

## ***Recall -- Firm Press Release***

### **Vita Food Products, Inc. Issues an Alert Announcing Undeclared Wheat in ELF Branded Herring in Sour Cream**

Contact: Jim Barker  
312-738-4500

**FOR IMMEDIATE RELEASE** – November 24, 2009 – Vita Food Products, Inc. of Chicago, IL is voluntarily recalling its **Elf Branded Herring in Sour Cream** product distributed in retail stores in California, Texas, Massachusetts, Maryland, Georgia, Florida, Michigan, Minnesota, North Dakota, and Wisconsin because their labels do not disclose that the product contains wheat. The following product, in the two sizes listed below, is affected by the recall:

<b>SIZE</b>	<b>UPC CODE</b>	<b>“BEST IF USED BEFORE” DATE</b>
12 oz	0-73302-22111-4	12/APR/10 or earlier
8 oz	0-73302-23111-3	12/APR/10 or earlier

People who are on gluten-free diets run a risk of serious adverse consequences by consuming this product. To date, no illnesses or adverse reactions have been reported in connection with this problem; there is no risk to consumers who do not have a wheat allergy or are not on gluten-free diets.

Vita Food Products, Inc., in its course of its review of its products and labels, discovered that this product was distributed with labels that did not disclose the presence of wheat.

Consumers who are allergic to wheat or have gluten-free diets are urged not to consume the product and to contact Vita Food Products, Inc. at 1-800-989-VITA between 8:00 am to 5:00 pm (Central Time), to ask any questions about the product or this Press Release or for a refund of the purchase price of the product.