



**FOR IMMEDIATE RELEASE**

**Contact:**

Sue Hearn  
Clif Bar & Company  
510-558-7855 x191  
shearn@clifbar.com

**Clif Bar & Company Announces Voluntary Nationwide Recall  
of CLIF® and LUNA® Branded Bars Containing Peanut Butter  
Due to Possible Health Risk**

BERKELEY, Calif., January 19, 2009 – Clif Bar & Company today announced a voluntary recall of CLIF® and LUNA® branded bars that contain peanut butter because the products have the potential to be contaminated with Salmonella. The recalled products contain peanut butter manufactured by Peanut Corporation of America (PCA). PCA is the focus of an investigation by the U.S. Food and Drug Administration (FDA) concerning a recent Salmonella outbreak thought to be caused by tainted peanut butter.

The following Clif Bar & Company products with “Best By/Sell By” dates ranging as shown below, in all sizes and packages, are included in the recall:

- CLIF BAR Chocolate Chip Peanut Crunch  
BEST BY/SELL BY: 21JUN09 to 01OCT09, and 03NOV09 to 28NOV09
- CLIF BAR Crunchy Peanut Butter  
BEST BY/SELL BY: 21JUN09 to 01OCT09, and 03NOV09 to 28NOV09
- CLIF BAR Peanut Toffee Buzz®  
BEST BY/SELL BY: only 13SEP09
- CLIF Kid Organic ZBaR™ Peanut Butter  
BEST BY/SELL BY: 07JUL09 to 05SEP09, and 12NOV09
- CLIF Builder’s Peanut Butter  
BEST BY/SELL BY: 19JUL09 to 30SEP09, and 05NOV09 to 18NOV09
- LUNA Nutz over Chocolate®  
BEST BY/SELL BY: 29JUL09 to 03OCT09, and 11NOV09 to 14NOV09
- LUNA Peanut Butter Cookie  
BEST BY/SELL BY: 02OCT09 to 03OCT09, and 11NOV09 to 14NOV09
- All Flavors of CLIF MOJO/CLIF MOJO Dipped Bars  
BEST BY/SELL BY: 30APR09 to 21JUN09

These products were sold in grocery, warehouse and other retail stores throughout the United States.

No other CLIF or LUNA products or flavors are included in this United States recall.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with Salmonella often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with Salmonella can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on Salmonella, please visit the Centers for Disease Control and Prevention's Web site at <http://www.cdc.gov/> or call **800-CDC-INFO (800-232-4636)**.

Consumers who have purchased the recalled products are urged to destroy them but retain the “Best By/Sell By” code found on the back of the package. Consumers with questions or who would like a refund may contact Clif Bar & Company at 1-800-CLIFBAR (1-800-254-3227). Details also can be found at [www.clifbar.com](http://www.clifbar.com).

“With an abundance of caution and given the FDA’s ongoing investigation of PCA, we’re doing all we can to ensure consumer safety and trust,” said Gary Erickson, owner and founder of Clif Bar & Company.

#### **About Clif Bar & Company**

Clif Bar & Company ([www.clifbar.com](http://www.clifbar.com)) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women®. Focused on great food and sustainability, Clif Bar & Company works diligently to reduce its footprint on the planet from the field to the final product.

###



**FOR IMMEDIATE RELEASE**

**Contact:**

Sue Hearn  
Clif Bar & Company  
510-558-7855 x191  
shearn@clifbar.com

**Clif Bar & Company Announces Voluntary Recall  
of CLIF® Branded Bars Containing Peanut Butter  
Due to Possible Health Risk**

BERKELEY, Calif., January 19, 2009 – Clif Bar & Company today announced a voluntary recall of CLIF® branded bars that contain peanut butter because the products have the potential to be contaminated with Salmonella. The recalled products contain peanut butter manufactured by Peanut Corporation of America (PCA). PCA is the focus of an investigation by the U.S. Food and Drug Administration (FDA) concerning a recent Salmonella outbreak thought to be caused by tainted peanut butter.

The following four CLIF products distributed in Canada with “Expiry Date/Date d’Expiration” dates and/or ranges of dates as shown below, in all sizes and packages, are included in the recall:

CLIF BAR Chocolate Chip Peanut Crunch / Brisures de Chocolat aux Arachides Croquants, Expiry Date/Date d’Expiration: only 2009SE07

- CLIF BAR Crunchy Peanut Butter / Beurre d’ Arachide Croquant, Expiry Date/Date d’Expiration: 2009SE06 to 2009SE11, and 2009NO13
- CLIF BAR Peanut Toffee Buzz® / Toffee et Arachides, Expiry Date/Date d’Expiration: only 2009SE12

CLIF Builders Peanut Butter / Beurre d’Arachide,  
Expiry Date/Date d’Expiration: 2009JU20, and 2009AU20

These products were sold in grocery, warehouse and other retail stores throughout Canada.

No other CLIF or LUNA products or flavors are included in this recall in Canada.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with Salmonella often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with Salmonella can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial

infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on Salmonella, please visit the Centers for Disease Control and Prevention's Web site at <http://www.cdc.gov/> or call **800-CDC-INFO (800-232-4636)**.

Consumers who have purchased the recalled products are urged to destroy them but retain the “Best By/Sell By” code found on the back of the package. Consumers with questions or who would like a refund may contact Clif Bar & Company at 1-510-558-7855. Details also can be found at [www.clifbar.com](http://www.clifbar.com).

“With an abundance of caution and given the FDA’s ongoing investigation of PCA, we’re doing all we can to ensure consumer safety and trust,” said Gary Erickson, owner and founder of Clif Bar & Company.

#### **About Clif Bar & Company**

Clif Bar & Company ([www.clifbar.com](http://www.clifbar.com)) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women®. Focused on great food and sustainability, Clif Bar & Company works diligently to reduce its footprint on the planet from the field to the final product.