



PRESS RELEASE

FOR IMMEDIATE RELEASE
November 19, 2009

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FRESH & EASY NEIGHBORHOOD MARKET ISSUES ALLERGY ALERT ON UNDECLARED PECANS IN MISLABELED FRESH & EASY PUMPKIN CHEESECAKE PIES

Product may be returned to Fresh & Easy for full refund; no illnesses have been reported

EL SEGUNDO, CA – Fresh & Easy Neighborhood Market is voluntarily recalling some fresh&easy™ “Pumpkin Cheesecake Pies” (40 oz.) because they may contain undeclared pecans. Individuals who have allergies to pecans run the risk of serious or life-threatening allergic reaction if they consume these products.

The recalled product was sold in Fresh & Easy Neighborhood Market stores in California, Nevada and Arizona.

The recall was initiated after it was discovered that a limited number of the fresh&easy™ “Pumpkin Cheesecake Pies” (UPC 5051379033712) were labeled with plain fresh&easy™ “Pumpkin Pie” labels (UPC 5051379008628), which do not declare the presence of pecans. The mislabeled fresh&easy™ Pumpkin Cheesecake pies all carry an “Enjoy by” date of NOV 21 and have been removed from all Fresh & Easy stores.

The fresh&easy™ “Pumpkin Cheesecake Pie” has a crumb topping containing pecans. fresh&easy™ “Pumpkin Cheesecake Pies” which are accurately labeled are *not affected* by the recall. (see picture of incorrectly labeled product attached)

Customers may return the unused product, empty product containers or present the receipt as proof of purchase of the recalled product to any Fresh & Easy store for a full refund. Consumers who have questions or concerns about this recall should contact the Fresh & Easy 24-hour toll free number at 1 (800) 648-8622.

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