

FOR IMMEDIATE RELEASE

November 19, 2010

Krunchers! Inc.

Andrea Bartman

1-800-233-7125 x 5837

**KRUNCHERS! INC. RECALLS 18 CASES OF JAYS ORIGINAL POTATO CHIPS
BECAUSE OF UNDECLARED MILK ALLERGEN**

In order to be overly cautious and protect public health, Krunchers! Inc. is recalling all Jays Original Potato Chips that were produced the day of the incident; nevertheless, 18 cases are affected.

The recall is the result of seasoning containing a milk allergen in an Original Potato Chip bag. The bag does not display a milk allergen warning. Krunchers! Inc. has notified their customers and is in the process of pulling products from retail stores. The company is working with FDA to conduct the recall.

Jay Original Potato Chips are distributed throughout the Midwest in Ohio, Indiana, Michigan, Wisconsin, and Illinois.

The product can be identified by a code in the upper right corner of the bag reading: JAN16CA542011 (see photo). Each of the 18 cases of affected product contains ten 12-ounce bags that are priced at \$3.99.

No illnesses have been reported. People who have allergies to milk or dairy products run the risk of allergic reaction if they consume these undeclared dairy affected products.

The product in question was produced at the company's Jeffersonville, Indiana plant. In the meantime, all remaining Krunchers! and Jays products are unaffected.

Consumers who have purchased Jays Original Potato Chips are urged to return them to the place of purchase for a full refund. Consumers with questions may contact Krunchers! Inc. at 1-800-233-7125 between 8:00 am and 5:00 pm Eastern Time.

XXXX

JAN16CA542011



0 GRAMS
TRANS FAT



ORIGINAL

POTATO CHIPS

NET WT. 12 OZ. (340.2g) ©