

ALLERGY ALERT

ASDA Pick 'n' Mix Mexican Rice 210g

Date code : **Use By 20th June 09**

Price: £1.08 Barcode: 0505141354210

What's happened:

We've discovered that ASDA Pick 'n' Mix Mexican Rice 210g with a Use By of 20th June 09 actually contains Mexican Paella. The presence of Milk, Shellfish, Fish and Gluten has not been declared on the packaging and therefore is a potential allergy risk for customers who may be sensitive to Milk, Shellfish, Fish and Gluten.

What you should do:

If you have bought ASDA Pick 'n' Mix Mexican Rice 210g with a Use By of 20th June 09, please bring it back to your nearest store where you will be given a full refund. You do not need your receipt.

No other date codes have been affected.

We are very sorry for any inconvenience caused and will ensure this doesn't happen again.

If you would like any further information please contact:
Asda Customer Relations – 0500 100 055

End Date: 15th July 09

The ASDA logo is displayed in a bold, green, sans-serif font. It is positioned in the bottom right corner of the page, below a horizontal green line that spans the width of the page.