

Hostess Brands



February 21, 2017

Re: Market Withdrawal Notification: Hostess® Single Serve Blueberry Jumbo Muffins

Dear Valued Customer:

We have become aware of a production issue that may result in our Hostess® Blueberry Jumbo Muffins showing signs of mold prior to the best by date. While we have not had any customer complaints, in order to ensure the highest quality of our products, we are conducting a market withdrawal of the affected product at the customer level, and ask you to promptly remove the product from your inventory and destroy it.

This issue only concerns the single serve Hostess Blueberry Jumbo Muffins. Approximately 4,200 cases of this product have been distributed.

| Material Description | Case GTIN | Item UPC |
|--------------------------------|----------------|------------|
| HST BLUBRY JB MFN SS FSH 5.5OZ | 20888109010540 | 8810901054 |
| HST BLUBRY JB MFN SS FZN 5.5OZ | 20888109010546 | 8810901054 |

All other varieties of Hostess Jumbo Muffins (Banana and Chocolate Chip) are not affected.

The specific lot codes for the product are as follows:

Lot Codes

E012424000 024
E012524000 025
E020124000 032

E = Year (2017); 01 – Month Produced; 24 – Day Produced; 24000 – Plant Number (Columbus, GA); 024 – Julian Date

A picture of the caddy and individual product is provided for your reference.



Please follow these instructions to ensure a successful withdrawal:

- **Immediately discontinue selling or distributing this product and destroy all such product.**
- Upon receipt of information regarding the amount of affected product that is destroyed, we will issue a credit.
- **If you have further distributed this product, please immediately notify each customer** and include a copy of this letter for clarification.

Please confirm receipt of this Withdrawal Notification with your Hostess or Acosta representative, and provide information on destroyed product as soon as possible.

We apologize for any inconvenience this issue has caused, and we look forward to our continued relationship.

Sincerely,

Andy Jacobs
Chief Customer Officer