



Nutiva
Expanded Voluntary Recall for Undeclared Peanuts
In All Lots of Organic Plant Based Protein Superfood 30 Shake

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

FOR IMMEDIATE RELEASE – March 23, 2017 – Richmond, CA - Nutiva, an Organic Superfoods company, has decided to expand its initial voluntary product recall of the Organic Plant Based Protein Superfood 30 Shake – Vanilla to include all lots of both Vanilla and Chocolate flavored products after identifying that this product may contain trace amounts 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 all of our Organic Plant Based Protein Superfood 30 Shakes 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>Packet UPC/ Caddy UPC</i>	<i>Master Case UPC</i>	<i>Lot Code</i>	<i>Expiration Date Range</i>
PBP101	Organic Plant Based Protein Superfood 30 Shake –Chocolate	10 – 1.2 OZ (34g) Packets	6-92752-10713-9 6-92752-10714-6	6-92752-10715-3	24MAY2016 – 11NOV2016	24 MAY 2018 – 11 NOV 2018

<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 Range</i>
PBP105	Organic Plant Based Protein Superfood 30 Shake -Chocolate	21.6 OZ HDPE Jar	6-92752-10709-2	6-92752-10710-8	03MAY2016 – 11JAN2017	03 MAY 2018 – 11 JAN 2019

<i>Product #</i>	<i>Description</i>	<i>Packaging</i>	<i>Packet UPC/ Caddy UPC</i>	<i>Master Case UPC</i>	<i>Lot Code</i>	<i>Expiration Date Range</i>
PBP201	Organic Plant Based Protein Superfood 30 Shake -Vanilla	10 – 1.2 OZ (34g) Packets	6-92752-10716-0 6-92752-10717-7	6-92752-10718-4	06MAY2016– 10NOV2016	06 MAY 2018 – 10 NOV 2018

<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>
PBP205	Organic Plant Based Protein Superfood 30 Shake -Vanilla	21.6 OZ HDPE Jar	6-92752-10711-5	6-92752-10712-2	03MAY2016 – 02MAR2017	03 MAY 2018 – 02 MAR 2019

These items were sold on the internet and through distributors in Alabama, California, Colorado, Connecticut, Florida, Georgia, Indiana, Iowa, Kansas, Kentucky, Nevada, New Hampshire, New Jersey, New York, North Carolina, Oregon, Pennsylvania, Texas, Virginia, Washington, and Wisconsin.

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 for refund 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 may contact (800) 993-4367 between the hours of 8:00 a.m. – 3:00 p.m., Monday - Friday, 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

nutiva®

NURTURE VITALITY™

PBP101 Chocolate 10 – 1.2 OZ (34g) PACKETS

PACKET IMAGES



PBP101 FRONT PANEL

PBP101 BACK PANEL

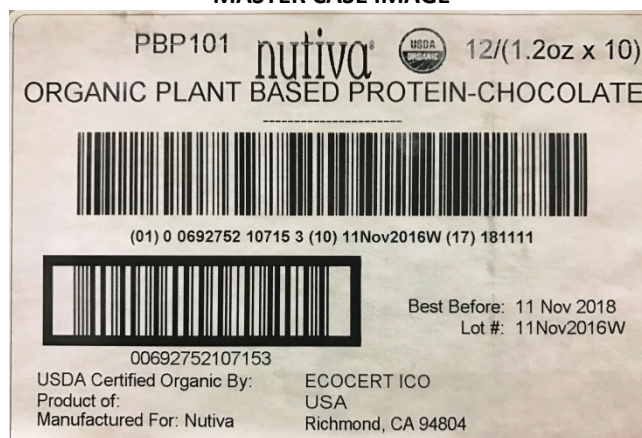
DISPLAY IMAGES



PBP101 DISPLAY FRONT

PBP101 DISPLAY BACK

MASTER CASE IMAGE



PBP101 MASTER CASE LABEL

nutiva®

NURTURE VITALITY™

PBP201 Vanilla 10 – 1.2 OZ (34g) PACKETS

PACKET IMAGES



PBP201 FRONT PANEL

PBP201 BACK PANEL

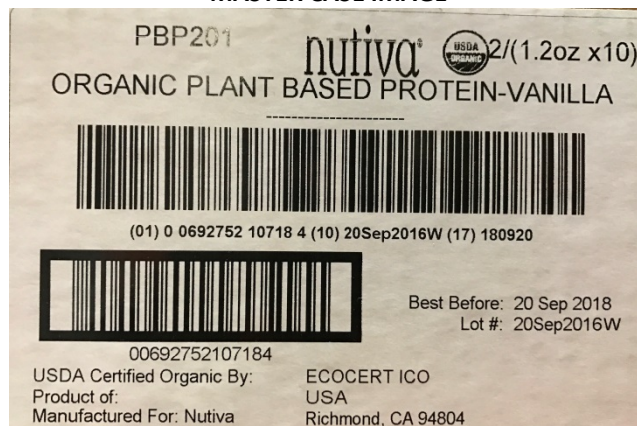
DISPLAY IMAGES



PBP201 DISPLAY FRONT

PBP201 DISPLAY BACK

MASTER CASE IMAGE



PBP201 MASTER CASE LABEL

nutiva®

NURTURE VITALITY™

PBP105 Chocolate 21.6 OZ HDPE JAR

UNIT IMAGES



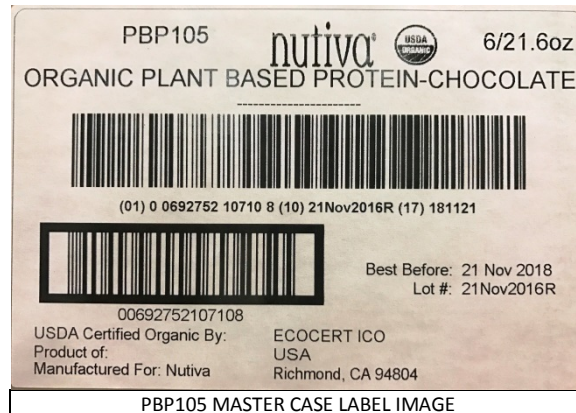
PBP105 FRONT LABEL

PBP105 BACK LABEL



PBP105 CODE IMAGE
LOCATION: TOP LID

MASTER CASE IMAGES



PBP105 MASTER CASE LABEL IMAGE

nutiva®

NURTURE VITALITY™

PBP201 Vanilla 21.6 OZ HDPE JAR

UNIT IMAGES



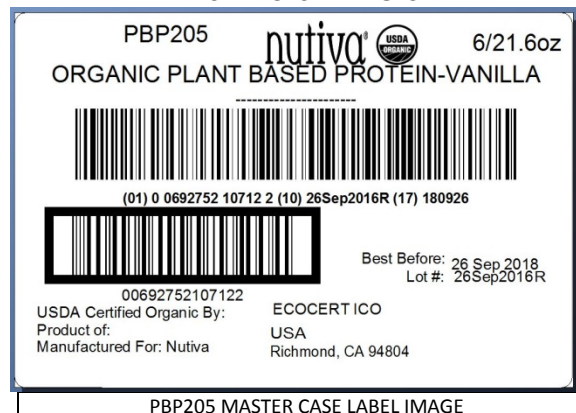
PBP205 FRONT LABEL

PBP205 BACK LABEL



PBP205 CODE IMAGE
LOCATION: TOP LID

MASTER CASE IMAGES



PBP205 MASTER CASE LABEL IMAGE