



Retailer/Wholesaler/Distributor Recall Letter

May 4, 2016

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Brown & Haley Issues Voluntary Recall of Mountain Thins “Trail Mix” Flavor Because of Possible Health Risk



Thank you for your assistance in executing the recall of certain lots of *Mountain Thins* - “Trail Mix” flavor. Background on the recall and next steps are described below. Please contact Brown & Haley Customer Service with any questions at 1-800-426-8400 ext. 3085 or sweets@brown-haley.com.

BACKGROUND

On May 4, 2016 Brown & Haley undertook the precautionary measure of voluntarily recalling certain lot codes of *Mountain Thins* - “Trail Mix” flavor. There have been no illnesses reported in connection with this voluntary recall. No other types, varieties or flavors of Brown & Haley or Mountain products are impacted by this recall.

Brown & Haley was notified by our supplier of sunflower seeds of the possibility that some sunflower seeds provided to Brown & Haley may be contaminated with *Listeria monocytogenes* (*L. mono*). *L. mono* is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, listeria infection can cause miscarriages and stillbirths among pregnant women.

Brown & Haley is committed to the health and wellness of each and every customer, and is taking this action out of an abundance of caution. Brown & Haley has informed FDA of its actions and is fully cooperating with the Agency.

Mountain Thins “Trail Mix” flavor was distributed to select retail stores nationwide. Additionally, several brokers and customers have received sales samples. Lots being recalled were distributed between March 7, 2016 and April 25, 2016, and are listed below.

Product Name	Size	UPC Code	Lot Codes	Best By Date
Mountain Thins “Trail Mix” flavor	5.3 oz. stand-up film pouch (resealable)	0 41770 33370 7	O07O610, O07O620	3/7/2017
			O08O610, O08O620	3/8/2017
			O09O610, O09O620	3/9/2017
			O10O610, O10O620	3/10/2017
			O11O610	3/11/2017
			O16O610	3/16/2017
			W11W610, W11W620	4/11/2017
			W14W610	4/14/2017
			W15W610	4/15/2017



CONSUMER COMMUNICATIONS

- Brown & Haley issued a press release on May 4 and is participating in the FDA online searchable database to help make consumers aware of the recall.
- Consumers should not consume the recalled products.
- Consumers should discard any product they have, or consumers may return products to the store where purchased for refund, or apply to Brown & Haley for a refund.

ACTIONS REQUIRED RETAILERS/WHOLESALERS/DISTRIBUTORS

- Immediately remove the recalled products from your shelves and segregate it.
- We would prefer to pick up the product, return it to our facility and destroy it. Contact Brown & Haley Customer Service for return authorization at 1-800-426-8400 ext. 3085 or sweets@brown-haley.com.
- If your company prefers to destroy the product itself, please notify us and provide us with a Letter of Destruction and Photos informing us of quantities and means of destruction.
- Post the attached Consumer Notification Placard in your stores.
- If you have distributed this product to other retailers, you must notify your customers to the retail level, and arrange for product return or destruction.
 - Please use this Recall Letter with your customers.
 - We ask that you provide us with documentation of contact with these retailer customers.
- If you have sold product directly to consumers and have consumer contact information (e.g., internet or mail order sales), you should notify these consumers in email or writing. Brown & Haley can provide you with a Consumer Contact Template.