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THE KRAFT HEINZ COMPANY EXPANDS VOLUNTARY RECALL OF WRAPPED AMERICAN SLICES

NORTHFIELD, Ill. – Sept. 3, 2015 – The Kraft Heinz Company is expanding the voluntary recall of select code dates and manufacturing codes of individually-wrapped American 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 original July 31, 2015 recall has been expanded. This product list below is inclusive of the previously recalled 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.

Only products with the S54 and S55 codes, which refer to the two production lines on which the impacted product was made, are included in this recall. The “Best When Used By” Date and Manufacturing Code are stamped on both the outer box and the individual packages.

The voluntary recall is expanded to include the following varieties of Kraft Heinz American slices in addition to the original recall:

Product	3 or 4 lb Sell Unit Best When Used By Code Date	1 lb Package Best When Used By Code Date	3 or 4 lb Sell Unit UPC	1 lb Package UPC
4 LB <i>Kraft</i> Singles American	13 DEC 15 S54 through 18 FEB 16 S54	13 DEC 15 S54 through 18 FEB 16 S54 AND 13 DEC 15 S55 through 18 FEB 16 S55	0 2100063360 9	No UPC – Clear film

3 LB <i>Kraft</i> Singles American (Three - 1 LB packages)	14 DEC 15 S54 through 18 FEB 16 S 54	14 DEC 15 S54 through 18 FEB 16 S54 AND 14 DEC 15 S55 through 18 FEB 16 S55	0 2100060491 3	0 2100061526 1
3 LB <i>Kraft</i> Singles White American	12 JAN 16 S 54	12 JAN 16 S 54 AND 12 JAN 16 S 55	0 2100061582 7	0 2100061527 8
4 LB <i>Kraft</i> Singles White American	12 DEC 15 S54 through 13 FEB 16 S54	12 DEC 15 S54 through 13 FEB 16 S54 AND 12 DEC 15 S55 through 13 FEB 16 S55	0 2100063448 4	No UPC – Clear film
1 LB <i>Kraft</i> Singles	NA	24 JAN 16 S54 through 06 FEB 16 S54 AND 24 JAN 16 S55 through 06 FEB 16 S55	NA	0 2100061526 1
1 LB <i>Kraft</i> Singles White American	NA	11 JAN 16 S54 AND 11 JAN 16 S55	NA	0 2100061527 8
3 LB <i>Kraft</i> Singles American (72 individually-wrapped Singles in cardboard carton)	09 DEC 15 S54 through 19 FEB 16 S54	NA	0 2100060491 3	No UPC – Clear film
3 LB Deli Deluxe <i>Kraft</i> American Singles	21 JAN 16 S54 through 02 MAR 16 S54	21 JAN 16 S54 through 02 MAR 16 S54 AND 21 JAN 16 S55 through 02 MAR 16 S55	0 2100001386 9	No UPC – Clear film

The following varieties of *Kraft* Singles products are part of the original recall:

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
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4 LB <i>Kraft</i> Singles American	29 DEC 15 S54 through 01 JAN 16 S54	29 DEC 15 S54 through 01 JAN 16 S54 AND 29 DEC 15 S55 through 01 JAN 16 S55	0 2100063360 9	No UPC – Clear outer wrapper
3 LB <i>Kraft</i> Singles American	30 DEC 15 S54 through 04 JAN 16 S54	30 DEC 15 S54 through 04 JAN 16 S54 AND 30 DEC 15 S55 through 04 JAN 16 S55	0 2100060491 3	0 2100061526 1
3 LB <i>Kraft</i> Singles White American	02 JAN 16 S 54 through 03 JAN 16 S 54	02 JAN 16 S54 through 03 JAN 16 S54 AND 02 JAN 16 S55 through 03 JAN 16 S55	0 2100061582 7	0 2100061527 8
4 LB <i>Kraft</i> Singles White American	02 JAN 16 S 54	02 JAN 16 S54 AND 02 JAN 16 S55	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.

Kraft Heinz is taking this action as a result of two new consumer complaints of choking in connection with the packaging issue.

Approximately 335,000 additional cases of the recalled product were shipped by Kraft Heinz to retailers in the U.S. and Puerto Rico, Anguilla, Bahamas, Belize, Bermuda, Cayman Islands Grand Cayman, Netherland Antilles, Saint Kitts and Nevis, South Korea, St. Lucia, and British Virgin Islands.

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, 9 a.m. to 6 p.m. Eastern Time.

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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.