



Nutiva
Voluntary Recall for Undeclared Peanuts
Organic Plant Based Protein Superfood 30 Shake
Vanilla Flavor

Contact: Customer Service
Consumer: (800) 993-4367

FOR IMMEDIATE RELEASE – March 17, 2017 – Richmond, CA - Nutiva, an Organic Superfoods company, has initiated a voluntary product recall of the following Organic Plant Based Protein Superfood 30 Shake - Vanilla Flavor products after identifying that this product may contain peanuts. People who have an allergy or severe sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they consume this product. “We are choosing to voluntarily recall two of our Organic Plant Based Protein Superfood 30 Shakes – Vanilla Flavor items, with three expiration dates as a precautionary measure to provide the safest products for our customers,” states John W. Roulac, Nutiva’s CEO.

The affected products include:

<i>Product #</i>	<i>Description</i>	<i>Packaging</i>	<i>Unit UPC</i>	<i>Master Case UPC</i>	<i>Lot Code</i>	<i>Expiration Date</i>
PBP201	Organic Plant Based Protein Superfood 30 Shake -Vanilla	10 – 1.2 OZ (34g) Packets	6-92752-10717-7	6-92752-10718-4	20SEP2016I	20 SEP 2018
PBP205	Organic Plant Based Protein Superfood 30 Shake -Vanilla	21.6 OZ HDPE Jar	6-92752-10711-5	6-92752-10712-2	26SEP2016I	26 SEP 2018
PBP205	Organic Plant Based Protein Superfood 30 Shake -Vanilla	21.6 OZ HDPE Jar	6-92752-10711-5	6-92752-10712-2	27SEP2016I	27 SEP 2018

These items were sold on the internet and through distributors in California, Colorado, Florida, New Hampshire, Oregon and Texas.

Consumers who have purchased these items and have an allergy or severe sensitivity to peanuts are urged to not eat the product, and to dispose of it or return it to where it was originally purchased. Nutiva has taken these steps strictly as a precautionary measure to assure our customers of our commitment to quality. No other Nutiva items are impacted by this recall.

Customers with questions or who would like product replacements or refunds may contact (800) 993-4367 between the hours of 8:00 a.m. – 3:00 p.m., or email help@nutiva.com.

ABOUT NUTIVA:

Nutiva was founded in 1999 with a single purpose in mind—to revolutionize the way the world eats. Today Nutiva nurtures vitality by conscious curating of the world’s finest plant-based organic foods including coconut, hemp, chia and red palm. We contribute one percent of sales (\$4M to date) to projects supporting healthy communities and sustainable agriculture. For more information, please visit nutiva.com

Following Page: Images of all product described above

nutiva®

NURTURE VITALITY™

10 - 1.2 OZ (34g) PACKETS
PACKET IMAGES



PBP201 FRONT PANEL

PBP201 BACK PANEL

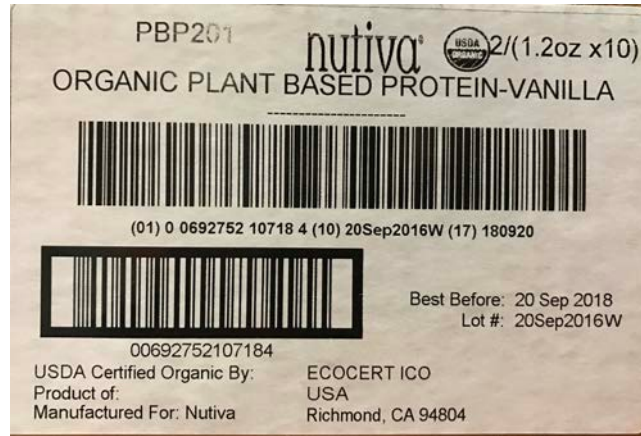
DISPLAY IMAGES



PBP201 DISPLAY FRONT

PBP201 DISPLAY BACK

MASTER CASE IMAGE



PBP201 MASTER CASE LABEL

nutiva®

NURTURE VITALITY™

21.6 OZ HDPE JAR
UNIT IMAGES



PBP205 FRONT LABEL

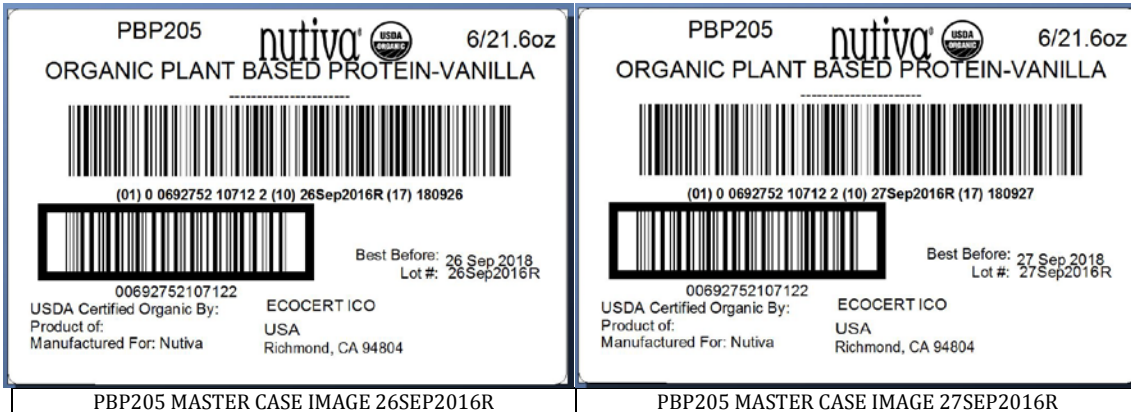
PBP205 BACK LABEL



PBP205 CODE IMAGE
26SEP2016R

PBP205 CODE IMAGE
27SEP2016R

MASTER CASE IMAGES



PBP205 MASTER CASE IMAGE 26SEP2016R

PBP205 MASTER CASE IMAGE 27SEP2016R