

PRODUCT RECALL - Newmans Special Blend KCUP 012023

Date of Issue – 2023-01-20

Recall # 101038

UNFI was notified by the manufacturer of a food safety event. Records indicate your location may have received impacted product. Refer to this notice and the supplier letter to identify and remove impacted product from the marketplace. Enter your findings into Recall Infolink.

Impacted UNFI Business Units: Conventional

Event Classification: Market Withdrawal

Supplier Name: GREEN MOUNTAIN COFFE

Supplier Contact: Dena Falls, Dena.falls@KDRP.com, 925 214 5139

Product Issue: Newman's Own® Organics K-Cup® Pods contain some non-organic coffee. There is no food safety or quality risk to the consumer

Retail Disposition : Destruction

Brand Name & Description	Pack Size	Case UPC	Unit UPC	Impacted Best by Date(s)/ Lot Codes (MUST provide Best By Date)
Newman's Own KCUP RSO SPECIAL Blend		99555080506		11/29/2024 &/or 11/30/2024

**Cease distribution on the above product. Isolate the product in a secure location
Follow the below instructions to ensure proper disposition of the product.**

1. Remove items listed above from sales floor, displays and back stock.
2. Count the units of impacted product and record in Recall Infolink.
3. Impacted product must not re-enter commerce or be made available for consumption by any means.
4. **For Credit:** Enter your impacted product count through Recall Infolink
5. Complete disposition ASAP
6. Inspect inbound product for the next 48 hours to ensure no impacted product is received

FINAL 1/17/23

12-count Sleeves Newman's Own® Organics K-Cup® Pods Product Withdrawal Communications Package

[Third-Party Talking Points at Retail](#) | [Sales Talking Points](#) | [Sales Q&A](#) | [Customer Letter & Response Form](#) | [RQA Authorization Letter](#) | [Talking Points to Inform Newman's Own](#)

Third-Party Talking Points at Retail

- I'm on site representing Keurig Dr Pepper, which manufactures Newman's Own® Organics K-Cup® Pods (share authorization letter).
- I am withdrawing specific 12-count sleeves of Newman's Own® Organics K-Cup® Pods from retailer's back rooms and shelves as the products contain some non-organic coffee.
- I will remove the product, inventory the quantity and purchase it from you.

KDP Sales Talking Points

- We are withdrawing specific 12-count sleeves of Newman's Own® Organics K-Cup® Pods as the products contain some non-organic coffee.
- The following Newman's Own® Organics K-Cup® Pod products were distributed to seven customers across seven states in the Mid-Atlantic and the Northeast:

12-ct sleeve Newman's Own® Organics K-Cup® Pods

Sellable pack 12-digit UPC: 99555080506

Product Best By Dates: 11/29/2024 or 11/30/2024

Batch numbers: 5500276636 or 8000020745

- There is no product health or safety issue, however this does not represent the quality of product and labeling we are known for. As a result, we are voluntarily removing it from the market.
- Our quality protocols have isolated this issue and our teams have identified the root cause and put corrective actions in place.

Sales Q&A:

1. Why are you withdrawing this product?

We are withdrawing specific 12-count sleeves of Newman's Own® Organics K-Cup® pods as the products contain some non-organic coffee. The shipment was produced for sale in the U.S., however it was manufactured in Canada. In accordance with the request of the organic certifying body, Trans Canada Organic (TCO), we are retrieving the product from the market.

2. How much product are you withdrawing? Was the product distributed nationwide?

We estimate approximately 5,000 12-count sleeves of Newman's Own® Organics K-Cup® pods did make their way to seven customers across seven states in the Mid-Atlantic and the Northeast.

3. How do I know if have impacted product in my store?

Please immediately examine your inventory for the following 12-count sleeves of Newman's Own® Organics K-Cup® pods:

12-ct sleeve Newman's Own® Organics K-Cup® Pods

Sellable pack 12-digit UPC: 99555080506

Product Best By Dates: 11/29/2024 or 11/30/2024

Batch numbers: 5500276636 or 8000020745

4. What should I do with the product?

RQA, a third-party representing Keurig Dr Pepper, has been retained to visit stores where this product was distributed, purchase it at retail price and remove it.

- For product already on the shelves at retail locations, please pull to your back room, label it "Hold for Keurig Dr Pepper" and RQA, a third-party representing Keurig Dr Pepper, will collect it.
- For inventory currently in your warehouse, do not distribute to retail locations. Pull it aside, label it "Hold for Keurig Dr Pepper" and notify your KDP sales representative for further instructions.

