



## Missouri Department of Health and Senior Services Recall Alert

### **Toffutti Brands Inc. Announces Updated Information for Recall of Yours Truly Frozen Dessert Cones Due To Possible Trace Level Milk Contamination**

The Missouri Department of Health and Senior Services received the following recall update. This is an expansion of a recall that was sent out last week, one additional lot code number is now included in the recall.

#### **ORIGINAL RELEASE-----**

### **Tofutti Brands Inc. Announces Updated Information for Recall of 25 Pallets of Yours Truly Frozen Dessert Cones Due to Possible Trace Level Milk Contamination**

#### **Contact:**

Steven Kass  
908-272-2400

**FOR IMMEDIATE RELEASE** - December 17, 2010 - Tofutti Brands Inc. expanded its recall of 25 pallets of its 4-Pack YOURS TRULY frozen dessert cones (UPC 0-20188-01500-9) due to possible trace level milk contamination reported for one lot of product shipped which was produced in August of 2010 **to include lot number 2360**. YOURS TRULY CONES are labeled as Milk Free and persons who have an allergy or severe sensitivity or intolerance to Milk products run the risk of serious or life-threatening injury if they consume products with milk ingredients. Tofutti Brands uses stringent quality controls to prevent milk contamination of its products and sells tens of millions of ice cream novelty products each year. The 25 pallets from the suspect lot are being recalled. The bulk of these 25 pallets were sold along the east coast and the Midwest, with some additional sales of product in the Southwest and the West Coast. All of our distributors who have purchased the recalled product have been notified, any product they still have has been set aside and put on hold, and they have started the process of notifying their retail accounts who received the product to remove it from their shelves. The product in the above 25 pallets is identified by the labeled Manufacturing facility code 18-497 which will appear printed on one of the two end flaps of the box of the YOURS TRULY CONES along with a production code of either 2330, 2350, or 2360 which will follow right after the plant code. Consumers who may have purchased YOURS TRULY CONES bearing these codes are urged to return them to the place of purchase for a full refund. This recall does not involve any of the Company's other frozen dessert products. Consumers with questions may contact the Company at 908-272-2400, Monday-Friday, from 9:00AM-5:00PM EST, or email us at [info@tofutti.com](mailto:info@tofutti.com).