

How to identify the products subject to the SimplyThick voluntary recall

July 5, 2011 – UPDATE – SimplyThick, LLC has begun shipping limited quantities of 15 and 30g packets made from the Stone Mountain, GA facility. The information has been updated below to reflect this new information.

PLEASE NOTE – Regarding the voluntary recall, we are helping everyone as quickly as possible and diligently working to process all requests. Obviously, our primary focus is on getting replacement product in the hands of those who are currently using the product.

The overall process of sending return labels and processing refunds is proceeding as quickly as possible with a current estimate of approximately 2 to 3 weeks.

Simply Thick, LLC is announcing a voluntary recall of its SimplyThick® thickening gel products manufactured at a food processing plant located in Stone Mountain, Georgia since June 1, 2009. This plant is currently owned and operated by Thermo Pac, LLC. This voluntary recall is limited to only those products manufactured at the Stone Mountain, Georgia plant. Simply Thick products manufactured at two additional food processing plants are not subject to this voluntary recall.

WHY THE VOLUNTARY RECALL WAS ANNOUNCED

The SimplyThick® thickening gel products manufactured at the Thermo Pac, LLC Stone Mountain plant are being recalled because the U.S. Food and Drug Administration (FDA) advised the company that Thermo Pac, LLC failed to file with the FDA a scheduled process designed to ensure that vegetative cells (harmful bacteria) of possible public health significance are destroyed during the manufacturing process. This failure was discovered during an FDA inspection of the Thermo Pac, LLC Stone Mountain plant conducted from May 23 through June 3, 2011.

HOW TO IDENTIFY THE PRODUCT

Products manufactured at the Stone Mountain, GA plant subject to the voluntary recall were distributed across the United States and Canada through food service distributors, drug distributors, retail outlets and directly to the public.

HOW TO DETERMINE IF THE PRODUCT YOU HAVE IS AFFECTED BY THE RECALL

Products affected are 15 g, 30 g, 120 g and 240 g pouches.

All 15 g pouches shipped before June 3, 2011 are affected – identified as those with a “TP” in the lot code stamped into the edge of the packet.

All 30 g pouches shipped before June 3, 2011 are affected – identified as those with a “TP” in the lot code stamped into the edge of the packet.

Some 120 g pouches – identified as those with a “TP” in the lot code stamped into the edge of the packet.

Some 240 g pouches – identified as those with a “TP” in the lot code stamped into the edge of the packet.

SimplyThick product codes affected

ALL 01001, 01005, 01007, 02001, 02005, and 02007

SOME 01004, 02004, 01006, and 02006 – identified as those with a “TP” in the lot code stamped into the edge of the packet.

Products NOT affected by the recall:

64 oz bottles

Some 15g pouches – identified as those with a “EXP” in the lot code stamped into the edge of the packet and/or shipped on or after July 5, 2011

Some 30g pouches – identified as those with a “EXP” in the lot code stamped into the edge of the packet and/or shipped on or after July 5, 2011

Some 120g pouches – identified as those with a “W” in the lot code stamped into the edge of the packet.

Some 240g pouches – identified as those with a “W” in the lot code stamped into the edge of the packet.

