



Banks Holdings Limited

Saturday, July 12th, 2014

NEW RELEASE

PINEHILL VOLUNTARY RECALL'S SELECT UNITS OF EVAPORATED AND FLAVOURED MILK

In what the company is describing as a precautionary measure, PINEHILL Dairy is voluntarily recalling selected supplies of its 250 ml Evaporated Milk and 200 ml Flavored Milk. Sophia Cambridge, Public Relations Manager at the BHL Group, of which PINEHILL is a subsidiary, says premature spoilage was detected in very small quantities of 250 ml Full Cream Evaporated Milk, 200ml Vanilla Milk, 200ml Tutti-Frutti Milk and 200ml Chocolate Milk and that the decision to recall the milk was taken by PINEHILL's management team.

In a media advertisement in today's Press, PINEHILL asks consumers to review the batch numbers and corresponding "best before" dates so as to identify whether they are in possession of any of the affected products.

In addition, Cambridge adds that PINEHILL will reimburse any consumer who has purchased the affected 200ml or 250 ml product with a 500 ml replacement, which can be collected from B&B Distribution Ltd., beginning tomorrow Monday, July 14th, 2014.

"A few consumers brought the matter to PINEHILL's attention and the company is investigating what may be causing the premature spoilage. This action is being taken simply out of an abundance of caution, as naturally our mandate is to ensure that each time a PINEHILL product is consumed, the experience is positive and fulfilling and so in making the decision to recall the affected products we are adhering to our rigid quality standards. Of the 15,000 cases of product included in the recall, we have had less than 40 consumer complaints."

In response to a question on the cost of the recall to PINEHILL, she indicated that the financial cost of the recall was not the primary consideration as the sole focus is on replacing the affected product as efficiently and expeditiously as possible with minimal inconvenience to customers and consumers.

The recall relates only to the following package sizes and corresponding batch codes:

PRODUCT	UNIT SIZE	BATCH	BEST BEFORE DATE
Full Cream Evaporated Milk	250 ml	14 169 REM01	Dec 15 th 2014
Full Cream Evaporated Milk	250 ml	14 170 REM01	Dec 16 th 2014
Full Cream Evaporated Milk	250 ml	141 25REM01	November 1 st , 2014
Full Cream Evaporated Milk	250 ml	141 26REM01	November 2 nd , 2014
Full Cream Evaporated Milk	250 ml	141 29REM01	November 5 th , 2014
Full Cream Evaporated Milk	250 ml	141 30REM01	November 6 th , 2014
Full Cream Evaporated Milk	250 ml	141 40REM01	November 16 th , 2014
Partly Skimmed Evaporated Milk	250 ml	14 163 LFE01	Dec 9 th 2014
Vanilla Milk	200 ml	14 133 VN01	Feb 7 th 2015
Vanilla Milk	200 ml	14 134 VN01	Feb 8 th 2015
Tutti Frutti	200 ml	14 134 TFM01	Feb 8 th 2015
Chocolate Milk	200 ml	14 147 CHM01	Feb 21 st 2015

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For further information, please contact Group P.R. Manager Sophia Cambridge, 227-6705; 233-6627; scambridge@thebhlgrou.com