

**FOR IMMEDIATE RELEASE: 07 OCTOBER 2021**

**PIONEER FOODS ANNOUNCES RECALL OF CERTAIN 100% APPLE JUICE PRODUCTS UNDER THE LIQUIFRUIT BRAND (IN SA, BOTSWANA, NAMIBIA) AND CERES BRAND (EXPORTS)**





**CAPE TOWN** – Pioneer Foods is launching a recall of certain 100% apple juice products, sold under its LiquiFruit brand in South Africa, Botswana and Namibia, and Ceres brand in other jurisdictions.

“The health and wellbeing of our consumers is of absolute importance to us, and hence when we identified the potential of a food safety issue, following in-house standard testing and engagement with one of our local suppliers, we immediately launched an internal investigation into all our 100% apple juice products” explains Tertius Carstens, CEO.

The investigation to date, has confirmed that a limited quantity of apple juice concentrate supplied to us, contained elevated levels of *patulin*. Based on these results the company took the decision to launch the recall. Patulin is a naturally occurring mycotoxin commonly associated with apples. The recall is based on the presence of this mycotoxin (patulin) exceeding 50 parts per billion (microgram/kg) which is the regulatory threshold.

“We have taken the decision, as a precautionary measure and with the interests of our consumers at heart, to launch a recall of products produced from the apple juice concentrate batch in question”.

The following LiquiFruit 100% Apple Juice SKUs sold inside South Africa, Botswana and Namibia are affected, with the relevant batch and production codes below:

<b>Product Name</b>	<b>Single unit barcode</b>	<b>Date Coding</b>	<b>Image</b>
<b>LiquiFruit Clear Apple 250ml carton</b>	60052599	PD 11.06.2021 / BB 11.06.2022	
<b>LiquiFruit Clear Apple 330ml can</b>	6001240225561	PD 07.06.2021 / BB 07.06.2022 PD 08.06.2021 / BB 08.06.2022	
<b>LiquiFruit Clear Apple 300ml can</b>	6001240239346	PD 21.06.2021 / BB 21.06.2022	
<b>LiquiFruit Clear Apple 1L</b>	6001048000339	PD 07.06.2021 / BB 07.06.2022 PD 08.06.2021 / BB 08.06.2022	

The following Ceres 100% Apple Juice SKUs sold outside of South Africa are affected, with the relevant batch and production codes below:

Product Name	Single unit barcode	Date coding	Product visual
<b>Export: Ceres Apple 4x6x200ml</b>	6001240200018	PD 14.06.2021 / BB 14.06.2022 PD 21.06.2021 / BB 21.06.2022 PD 22.06.2021 / BB 22.06.2022	
<b>Export: Ceres Apple Sparkling 275 ml glass</b>	6 001240 222676	PD 14.06.2021 / BB 14.06.2022 PD 15.06.2021 / BB 15.06.2022	
<b>Export: Ceres Apple 12x1L</b>	6001240100011	PD 17.06.2021 / BB 17.06.2022 PD 18.06.2021 / BB 18.06.2022 PD 21.06.2021 / BB 21.06.2022 PD 22.06.2021 / BB 22.06.2022	

Carstens clarifies: “We have not received any complaints from consumers about these products but decided to accelerate further testing on this product range to be absolutely certain of the extent of the potential impact”.

Consumers who have the products listed above, with the specific batch or date coding, are urged to return these products to the retailer from which they were purchased, to receive a full refund.

**-ENDS-**

**Note to editor: Please note it is ONLY the LiquiFruit products above that are being recalled in South Africa.**