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**THE KRAFT HEINZ COMPANY VOLUNTARILY RECALLS
 SELECT VARIETIES OF *KRAFT* SINGLES PRODUCTS
 DUE TO POTENTIAL CHOKING HAZARD
 ONLY 3-LB. AND 4-LB. PACKAGES OF *KRAFT* SINGLES INCLUDED IN RECALL**

(Northfield, Ill.) – July 31, 2015 – The Kraft Heinz Company is voluntarily recalling select code dates and manufacturing codes of *Kraft* Singles individually-wrapped slices due to the possibility that a thin strip of the individual packaging film may remain adhered to the slice after the wrapper has been removed. If the film sticks to the slice and is not removed, it could potentially cause a choking hazard.

The recall applies to 3-lb. and 4-lb. sizes of *Kraft* Singles American and White American pasteurized prepared cheese product with a Best When Used By Date of 29 DEC 15 through 04 JAN 16, followed by the Manufacturing Code S54 or S55.

The S54 and S55 codes refer to the two production lines on which the impacted product was made. The Best When Used By Date and Manufacturing Code are stamped on both the larger 3-lb. and 4-lb. boxes and the enclosed individual 1-lb. packages.

The following is being recalled:

Product	3 or 4 lb Box Best When Used By Code Date	1 lb Package Best When Used By Code Date	3 or 4 lb Box UPC	1 lb Package UPC
4 LB <i>Kraft</i> Singles American	29 DEC 15 S54 30 DEC 15 S54 31 DEC 15 S54 01 JAN 16 S54	29 DEC 15 S 54 29 DEC 15 S 55 30 DEC 15 S 54 30 DEC 15 S 55 31 DEC 15 S 54 31 DEC 15 S 55 01 JAN 16 S 54 01 JAN 16 S 55	0 2100063360 9	No UPC – Clear outer wrapper
3 LB <i>Kraft</i> Singles American	30 DEC 15 S54 31 DEC 15 S54 03 JAN 16 S54 04 JAN 16 S54	30 DEC 15 S 54 30 DEC 15 S 55 31 DEC 15 S 54 31 DEC 15 S 55 03 JAN 16 S54 03 JAN 16 S55 04 JAN 16 S54 04 JAN 16 S55	0 2100060491 3	0 2100061526 1

3 LB <i>Kraft</i> Singles White American	02 JAN 16 S 54 03 JAN 16 S 54	02 JAN 16 S 54 02 JAN 16 S 55 03 JAN 16 S 54 03 JAN 16 S 55	0 2100061582 7	0 2100061527 8
4 LB <i>Kraft</i> Singles White American	02 JAN 16 S 54	02 JAN 16 S 54 02 JAN 16 S 55	0 2100063448 4	No UPC – Clear outer wrapper

No other sizes, varieties or code dates are included in this recall. And no products with manufacturing codes other than “S54” and “S55” after the code date are included in this recall.

