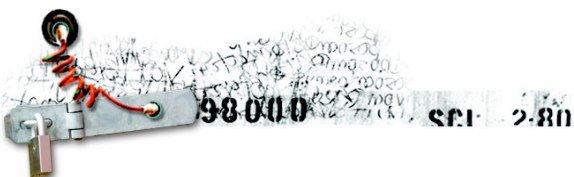
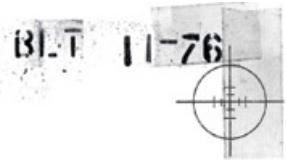


**Dean's Dip Recall Over HVP  
For Signius Communications  
March 5, 2010**

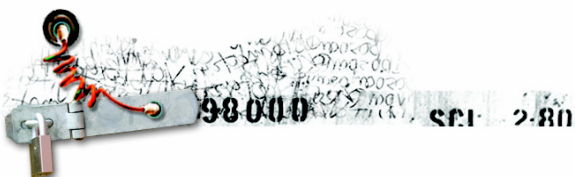
**FINAL 3/5/10**

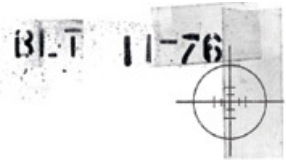




## Background

- Ventura Foods, LLC is voluntarily recalling seven of its Dean's® Dip products, with specific production dates, because a flavor enhancer may be contaminated with salmonella.
- An ingredient supplier, Basic Food Flavors, Inc., in Las Vegas, makes the flavor enhancer. This is the same ingredient linked to the Food & Drug Administration's recall announcement Thursday.
- "There have been absolutely no reports of illness associated with any Dean's Dip products, and we intend to keep it that way," said Chris Furman, President & CEO of Ventura Foods. "We decided to issue our own recall purely as a precautionary measure because consumer safety is our No. 1 priority."
- The voluntary recall involves a flavor enhancer called hydrolyzed vegetable protein (HVP), which is used to make Dean's Creamy Taco Dip. The other six Dean's Dip products were manufactured on the same equipment, at about the same time, so they're being recalled as well. There is no evidence of salmonella in any Dean's Dip product or in any other Ventura Foods products.
- Salmonella is the name of a group of bacteria and is one of the most common causes of bacterial food borne illness in the United States. It most commonly causes fever, diarrhea (which may be bloody), nausea, vomiting, and abdominal pain. Consumers who experience any of these symptoms should call their doctor.
- Ventura Foods is advising consumers not to eat any of the recalled Dean's Dip products. Consumers should dispose of or return the recalled products to the store where they bought them for a full refund. Consumers can call (800) 339-1957 for more information about the recall, or visit [www.fda.gov](http://www.fda.gov) or [www.deansdip.com](http://www.deansdip.com).
- Ventura Foods is working closely with the FDA, as well as with state and local authorities and retailers, to administer the recall.
- The Dean's Dip recall impacts only the products listed below with the specific UPC code and "Sell By" dates. This recall does not affect any other Dean's Dip products, Dean's Brand products or other Ventura Foods Brands.





# FAQs

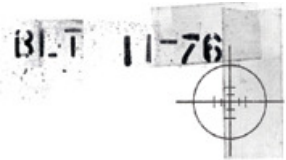
## Q1. What Dean’s Dip Products are being recalled?

A1. Seven varieties of Dean’s Dips products with the following production codes and dates. (See list below.) No other Dean’s Dip products, or any other Ventura Foods brands, are part of this recall or any other recall.

