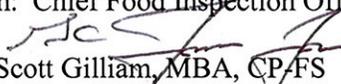




DATE: February 4, 2012

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Nest Collective™ Recall
SUGGESTED

ACTION: Unclassified Recall; 8150 selling units of its Jammy Sammy™ - Strawberry Jam & Peanut Butter Flavor Snack Size Sandwich Bars due to a mislabeled inner wrapper; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. The recalled cartons are sold online and at retail stores nationwide. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Nest Collective Voluntarily Recalls Select Revolution Foods Jammy Sammy - Strawberry Jam & Peanut Butter Snack Size Sandwich Bars Due to a Labeling Error (Undeclared Peanut on Inner Wrapper)

Contact:
Consumer:
Info@nest-collective.com
1-866-362-1562

Media:
Allyson Noonan
Press@nest-collective.com
646-416-6446

FOR IMMEDIATE RELEASE - February 3, 2012 -- Nest Collective™ announced today that it is voluntarily recalling 8150 selling units of its Jammy Sammy™ - Strawberry Jam & Peanut Butter Flavor Snack Size Sandwich Bars due to a mislabeled inner wrapper. The cartons contain the best by date June 28, 2012 and are marked with the following universal product code (UPC) #89676600116 6 located on the bottom of the package. People who have an allergy or severe sensitivity to peanuts (or peanut butter) run the risk of serious or life-threatening allergic reaction if they consume these individual bars.

These cartons are sold online and at retail stores nationwide.

No illnesses have been reported in connection with this product and no other Revolution Foods products are affected.

The recall was undertaken because, while the cartons of this lot of product are correctly labeled, some of the individual bars are incorrectly labeled as Grammy Sammy - Honey Graham and Strawberry Yogurt™, and show the ingredient statement of that product. Both the selling unit and individually wrapped bars include information that the product was produced in a facility that processes peanuts as well as other allergens. The Jammy Sammy™ product contains organic peanut flour and organic peanut extract, but the inner wrappers are mislabeled with the Grammy Sammy information. **Consumers who are allergic to peanut products should not use these products. People experiencing any health issue should seek immediate medical attention.**

Specific UPC codes for these products are below:

Brand	Product	Flavor	Package	Best By	UPC
Revolution Foods	Jammy Sammy	Strawberry Jam & Peanut Butter	5 count carton	06/28/12	8 96766 00116 6

Images of the 5 count carton can be found at <http://products.revfoods.com/products/jammy-sammy>.¹

Consumers who purchased this product should return it to the store where it was purchased for a full refund or contact Nest Collective at info@nest-collective.com.

The recall is being undertaken with the knowledge of the U.S. Food & Drug Administration. Consumers with any questions are asked to call 1-866-362-1562 between the hours of 8am – 8pm EST Monday – Friday and 8am – 5pm EST Saturday & Sunday, or email: info@nest-collective.com.

“The Jammy Sammy™ product meets Nest Collective’s high standard for quality, however due to a labeling error during production, we are proactively removing this product from the market” said Neil Grimmer, Founder & CEO of Nest Collective.

“As a father, the safety and satisfaction of our consumers and their children is my highest concern,” said Neil Grimmer. “Nest Collective was founded on the vision of superior quality and nutritious food; we are committed to these values and our consumers.”