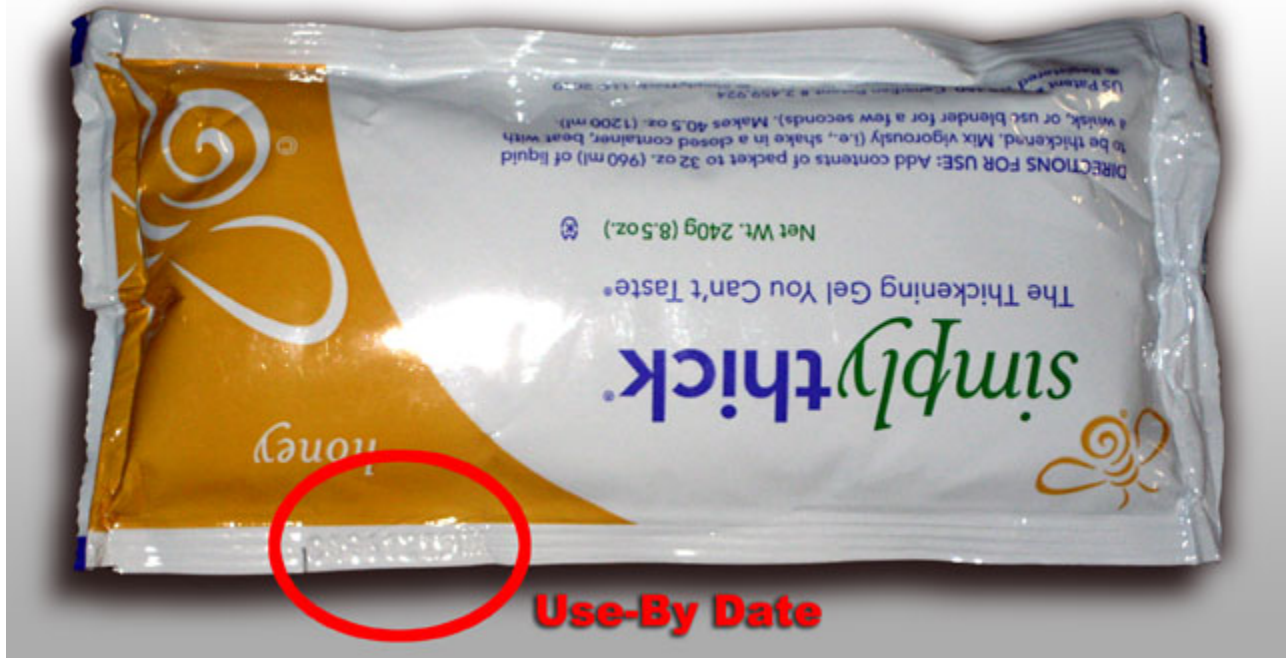
SimplyThick product codes NOT affected:

05000, 05005, 05010

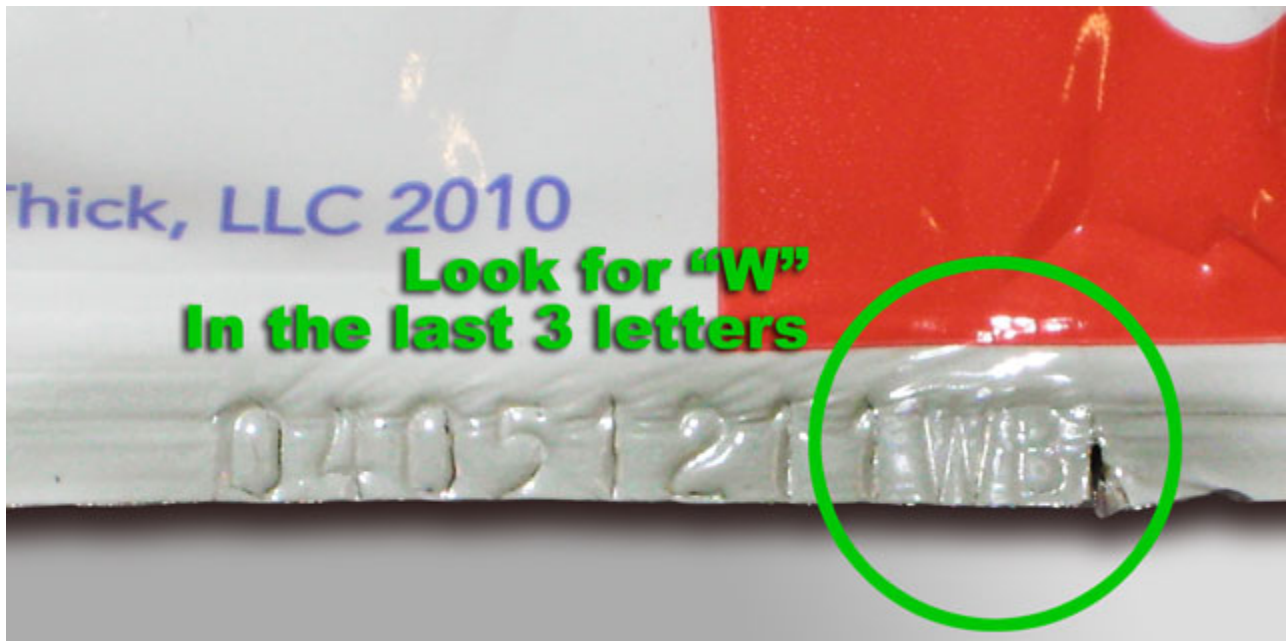
SOME 01004, 02004, 01006, and 02006 – identified as those with a “W” in the lot code stamped into the edge of the packet.

