centers:

- **Step 1:** Immediately remove cartons with above codes from shelves
- **Step 2:** Segregate retail product and cases in backroom
- **Step 3:** Ship segregated product to reclamation center and HOLD at your reclamation center
- **Step 4:** Acosta representative will contact stores to verify product quantities and confirm product destruction

Recall Process at Customers without reclamation centers:

- **Step 1:** Immediately remove cartons with the above codes from shelves
- **Step 2:** Your local Acosta representative will verify product quantity and credit according to standard reimbursement policy.

We are taking this action as a precautionary measure to ensure consumer safety. The FDA is aware of this program and its details.



If you have any questions regarding this recall, please contact Shelley Benjamin at:

Phone: 973-257-2227

Shelley.benjamin@pinnaclefoods.com

We will forward additional details on product availability shortly.

Your prompt action will greatly assist Pinnacle Foods Group in this action. Thank you for your immediate attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Boever". The signature is fluid and cursive, with a long horizontal stroke at the end.

Chris Boever
Executive Vice President
Chief Customer Officer

Enclosure (1)



AUNT JEMIMA RECALL RESPONSE FORM

(The Response Form should be filled in by the customer, to help Pinnacle and the Broker team monitor whether the Recall information has correctly reached the Customer, and to ensure that Recalled items are in the process of being properly disposed of or returned from customer warehouses).

Please check ALL appropriate boxes

I have read and understand the recall instructions provided in the Pinnacle Foods Group Aunt Jemima Pancake Recall Letter dated 1/27/2012.

I have checked my stock and have quarantined inventory consisting of **(Number)** cases **(or units)**

Warehouse returns:

Indicate disposition of recalled product:

- Returned **(Specify quantity, date, and method)**/ held for return
- 10 cartons or less: Destroyed **(Specify quantity, date, and method)**

Store (open stock) returns:

- Destroyed **(Specify quantity, date, and method)**

I have identified and notified my customers that were shipped or may have been shipped this product by **(specify date and method of notification)**

Any adverse events associated with recalled product? YES NO

Please check the box to describe your business

- Wholesaler/ distributor
- Grocery corporate headquarters
- Retailer
- Food Service
- Other

Name

Title

Telephone Phone number

Email