|  |  |  |
| --- | --- | --- |
|  |  | **«Insert Brand and Product Name»**  We are recalling «insert product name» due to «refer to suggested wording in the guidance ‘Food Traceability, Withdrawals and Recalls within the UK Food Industry'». |
|  | «Insert Brand and Product Name»  All pack sizes, batch codes and «best before / use by» dates affected:  Pack Size: «insert pack size»  Batch Code: «insert batch code»  «Best Before / Use By» Date: «insert best before / use by date» |
|  |  | Check the batch code and «use by / best before» date of the product. The batch code and «best before / use by» date can be found «insert where on the packaging this can be found»  Affected product has already been removed from the shelves. |
|  | | |

Allergy Alert

Allergen - «insert allergen type»

What you should do

If you have bought «insert product name» as detailed above, and you have an «an allergy / intolerance / sensitivity» to «insert allergen(s)» do not eat «it / them».

Instead:

* Check if you have bought the affected batch code(s) / «use by / best before» date(s) of the «insert product name»
*  You can do this by taking a picture of this notice or writing down the batch code(s) / «use by / best before» date(s) for reference at home.
* Return the product(s) to the store for a full refund (with or without a receipt).

Want more information?

For more information contact us on «insert company phone number and e-mail address»

Date: 00/00/2019