

## PRODUCT RECALL - Cerebelly Smart Bars 100623

**Date of Issue** – 2023-10-06

UNFI was notified by the manufacturer of a food safety event. Records indicate your location may have received impacted product. Refer to this notice and the supplier letter to identify and remove impacted product from the marketplace. Enter your findings into Recall Infolink.

**Impacted UNFI Business Units:** Natural  
**Event Classification:** Voluntary Recall

**Supplier Name:** CEREBELLY INC (DRY)

**Supplier Contact:** Jodie Wing, jodie.wing@Cerebelly.com 612.222.9980

**Product Issue:** We are taking this action out of an abundance of caution a small number of consumers contacted Cerebelly or our retail partners about this issue. A third-party lab analyzed the bars and concluded that the mold on the bar is not toxic nor known to be harmful if consumed by healthy children. That said, consumers who have purchased the impacted product should ensure the product is not consumed and should return the product to the retailer where it was purchased for a replacement or refund. For any further support needed, please contact support@cerebelly.com

**Retail Disposition :** Destruction

Brand Name & Description	Pack Size	Case UPC	Unit UPC	Impacted Best by Date(s)/ Lot Codes (MUST provide Best By Date)
898517 - Bar, Crrt Raisin , 5Pack Ctn, Organic	5 Count	10850003898510	850003898513	LOT-23055BW DATE-11/21/23
898520 - Bar, StrawBeet, 5Pack Ctn, Organic	5 Count	10850003898527	850003898520	LOT-23089BW DATE-12/26/23 LOT-23093BW DATE-12/29/23 LOT-23094BW DATE-12/30/23
898537 - Bar, AppleKale, 5Pack Ctn, Organic	5 Count	10850003898534	850003898537	LOT-23083BW DATE-12/19/23 LOT-23086BW DATE-12/22/23 LOT-23087BW DATE-12/23/23
898544 - Bar, BlueBanana, 5Pack Ctn, Organic	5 Count	10850003898541	850003898544	LOT-23081BW DATE-12/17/23 LOT-23083BW DATE-12/19/23

**Cease distribution on the above product. Isolate the product in a secure location  
Follow the below instructions to ensure proper disposition of the product.**

1. Remove items listed above from sales floor, displays and back stock.
2. Count the units of impacted product (**only date(s)/lot code(s) listed above**) and record in Recall Infolink.

3. Impacted product must not re-enter commerce or be made available for consumption by any means.
4. **For Credit:** Enter your impacted product count (**only date(s)/lot code(s) listed above**) through Recall Infolink
5. Complete disposition ASAP
6. Inspect inbound product for the next 48 hours to ensure no impacted product is received



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COMPANY ANNOUNCEMENT

**Los Gatos, CA., October, 6, 2023** - Cerebelly Inc. is initiating a voluntary recall of a limited quantity of Cerebelly Smart Bars due to surface mold visible on the product.

This voluntary recall is isolated to the following lots (23055, 23081, 23083, 23086, 23087, 23089, 23093, 23094). This product was distributed through Cerebelly.com and at retailers in the U.S. **This recall does not involve any other Cerebelly® products, including purees and smoothies.**

We are taking this action out of an abundance of caution after a small number of consumers contacted Cerebelly or our retail partners about this issue. A third-party lab analyzed the bars and concluded that the mold on the bar is not toxic nor known to be harmful if consumed by healthy children. That said, consumers who have purchased the impacted product should ensure the product is not consumed and should return the product to the retailer where it was purchased for a replacement or refund. For any further support needed, please contact [support@cerebelly.com](mailto:support@cerebelly.com).

We are working with the U.S. Food & Drug Administration (FDA) on this voluntary recall and will cooperate with them fully. We are confident this is an isolated issue and we have taken actions to address.

The quality, safety and integrity of our products remain our number one priority. We sincerely apologize for any inconvenience this action represents to both our consumer and retail customers.



Oct 5, 2023

**Dear Retail Partner**

In partnership with the U.S. Food & Drug Administration (FDA), the status of our Smart Bar product quality issue has changed to a Class II recall.

We will continue to support you in your recall procedures. Please keep us updated on the actions you take.

We sincerely apologize for the inconvenience this action has caused to both our consumers and retail partners.

Sincerely,

Cerebelly Leadership