

RECALL MEDIA RELEASE TEMPLATE

[Insert Company logo/name]

[Insert date]

[Insert heading]

The heading should be no more than one line and should capture as much information as possible, but the word recalls/recalled should be used.

Example: [Company name] recalls [product name] due to presence of *Listeria* **OR** [Product name] recalled due to presence of *Listeria*

Body of media release

The body of the media release should include a short introduction of no more than a couple of lines and should include the main facts.

The media release should be no more than a page but needs to answer the questions:

- *who is taking action [Company];*
- *what action is being taken (Recalling a product - include all product details, including product name, varieties (flavours etc), package size/weight and date marking/batch codes, as relevant);*
- *where (from what stores in which states/territories);*
- *how (through a recall process); and*
- *when (now).*

You can quote a spokesperson or the relevant company representative.

It should also include:

- *advice to consumers on what you want them to do (e.g. do not consume the product and return to the place of purchase for a full refund)*
- *an advisory to seek medical assistance for consumers concerned about their health, if the food being recalled has been associated with illness*
- *where customers can obtain more information such as a customer enquiry phone number and/or company website and links to more information, if necessary, such as the recall notice on the FSANZ website.*

You may also wish to include an apology and advice on when the product will be available again.

Example:

[Company name] today recalled all [include all products affected and details] from [name of retailer/s] stores across Australia due to the presence of *Listeria monocytogenes*.

[Company name] Director John Smith said the company had detected *Listeria monocytogenes*, on the products during testing at the company's facilities in Melbourne.

The affected product has use by/best before dates of: [date marking or other identifying features].

"As soon as we detected an issue we made contact with authorities in the [name relevant jurisdiction] to conduct a recall and have notified all relevant retailers," Mr Smith said.

"Any consumers who have the affected product should return it to the place of purchase for a full refund. If consumers have any questions they can contact the company by calling/emailing [number or alternative contact e.g. email].

Listeria can be dangerous, particularly for pregnant women, the elderly or small children. More information on *Listeria* can be found on the Food Standards Australia New Zealand website at <http://www.foodstandards.gov.au/consumer/safety/listeria/Pages/factsheet/listeriaandfoodjuly25590.aspx>.

Mr Smith said anyone concerned about their health should seek medical advice.

Contact

[Insert contact name and number]

You need to give the media someone to contact, either a name and a number or just a number. Make sure this person is available when you issue the media release.