Key elements of the communication, and a suggested template, is outlined below:

|  |  |
| --- | --- |
| ACTION REQUIRED  PRODUCT WITHDRAWAL/RECALL [Specify] NOTIFICATION | |
| Product Name and Description (including pack size): |  |
| Product Identifying Code (eg EAN Code): |  |
| Product type: |  |
| Reason for notification: |  |
| Type of packaging, possibly including wholesale case or traded unit: |  |
| Accurate and up to date pictures of product and location of batch code, possibly including pictures of wholesale case or traded unit: |  |
| Full Batch code information:  1. Pack  and, where different:  2. Pallet  3. Case  4. Pack |  |
| Action required by when:  (specify action by customer channel if different) |  |
| Contact information: |  |

Dear x

(Company or Brand Name) are currently initiating a Product Withdrawal/Recall\* for the Product A 100g. You have been identified as purchasing/receiving the affected products. No other products from Company or Brand Name are affected by this withdrawal/recall\*.

We apologise for the inconvenience caused.

\* Select appropriate option

|  |  |
| --- | --- |
| Product Name and Description (including pack size): |  |
| Product Identifying Code (and EAN/barcode information if appropriate): |  |
| Supplier: |  |
| Pack Size: |  |
| Pictures of product, including wholesale case: |  |
| Best Before/Use by Date: |  |
| Batch Code (and location on case/consumer unit): |  |
| Reason for withdrawal/recall: |  |
| Action required by when: |  |