

Athens, 6th of August 2013

PRESS RELEASE

Product Recall Information Notice

EFET and more specifically its Regional Directorate in West Greece, with the collaboration of the General Chemical State Laboratory identified the distribution of a non safe product - **Pork Shoulder Cooked** – in which food colour (carmine) was detected, a food additive non permitted for use for this specific food product, following the Official Control Program for Safety and Quality of Foods, and especially to Food Additives.

The implicated product has the trade name "**Pork Shoulder Cooked Spar, Thermally Processed Product**" (in Greek: "Χοιρινή Ωμοπλάτη Βραστή Spar, Προϊόν Θερμικής Επεξεργασίας"), in package of 200 gr, with best before date 26/8/2013, which is produced by the company "LUNCHEON MEAT EVROU S.A." (in Greek: "ΛΑΝΤΣΙΟΝ ΜΗΤ ΕΒΡΟΥ Α.Ε.") situated in Alexandroupoli's Industrial Zone.

EFET requested the immediate recall/withdrawal of the specific lot of the above mentioned product in its total. Relevant controls are in progress.

Consumers, who have already in their possession the aforementioned product, are asked not to consume it.