**APPENDIX O1-Recall Notification via Letter and Email**

CUTIE PIE CO. COMPANY

**URGENT!**

**FOOD RECALL NOTIFICATION**

**Date: 08/16/2017**

Anny Linn

Fred Meyer at 20th

100 NW 20th Pl

Portland, OR 97209

Phone number: (503)-273-2004

Dear Fred Meyer at 20th

This is to inform you of a product recall involving: KEY LIME PIE I, CUTIE PIE CO BRAND, SIZE 650 G, UPC: 56565600001, LOT NUMBERS:K1P2457954A.

See enclosed product label **<**for ease in identifying the product at retail/user level**>.**

This recall has been initiated due to chemical contamination in the products. Consumption of this product may cause headache, fatigue, dizziness, loss of appetite with nausea, stomach cramps, diarrhea, blurred vision associated with excessive tearing and excessive sweating and salivation.

We began shipping this product on 08/14/2016. The total quantities of 20 pies were shipped to four different retail stores.

Immediately examine your inventory and quarantine product subject to recall. In addition, if you may have further distributed this product, please identify your customers and notify them at once of this product recall. Your notification to your customers may be enhanced by including a copy of this recall notification letter, or <Enclosed is a letter you should use in notifying your customers>.

Customers are advised to return the products. If you re-label, re-pack, use the recalled products to produce new products, please contact the FDA Recall Coordinator in your state.

This recall should be carried out to the retail and user level.

Your assistance is appreciated and necessary to prevent consumer illness. Please complete and return the enclosed response form as soon as possible. If you have any questions, call (541)-286-8497.