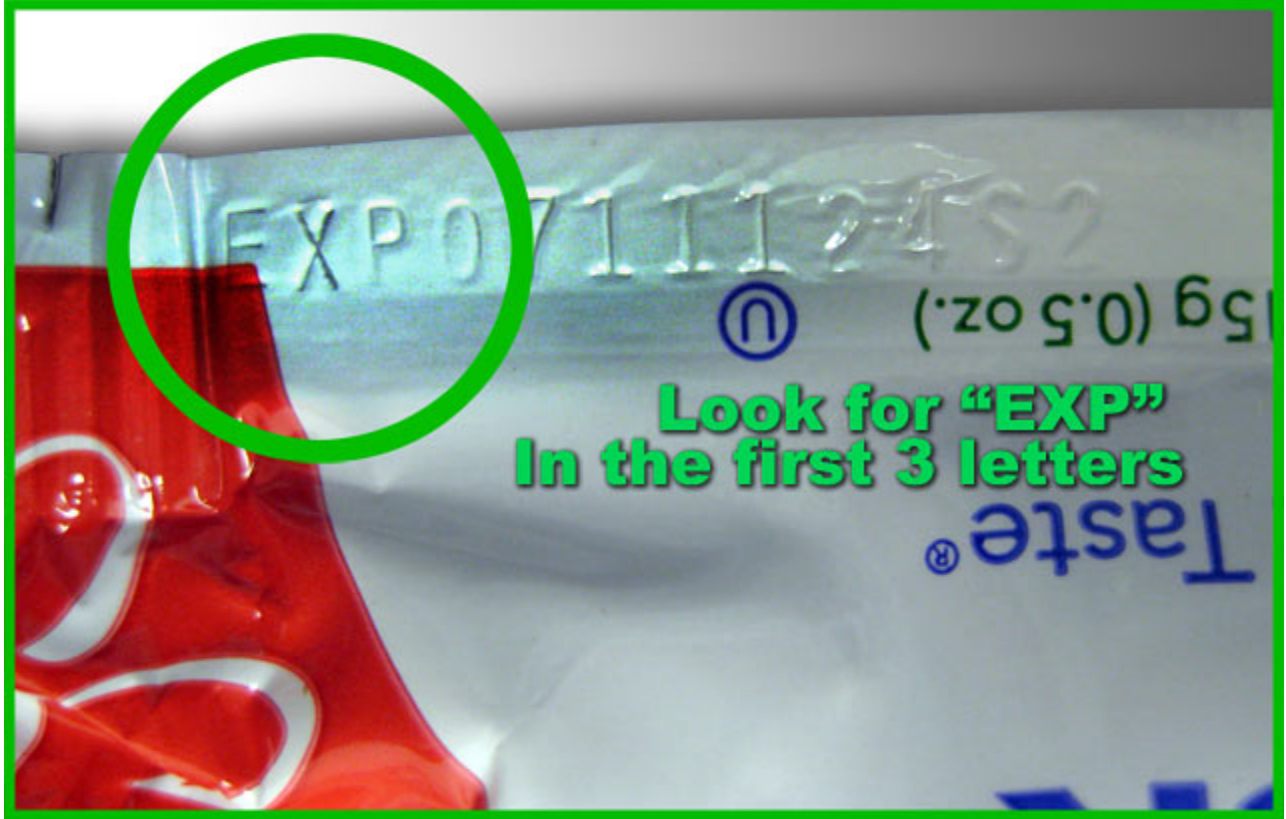
SOME 01001, 01005, 01007, 02001, 02005 and 02007 – identified as those with a “EXP” in the lot code stamped into the edge of the packet and/or shipped on or after July 5, 2011.

All products have a code embossed or stamped in the foil. The first 6 digits of that code represent a “best if used by” date in MMDDYY format. ANY date code that falls between 022508 (i.e. February 25, 2008) and 062612 (i.e. June 26, 2012) and contains the letter code “TP” in the code are affected by the recall. See images below for more detail:

