

**FRESH FOOD CONCEPTS, INC. RECALLS LAYER DIP PRODUCTS  
CONTAINING GUACAMOLE BECAUSE OF POSSIBLE HEALTH RISK**

**Contact:**

Consumer Contact:  
714-562-5000 ext. 134

**FOR IMMEDIATE RELEASE** - August 12, 2011 - Fresh Food Concepts, Inc. of Buena Park, CA is voluntarily recalling various Layer Dip products containing guacamole because the avocado has the potential to be contaminated with *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems.

Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infection can cause miscarriages and stillbirths among pregnant women.

The product was distributed nationwide and Canada through retail supermarkets and club stores.

The product can be identified as follows:

<b>Product Description</b>	<b>UPC Code</b>	<b>Use By date code</b>
Fresh Food Concepts 5 Layer Dip, 32 oz.	29358-11272	09/16/11 and before
Delicioso 5 Layer Dip, 15 oz.	29358-12229	09/16/11 and before
Delicioso 5 Layer Dip, 30 oz.	29358-12230	09/16/11 and before
Rojo's Ultimate 7 Layer Dip, 36 oz.	35196-44162	09/16/11 and before
Fresh Food Concepts 5 Layer Dip, 16 oz.	35196-44216	09/16/11 and before
Rojo's Supreme 6 Layer Dip, 44 oz.	47502-44180	09/16/11 and before
Rojo's 6 Layer Dip, 44 oz.	47502-44185	09/16/11 and before
Rojo's 6 Layer Dip, 44 oz.	47502-44189	09/16/11 and before
Fresh Food Concepts 5 Layer Dip, 454 g	35196-44214	09/16/11 and before
Signature Café 6 Layer Dip, 15 oz.	21130-06191	09/16/11 and before
Signature Café 6 Layer Dip, 30 oz.	21130-06192	09/16/11 and before
Signature Café 6 Layer Dip, 425 g	58200-06034	09/16/11 and before
Signature Café 6 Layer Dip, 850 g	58200-06032	09/16/11 and before

**Product with expiration dates USE BY 09/24/11 and AFTER are made with avocado from a different source and are NOT involved in this recall. No other products made by Fresh Food Concepts are involved in this recall.**

This recall was the result of a routine sampling program by the FDA which revealed that the imported AVOCADO PULP used in these products contained the bacteria. The company has ceased the use of avocado from the supplier.

Consumers who have purchased the recalled product are urged to return it to the place of purchase for a full refund or destroy it. Consumers with questions may contact the company at 1-714-562-5000 ext. 134, Monday – Friday, 8:00 AM – 5:00 PM