



PRESS RELEASE ON CONTAMINATED BATCHES OF CERES BRAND OF JUICE

DATE: 14TH October 2021

The Kenya Bureau of Standards (KEBS) is a statutory body mandated, vide Standards Act Cap 496, Laws of Kenya, to promote standardization in industry and commerce and provide conformity assessment services in the country. KEBS mandate entails products certification and consumers' protection against substandard products that might be harmful to their health and safety; and environmental protection.

In furtherance of the above mandate, KEBS undertakes quality inspection of imported goods to determine their compliance with Kenya standards and applicable regulations during importation process. KEBS also conducts factory inspections to certify locally manufactured products at factory level and market surveillance activities at the points of sale to monitor products' compliance within the market.

RECALL OF CERES 100% APPLE JUICE

Following widespread circulation of an alert issued by the COMESA Competition Commission, and the ensuing concerns, KEBS **wishes to state as follows:**

- The alert on recall of Ceres 100% apple juice issued by COMESA Competition Commission (CCC) is valid/authentic;
- Pioneer Foods International, South Africa, the manufacturers of the Ceres 100% Apple juice brand, has confirmed that part of Ceres 100% apple juice affected by the recall was manufactured on date 21st June, 2021, part of which was exported outside of South Africa to other countries, including Kenya;
- The consignment destined to Kenya arrived in the country on or about 28th September, 2021;

- Consequent to the above findings, a team of KEBS officers visited the premises of the Ceres 100% apple juice in-country distributor of the product, Weetabix East Africa Ltd, located along Lunga lunga road in Industrial area in Nairobi, on 14th October, 2021 and confirmed that the 300 cases of 12 x 1 litre packs of Ceres 100% apple juice that were imported are still within their premises and none has been released into the market;
- The affected batch has been placed under seizure awaiting disposal of the same based on the self-declared non-compliance;
- Meanwhile, applying the principle of extent analysis samples were drawn from other batches of the product from within the premises of Weetabix East Africa Ltd for analysis to confirm if the exceedances in the levels of the contaminant is limited to only the affected batch or extends to other batches.
- Further surveillance of similar products in the market will be conducted in the ensuing days to confirm that juices sold in the country are safe;
- All entry points have been alerted to be on the look out to ensure that none of the affected batches gets entry into the Kenyan market;
- Juices have been placed on the high risk list, to be released only upon confirmation that requirements, especially in the contaminant at issue, patulin, has been complied with.

#ENDS

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