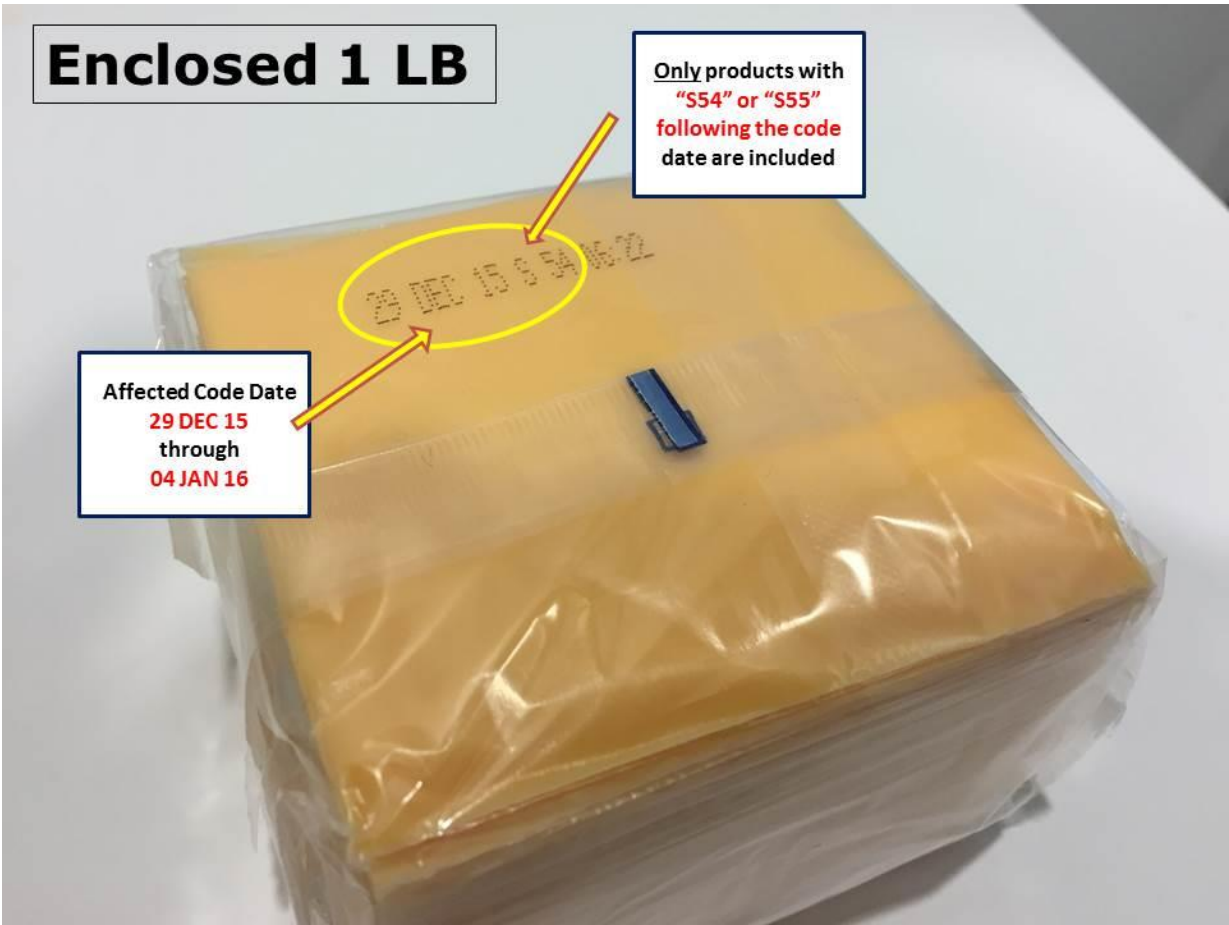
There have been 10 consumer complaints to date about the packaging, including three reports of consumers choking.

Approximately 36,000 cases of the recalled product were shipped by Kraft Heinz to retailers in the U.S., Puerto Rico and Grand Cayman. Kraft Heinz did not ship this product to Canada or anywhere other than the U.S., Puerto Rico and Grand Cayman.

We deeply regret this situation and apologize to any consumers we have disappointed.

Consumers who purchased this product should not eat it. They should return it to the store where purchased for an exchange or full refund. Consumers in the U.S. and Puerto Rico can also contact Kraft Heinz Consumer Relations for a full refund, at 1-800-432-3101, Monday through Friday, 9am to 6pm Eastern.

PRODUCT IMAGES:



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About The Kraft Heinz Company

The Kraft Heinz Company (NASDAQ: KHC) is the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world, with eight \$1 billion+ brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company's iconic brands include *Kraft*, *Heinz*, *ABC*, *Capri Sun*, *Classico*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Ore-Ida*, *Oscar Mayer*, *Philadelphia*, *Planters*, *Plasmon*, *Quero*, *Weight Watchers Smart Ones* and *Velveeta*. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit www.kraftheinzcompany.com.