



Missouri Department of Health and Senior Services Advisory Alert

The Missouri Department of Health and Senior Services received the following news release regarding the recall of Kool Ranch Kale Chips due to undeclared cashews as an ingredient.

Rhythm Superfoods™ Announces Allergy Alert and Voluntary Recall of Kool Ranch Kale Chips

Recall Due to Undeclared Cashew

Contact:

Consumer:

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FOR IMMEDIATE RELEASE - October 28, 2011 - Rhythm Superfoods, LLC is initiating the voluntary recall of a limited quantity of **UPC/SKU code 8 29739 00052 1**. A quantity (approx. 2,700 cases) of KOOL RANCH KALE CHIPS containing cashews was inadvertently placed into packaging that did not declare cashews as an ingredient and possibly shipped to retail locations nationwide. People who have an allergy, or a severe sensitivity to cashews, run a risk of serious or life-threatening allergic reaction if they consume these products. Because the mislabeled product contains cashews, an allergen, Rhythm Superfoods is strongly advising consumers who are allergic to cashews and who have purchased the recalled product not to consume it to avoid the possibility of a serious allergic reaction.

The affected product is marked with “sell by” dates of **03/26/12, 03/27/12, 03/28/12, 04/03/12, 04/04/12, 04/10/12**. Consumers who may have purchased RHYTHM SUPERFOODS™ Kool Ranch Kale Chips UPC/SKU code **8 29739 00052 1** should look for the “sell-by” date located on the white sticker affixed to the back of the bag, on the right side of the package. No other RHYTHM SUPERFOODS™ products are impacted by this recall.

To date, only one case of allergic reaction has been reported. Out of an abundance of caution, Rhythm Superfoods issued this voluntary recall of 6 dates of production to ensure the safety of consumers.

The recall was initiated after it was discovered that product containing cashews was distributed in packaging that did not reveal the presence of cashews. Subsequent investigation indicated that the problem was caused by the use of new packaging that failed to declare the cashews.

Rhythm Superfoods is dedicated to food quality, and the health and safety of its consumers. For these reasons, the company initiated this recall. We apologize to our retail customers and consumers and sincerely regret any inconvenience created by this voluntary product recall. We have advised both the U.S. Food and Drug Administration and Department of Agriculture of this voluntary recall and of course, will cooperate with them fully. Rhythm Superfoods is asking consumers to contact

them for an exchange or refund by calling 1-512-441- 5667 (8 a.m. to 6 p.m. CST, Monday through Friday). Consumers with questions may contact the company at Customer Service 1-512- 441-5667 (8 a.m. to 6 p.m. CST, Monday through Friday).

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