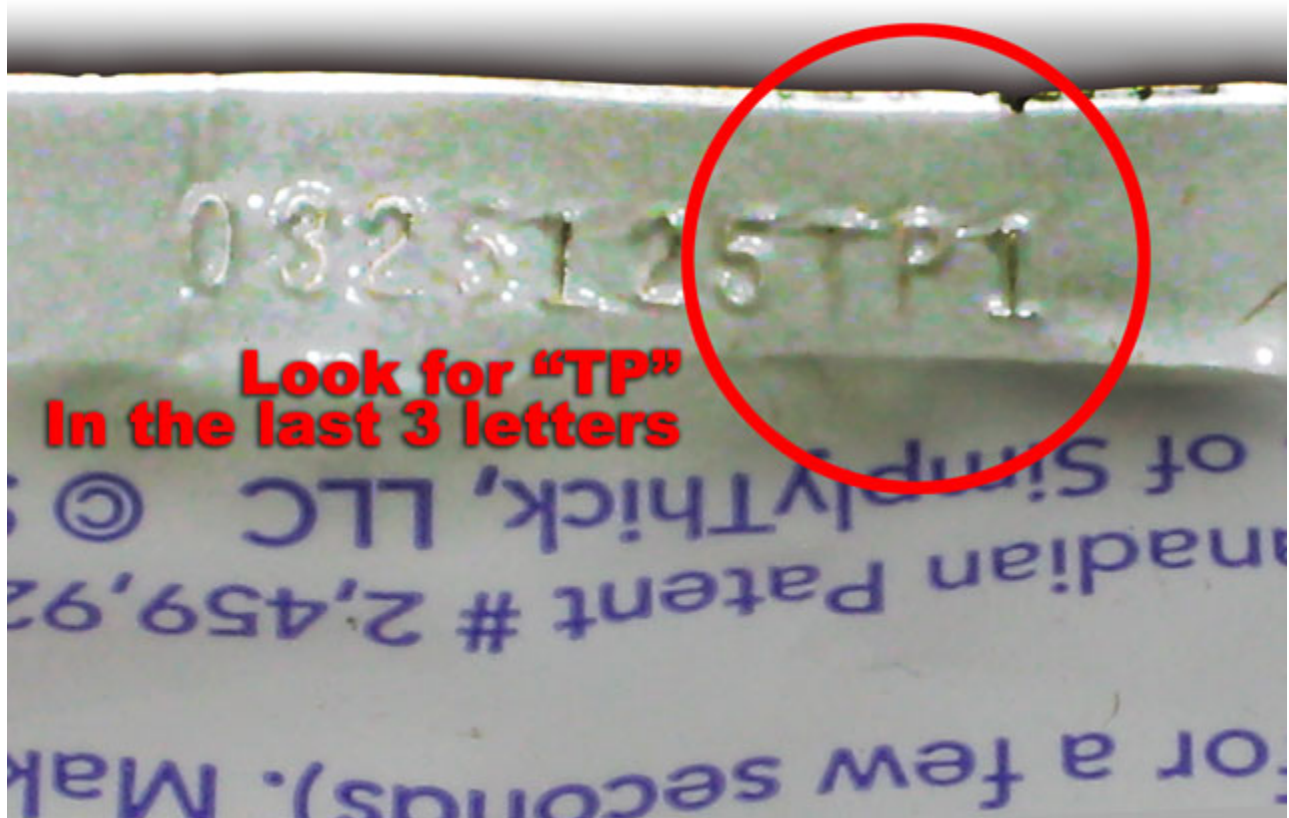


The "W" or "EXP" on packets NOT affected by the recall will appear similar to the images below:





The "TP" on packets which ARE affected by the recall will appear similar to the image below:



IDENTIFICATION BY SHIPPING BOX

You can also identify affected 01004 and 02004 products by the labeling on the shipping box that your product came in. If you see a tall, rectangular label on the corner of the broad side of the shipping box, with the numbers "004150" or "004152" on the second line of text, the packets are NOT being recalled. If your box includes a wider label on the narrow side of the shipping box, with only two lines of text, you should discontinue use and return the remaining product as this case of packets is being recalled. The image below provides more detail:

simplythick
The Thickening Gel You Can't Taste®



OK TO USE



DO NOT USE



WHAT TO DO IF YOU HAVE PRODUCTS MANUFACTURED AT THE STONE MOUNTAIN GA PLANT THAT ARE SUBJECT TO THE VOLUNTARY RECALL

Anyone who has purchased or who has **SimplyThick® thickening gel products manufactured at a food processing plant located in Stone Mountain, Georgia** are urged to return them to the point of purchase for or contact the company directly at 1-800-205-7115 a full refund or to exchange for product(s) unaffected by the recall. Consumers with questions may contact the company at its toll free number 1-800-205-7115 or by email at latestinfo@simplythick.com.