

Black Rifle Coffee Company
1144 S 500 W
Salt Lake City, UT 84101

MARKET PRODUCT HOLD

Date: October 11, 2022

To Our Valued Customer:

Black Rifle Coffee Company is holding certain cases and cans of Black Rifle Coffee Company **11 oz Espresso Mocha** due to nonconformance with our quality specifications that leads to an undesirable texture. The products subject to this hold are identified by the Lot Codes and Can Codes in the tables below.

Please:

1. Examine your inventory;
2. Remove the 11 oz Espresso Mocha with the Lot Codes or Can Codes listed below from distribution; and
3. Hold the products and mark them as unsalable.

The potentially impacted products are being held due to nonconformance with our product quality specifications. Black Rifle Coffee Company is committed to providing high quality products to our customers, and nonconforming products do not meet the standard we set for ourselves and our products.

The action relates only to the 11 oz Espresso Mocha items with the Lot Codes listed below printed on the package, or Can Codes listed below, and no other items.

Impacted case information:

***Please note:** This only impacts products remaining on the shelf with the lot code listed below.

Item Description	SKU	Lot Code	Best By
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0202	AUG2223
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0202	AUG2323
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0202	AUG2423
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0203	AUG2923
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0203	AUG3023
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0203	AUG3123
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0203	SEP0124
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	M0204	SEP1224

Impacted unit (can) information:

***Please note:** This only impacts products remaining on the shelf with the can code listed below.

Item Description	SKU	Can Code
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBAUG22BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBAUG23BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBAUG24BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBAUG29BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBAUG30BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBAUG31BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBSEP01BH1
Black Rifle Coffee Company 11 oz Espresso Mocha	36-003-12C	BBSEP12BH2

We apologize for any business disruption this may cause and thank you for your support in this matter

If you have any questions, please reach out to your Black Rifle Coffee Company sales representative. Consumers with questions about the product should contact Black Rifle Coffee Company consumer affairs anytime via email at rtdsupport@blackriflecoffee.com.

Sincerely,

Brett Winborn / Black Rifle Coffee Company / Sr. Director Sales
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