



# URGENT: RECALL NOTICE

**DATE:** May 5, 2017  
**TO:** Valued Customer  
**FROM:** Chris Boever – Executive Vice President & Chief Customer Officer

Pinnacle Foods Inc. is voluntarily recalling all “Best By” dates of Aunt Jemima Frozen Pancakes, Frozen Waffles & Frozen French Toast Slices distributed in the United States and one product into Mexico because they have the potential to be contaminated with Listeria monocytogenes. No illnesses have been reported. The products are being recalled as a precautionary measure given the health and safety of our consumers is our top priority. Pinnacle Foods initiated the recall after testing indicated the presence of Listeria monocytogenes in the plant environment where the products are made. We are working in coordination with the FDA on this recall.

Listeria monocytogenes 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.

All ‘Best Buy’ dates of the following products are affected by this recall. No other Aunt Jemima or Mrs. Butterworth’s products or any other products produced by Pinnacle Foods are affected by this recall.

Affected Product Description	Item #
AUNT JEMIMA THIN FRENCH TOAST 18/8ct	001960005870
AUNT JEMIMA CINNAMON THIN FRENCH TOAST 18/8ct	001960005880
AUNT JEMIMA MINI WHOLE GRAIN PANCAKE 12/40CT	001960043558
AUNT JEMIMA THICK FRENCH TOAST 12/6ct	001960043560
AUNT JEMIMA WHOLE GRAIN MAPLE PANCAKE INDIVIDUAL WRAP 72/3.2oz	001960043563
AUNT JEMIMA BLUBERRY PANCAKE INDIVIDUAL WRAP 72/3.2oz	001960043567
AUNT JEMIMA CINNAMON PANCAKE INDIVIDUAL WRAP 72/3.2oz	001960043568
AUNT JEMIMA JUMBO SQUARE WAFFLE 18/8ct	001960043573
AUNT JEMIMA ORIG SQUARE WAFFLES 12/12ct	001960043575
AUNT JEMIMA JUMBO WG SQ WAFFLES 18/8CT	001960043577
AUNT JEMIMA ORIG ROUND WAFFLES 18/8ct	001960043580
AUNT JEMIMA WHOLE GRAIN FRENCH TOAST 3/4" 12/6ct	001960043583
AUNT JEMIMA CINNAMON THICK FRENCH TOAST 12/6ct	001960043584
AUNT JEMIMA 60 CT ORIGNAL PANCAKES	001960043596
MRS BUTTERWORTH JUMBO SQ WAFFLES 18/8CT	001960046001
MRS BUTTERWORTH THIN FRENCH TOAST 18/8ct	001960046003
MRS BUTTERWORTH ORIGINAL PANCAKES 12/12ct	001960046004
MRS BUTTERWORTH REG SQUARE WAFFLES 12/12CT	001960046009



**Please do the following immediately:**

1. Food Service Distributors must check their inventory and quarantine product cases and individual units immediately.
2. Please complete and return the **Recall Response Form** attached to this letter.
  - a. Quantities of more than 10 cases: our carrier will be contacting you to arrange a pickup.
  - b. For 10 cases or less: please destroy the affected product.
3. If you have distributed any or all of the recalled product:
  - a. Contact and inform your customers of the recall; instruct them to destroy 10 cases or less of the affected product and return quantities of more than 10 cases to your facility.
  - b. Provide a list of customer names and addresses who received the affected product to your Sales Representative.**
  - c. Advise your customers that this recall is to the *operator level* and that any customers who sub-distributed must notify their customers as well, keeping record of the notification and results.
4. Please fully refund product returned by customers and consumers. We intend to cover your costs through the completion of the attached **Recall Response Form** & Time and Cost Log

**Please return the completed form to:**

Megan Florio, Manager of Sales Communications  
(p) 973-257-2227 (f) 973-887-0957  
[megan.florio@pinnaclefoods.com](mailto:megan.florio@pinnaclefoods.com)

Pinnacle Foods  
399 Jefferson Road  
Parsippany, NJ 07054

We are taking all necessary actions to ensure consumer safety; the FDA is aware of this program and its details. We will release a notice when the affected Aunt Jemima and Mrs. Butterworth's items are shipping once again.

Your prompt action will greatly assist Pinnacle Foods in resolving this issue and keeping consumers safe. If you have any questions, please do not hesitate to contact your Sales Representative.

**For Additional Information:**

The contact information for consumer questions is:

Consumer Care line 1- 888-299-7646 daily between 9AM and 5PM Eastern Time

Thank you for your help in this matter,

Chris Boever  
*Executive Vice President of Sales & Chief Customer Officer*