

Recall Press Advertisement Template

PLEASE NOTE THAT THIS ADVERTISEMENT IS FOR ILLUSTRATION PURPOSES ONLY AND NOT NECESSARILY ACTUAL SIZE

FOOD RECALL

(INSERT COMPANY NAME)

(Insert Affected Product, Affected sizes, Use by or Best Before dates)

(Insert Company Name) is conducting a voluntary consumer level recall of the above product(s) due to **(insert the problem, e.g. *Listeria monocytogenes* contamination, the presence of metal fragments, undeclared allergen - peanuts).**

(Insert the symptoms, e.g. *Listeria* may cause illness in pregnant women, the very young, the elderly and people with low immune systems).
(If the problem is microbial contamination: include the line “Any consumers concerned about their health should seek medical advice”).
(If the problem is the presence of foreign matter: include the line “Consumers should not eat this product”).
(If the problem is undeclared allergen: include the line “Any consumers who have a (insert undeclared allergen) allergy or intolerance should not consume this product”).

The recall applies only to the above product(s) with the nominated size(s) and best before date(s). No other **(Insert Company Name)** products are affected by this recall. Customers should return the product(s) to the place of purchase for a full cash refund.

(Insert Company Name) is greatly concerned at any risk to its customers. This recall is being undertaken to ensure the safety of our customers as an ongoing commitment to maintain the highest possible standards of safety and product quality at all times.

We apologise for any inconvenience.

For further information please call:
(Insert Company contact details, including telephone number)

PLEASE NOTE THAT THE ADVERTISEMENT SHOULD BE APPROVED BY FSANZ PRIOR TO PUBLICATION