



February 13, 2009

PRODUCT RECALL NOTICE – ACTION REQUIRED – Three Slim-Fast® Bar Products – All Best-if-Used By Dates

Dear Hope:

Unilever is recalling **three Slim-Fast Bar Products** because they may contain peanuts that are being recalled by Peanut Corporation of America (PCA). This recall was ordered by the Texas Department of State Health Services (DSHS) on February 12, 2009, as a result of unsanitary conditions at the PCA Plainview, Texas, facility, which could have compromised the peanuts.

This product recall includes:

Product Name and Description: Slim-Fast optima® caramel crispy peanut MEAL on-the-go® bars – sold in paperboard boxes, 6 bars per box, 1.97 oz. (56 g) each with various best-if-used by dates. The UPC code is located on the bottom of the box.

UPC: 0834603790

The item is shipped in cases with UPCs: 10008346236906 and 10008346237903

This product is also contained within display modules with

Product Name and Description: Slim-Fast MEAL OPTIONS® Breakfast & Lunch Bars – Dutch Chocolate flavor – sold in paperboard boxes, 8 bars per box, 1.2 oz. (34 g) each various best-if-used by dates. The UPC code is located on the bottom of the box.

UPC: 0834601520

The item is shipped in cases with UPC: 10008346031204

Product Name and Description: Slim-Fast MEAL OPTIONS® Breakfast & Lunch Bars – Peanut Butter flavor – sold in paperboard boxes, 8 bars per box, 1.2 oz. (34 g) each various best-if-used by dates. The UPC code is located on the bottom of the box.

UPC: 0834601522

The item is shipped in cases with UPC: 10008346031228

The affected three **Slim-Fast Bar Products** have been distributed nationwide. Products may have reached consumers through retail stores. The affected product is being recalled from consumers and retailer store shelves, back rooms and warehouses.

This action was taken as a result of the peanut product recall ordered by the Texas Department of State Health Services.

No other Slim-Fast products – shakes or bars – are affected by this recall.

We request that the described above product, be pulled IMMEDIATELY from store shelves, backrooms, and warehouses and destroyed.

ACTION TO TAKE:

Attached are the SKU's, Wal-Mart item numbers, as well as the McLane's UIN's

**Breakfast Lunch Bar –
Peanut Butter**

Wm Item #: 4048852
McLane #: 669101
UPC Number:
0834601522

**Breakfast Lunch Bar –
Dutch Chocolate**

WM Item #: 4048845
McLane #: 669143
UPC Number:
0834601520

**Optima Meal Bar –
Caramel Crispy Peanut**

WM Item #: 4009910
McLane #: 017145
UPC Number:
0834603790

Follow-up action is required on your part. Please ensure that all stock is examined and then follow these instructions, where applicable:

Retail Store Retrieval and Destruction:

Please examine the stock on your retail store shelves and backrooms to determine if you have any of this affected product on hand. If the affected product is on hand, please take immediate steps to remove this product from retail purchase and destroy it. See the attached spreadsheet that shows on hand and on order quantities by store. Please manage this removal of product through your typical unsaleable process. If you need assistance, please contact the Unilever Customer Operation Hotline Number at:

1-888-798-5131

Distributor and Retail Warehouse Destruction:

Please take the following steps and note the following:

- Please examine the stock in your distribution center to determine if you have any of this product on hand.
- Please take immediate steps to isolate and tag the product, pending destruction.
- Paul Astuto will authorize the destruction of the product at the customer and/or distributor warehouse.
- A Certificate of Product Destruction will need to be completed upon destruction at the warehouse (see attached).
- You will be reimbursed by check or credit memo for the purchase price of these goods.

Consumers who have any of the three affected Slim-Fast bar products are asked to discard them and call 1-877-270-7393, which is operational 24 hours a day, for information on the recall. In addition, a consumer services representative is available between the hours of 9:00 AM and 5:30 PM EST.

We appreciate your prompt assistance on this matter and apologize for any inconvenience. Should you have any questions, please contact your local Unilever representative.

Art Drogue

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