5. Have you found and corrected the issue?

Yes. Our teams have identified root cause and put corrective actions in place. For further information, I can connect you with Yasanti DeSilva at 802-622-4303.

6. Have you stopped shipping the products?

Yes. Once we became aware of this error, we were able to determine that the majority of the product was still in our warehouse. That product has been placed on hold and will not enter the market.

7. Do I get reimbursed?

RQA, the third-party removing the impacted product at stores, will purchase it at retail price.

8. What should consumers do if they have this impacted product?

Consumers should discard the product and contact our Consumer Care team at (877) 275-8063 to allow us to replace it.

National/Regional Account Letter & Response Form from KDP Sales

Jan 17, 2023

Dear SuperValu Partner:

At Keurig Dr Pepper, we are committed to the highest standards of quality in the products we produce and distribute.

Please be advised that we are withdrawing select boxes of the Newman's Own® Organics 12-count K-Cup® pod product identified in the table and in the attached photographs below. A shipment of Newman's Own® Organics K-Cup® pods was discovered to contain some non-organic coffee. There is no product health or safety issue, however this does not represent the quality of product and labeling we are known for.

As a result, we are voluntarily removing it from the market.

ACTION REQUIRED:

1. Please immediately examine your inventory and quarantine any products covered by this market action.
 - For inventory currently in your warehouse, place it on-hold both within your system and by physically moving it to a hold area. Stop any further distribution of this product to retail locations.
 - For product already on the shelves at retail locations, please provide us with a 'where shipped' report.
 - If you are able to pull this product from your retail locations, please pull to your back room and provide us with case quantities removed.
2. Product under this market action should be collected and labeled "Hold for Keurig Dr Pepper."
3. Complete and return the enclosed response form as soon as possible.

We have retained a third party, RQA, to pick up this product and remove it from your stores. A representative of Keurig Dr Pepper will contact you to discuss specifics on the process to remove the product from your warehouses or retail locations and initiate a full credit or replace like for like.

KDP SAP Material #	Description	12-digit UPC
5000351704	Newman's Own Organics® Special Blend 12ct	99555080506

Photographs of impacted product:

<u>Master Case</u>	<u>Bottom of Sellable Pack</u>
	
	

No other Keurig Dr Pepper products are impacted by this voluntary withdrawal.

We apologize for any inconvenience this has caused, and we appreciate your valuable cooperation. If you have any questions or concerns, please contact Yasanti DeSilva (Beverage Quality) at 802-622-4303 or Carly Kelley (Commercialization) at 781-281-6647.

Response Form from Retailer

Newman's Own® Organics: 12-count sleeves of K-Cup® pods

Please check ALL appropriate boxes.

- I have read and understand the instructions provided in the Jan 17, 2023 letter.
- I have checked my stock (on shelf, in stockrooms and in warehouses) and have quarantined inventory consisting of _____ cases.
- I will hold this product until a Keurig Dr Pepper representative comes to my location to retrieve it.

Please check the appropriate box (es) to describe your business

wholesaler/distributor

retailer

grocery corporate headquarters

food service/restaurant

repacker

manufacturer

Other: _____

Name: _____

Title: _____

Tel. number: () _____

Firm name: _____

address: _____

city/state: _____

PLEASE SCAN AND EMAIL COMPLETED RESPONSE FORM TO Yasanti DeSilva AT yasanti.desilva@kdrp.com.

RQA Authorization Letter



Dear Store Manager:

As the manufacturer of Newman's Own® Organics 12-count K-Cup® pods, we have authorized RQA, a third-party company, to act on our behalf to remove select 12-count sleeves of Newman's Own® Organics K-Cup® pods as part of a product withdrawal:

12-ct sleeve Newman's Own® Organics K-Cup® Pods

Sellable pack 12-digit UPC: 99555080506

Product Best By Dates: 11/29/2024 or 11/30/2024

Batch numbers: 5500276636 or 8000020745

This product withdrawal has been initiated as this product contains some non-organic coffee. There is no product health or safety issue, however this does not represent the quality of product and labeling we are known for.

We request that you give the RQA employee access to this product, including in your back room. The representative will purchase all inventory at retail price.

If you have further questions, please contact our Customer Care team at 469-354-9141.

**LISA DALFONSO
SVP & ASST. GENERAL COUNSEL**