**APPENDIX 4.2 Press Release Allergen Model**

**(SAMPLE PRESS RELEASE) Allergens**

FOR IMMEDIATE RELEASE                            
**DATE**COMPANY CONTACT AND PHONE NUMBER

**FOOD CO.** ISSUES ALLERGY ALERT ON UNDECLARED **(ALLERGEN)** IN **PRODUCT**

**Company Name** of **City, State** is recalling **Quantity and/or type of Product,** because it may contain undeclared **specific type of allergen**. People who have an allergy or severe sensitivity to **specific type of allergen (e.g., peanuts, tree nuts {chestnuts, brazil nuts, walnuts, hazelnuts, pecans, pine nuts, cashews}, eggs, and sulfites)** run the risk of serious or life-threatening allergic reaction if they consume these products.

**Product** was distributed **Listing of the states and areas where the product was distributed and how it reached consumers (e.g., through retail stores, mail order, direct delivery).**

Specific information on how the product can be identified (e.g., type of container [plastic/glass/metal] size or appearance of product, product brand name, flavor, codes, expiration dates, etc.).

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g., "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description -- "the recall was initiated after it was discovered that product containing (the allergen) was distributed in packaging that did not reveal the presence of (the allergen). Subsequent investigation indicates the problem was caused by a temporary breakdown in the company's production and packaging processes."

Information on what consumers should do with the product and where they can get additional information (e.g., "consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.)