



The Hershey Company

July 1, 2010

**Situation:**

The Hershey Company will be announcing a voluntary recall of limited quantity York Pieces 5-oz peg bags because the items may contain small pieces of metal. This recall affects only the York Pieces 5oz peg bag sold primarily in convenience stores, not the larger York Pieces 10.5oz. stand-up bags or any other York branded items available at other retailers. The affected items have the UPC 34000-11435-000 production code beginning with the characters 27 or 28. There have been no consumer complaints or reports of injury.

- York Pieces 5oz Peg Bag (34000-11435-000)

Consumers who have purchased the item in question should contact Hershey Consumer Relations at 1-800-468-1714.

**Action at Customer Warehouse level:**

1. Hershey's Customer Service professionals will contact warehouses to identify quantities of affected product in the warehouse with **codes 27 and 28** on the case.
2. Product found in the warehouse should be placed on **HOLD** and await contact by Hershey to arrange for pickup, return, and credit.
3. **DO NOT DESTROY PRIOR TO AUTHORIZATION FROM HERSHEY REPRESENTATIVE**
4. **DO NOT SEND TO RECLAIM!**

**Action at a retail level:**

1. In the instance where affected product has been shipped to retail locations, Hershey will dispatch representatives to immediately visit stores, inspect the product, and remove affected items from the store after issuing credit or purchasing the product (depending on the quantity).
2. A truncated store list will be requested of only the stores where product may have been delivered.
3. Any communications out to stores from HQ should include instructions not to remove product from shelves without first validating it is the affected product.

**Photos of products and where to locate codes**



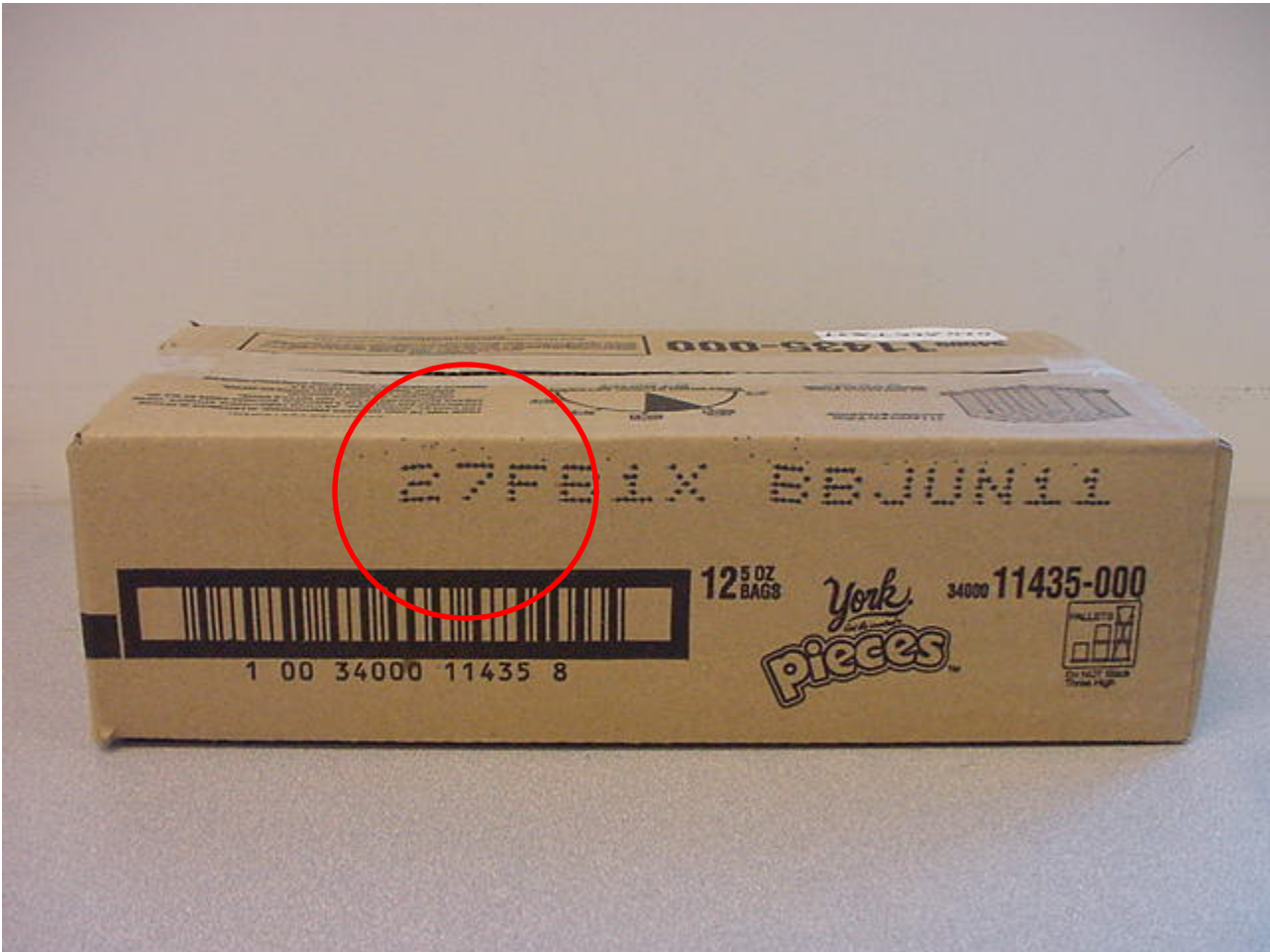
**5oz Peg Bag item**

# HERSHEY'S

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UPC 34000 11435



**Outer Cases with production code 27 & 28**