### The Only Dean’s Dip Products Being Recalled

Dean’s Dip Product Name	UPC Code	SELL BY DATE
Deans 8 oz Creamy Taco Dip	026700-12910-0	MAR 27 10 1545 17-536 APR 29 10 0120 17-536 JUN 02 10 1849 17-536
Deans 16 oz Green Onion	026700-12919-3	APR 30 10 1141 17-536
Deans 16 oz Ranch	026700-12916-2	MAR 27 10 2020 17-536 MAR 28 10 0600 17-536
Deans 12 oz Guacamole	026700-12912-4	MAR 28 10 0255 17-536 MAR 29 10 0608 17-536
Deans 18 oz Guacamole	026700-32600-4	MAR 29 10 2131 17-536 MAR 30 10 1014 17-536
Deans 18 oz Zesty Guacamole	026700-32601-1	MAR 29 10 2330 17-536
Deans 12 oz Zesty Guacamole	026700-12913-1	MAR 29 10 0113 17-536 MAR 30 10 0600 17-536
Deans 8 oz French Onion	026700-12903-2	APR 29 10 0335 17-536 APR 30 10 0602 17-536
Deans 16 oz French Onion	026700-12915-5	MAR 28 10 0647 17-536 APR 30 10 1254 17-536 MAY 01 10 0600 17-536 MAY 02 10 0600 17-536 JUN 02 10 2218 17-536 JUN 03 10 0607 17-536
Deans 8 oz French Onion w/Bacon	026700-12908-7	MAR 27 10 1701 17-536 APR 29 10 0220 17-536
Deans 16 oz French Onion w/Bacon	026700-12917-9	MAR 27 10 1826 17-536 JUN 02 10 2010 17-536





**Q2. Why are the products being recalled?**

A2. This is part of the same voluntary recall you've been reading about in the news. A flavor enhancer called hydrolyzed vegetable protein or HVP may be contaminated with salmonella. An ingredient supplier, Basic Food Flavors, Inc., in Las Vegas, makes that flavor enhancer. It's used in many different food manufacturer products, not just ours. The Food And Drug Administration has a full list of recalled products at [www.fda.gov](http://www.fda.gov).

No one has gotten sick, but Ventura Foods wants to be safe, so we're voluntarily recalling seven varieties of our Dean Dips products. This is purely a precautionary measure. No other Dean's Dip products, or any of our other brands, are involved in the recall. They're perfectly safe to eat.

**Q3. What should I do?**

A3. You should take a look at the list of recalled products on the Dean's Dip Web site. ([www.deansdip.com](http://www.deansdip.com)). If the specific product you have matches one on the recall list, you should throw it out or return it to the store where you bought it for a full refund. You should also check out [www.fda.gov](http://www.fda.gov) for a list of other manufacturer products that are being recalled.

If you'd like to go to your refrigerator right now and get the Dean's Dip product you're concerned about, we can compare the product name, UPC Code and "Sell by" date to see if you have one of the Dean's Dips products being recalled. I'd be happy to walk you through it.

**Q4. So, was salmonella actually found in your products?**

A4. No. We've conducted a thorough assessment of our products. No salmonella was found.

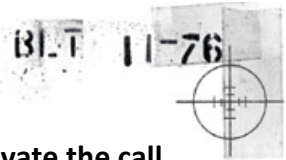
**Q5. Was salmonella found in any of your manufacturing facilities?**

A5. No. We test our facilities on a regular basis, and there's no evidence of salmonella or any other bacteria that might pose a health risk. Our products are perfectly safe to eat. Just don't eat the ones on the recall list.

**Q6. What symptoms does salmonella cause?**

A6. Salmonella is the name of a group of bacteria and is one of the most common causes of bacterial food borne illness in the United States. It most commonly causes fever, diarrhea (which may be bloody), nausea, vomiting, and abdominal pain. Call your doctor if you, or a family member, experience any of these symptoms.





**Note: If the consumer still has questions, take their contact information and elevate the call.**

**Final summary statement:**

We really appreciate your questions on this and we're glad you called. We want you to know that we're committed to answering any question you might have and giving you the very best products.

Remember, seven of our products are being recalled. Not all of them. The others are perfectly safe to eat.

Since you've taken the time out of your day to call us, we'd like to offer you a coupon.

(Get mailing instructions.)

