



July 13, 2010

Dear Valued Customer:

I am writing to inform you about a precautionary, limited-in-scope recall that we are currently conducting of certain Romaine-based salad products. Yesterday, we were notified by the Northern California district FDA office that a random sample of our Hearts of Romaine with a Use-by Date of July 9 tested positive for *E. coli* O157:H7. Although the product is expired, the recall action will serve to alert consumers and retailers in the unlikely event they might still have the expired product.

The test was conducted under FDA's current survey program being carried out under contract by a third-party laboratory. We immediately assembled our rapid response team and initiated a full traceability review as well as an extensive review of our field and harvesting records, in-plant food safety records and microbial testing results. None showed any unusual occurrences and were negative for the presence of any pathogens.

We are unaware of any illnesses that are associated with this situation.

The Use-by Dates of the product being recalled has EXPIRED and we have no reason to believe the product is currently on your store shelves or available for purchase by consumers.

Currently, we are asking that you:

- Check with your DC's and individual stores for the presence of Romaine-based salads with Use-by Dates of July 8 - 12 and an "S" in the Product Code.
- Although the Use-by Dates are well beyond their expiration, we are asking you to reconfirm that you no longer have these specific products in your inventory or on store shelves.

We are acutely aware of the difficulty any recall causes you, and the potential damage another fresh produce recall – even a precautionary one – can cause in terms of consumer confidence in leafy greens. Please know we are working 'round the clock to find the answers we are all seeking.

Thank you, and again, we will keep you closely informed.

Fresh Express

**Complete Listing of Romaine-Based Products Included in the Fresh Express
Precautionary Recall Announced July 13, 2010**

(No other Fresh Express Salads are included in this recall)

Bag Code	UPC Code	Product Description	Ounces	Production Code	Use By Date Range
71279	10802	Double Carrots	12.0	S174, S175	July 8-9, 2010
71279	10804	Green & Crisp	12.0	S174, S175	July 8-9, 2010
71279	10808	Premium Romaine	9.0	S174, S175, S176	July 8-10, 2010
71279	10809	Lettuce Trio	9.0	S175, S176	July 9-10, 2010
71279	21100	Italian	10.0	S174, S175, S176	July 8-10, 2010
71279	23201	Fancy Greens	7.0	S174, S175	July 8-9, 2010
71279	24100	American	12.0	S175, S176	July 11-12, 2010
71279	25101	5-Lettuce Mix	6.0	S175	July 9, 2010
71279	26102	Hearts of Romaine	10.0	S174, S175, S176	July 8-10, 2010
71279	26111	Triple Hearts	8.0	S175, S176	July 9-10, 2010
71279	26112	Leafy Green Romaine	9.0	S175	July 9, 2010
71279	26201	Hearts of Romaine	18.0	S174, S175	July 8-9, 2010
71279	28100	Veggie Lovers	12.0	S174, S175	July 8-9, 2010
71279	30100	Caesar Completes Kit	10.0	S175, S176	July 9-10, 2010
71279	30101	CaesarLite Completes Kit	10.0	S175, S176	July 9-10, 2010
71279	30104	Caesar Supreme Completes Kit	10.8	S175, S176	July 9-10, 2010
71279	30105	BLT Caesar Completes Kit	10.5	S175	July 9, 2010
71279	30201	Asian Supreme Completes Kit	13.8	S175, S176	July 9-10, 2010
71279	30601	Salsa! Ensalada Supreme Completes Kit	14.0	S174, S175	July 8-9, 2010
71279	40701	Gourmet Café Chicken Caesar	7.8	S175	July 9, 2010
71279	40705	Gourmet Café Caribbean Chicken	8.6	S175	July 9, 2010
71279	40706	Gourmet Café Tuscan Chicken	7.8	S175	July 9, 2010
71279	26100	Romaine Chopped	32.0	S175	July 9, 2010

Distribution Area

Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Kansas, Minnesota, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Wyoming, Washington, Nevada