

For Immediate Release
March 11th, 2017



New Era Nutrition Issues Voluntary Product Recall on SoLo GI[®] Lemon Lift, Pineapple Coconut and White Chocolate Cherry Energy Bars

New Era Nutrition Inc. is initiating a voluntary recall of SoLo GI[®] Lemon Lift, SoLo GI[®] Pineapple Coconut and SoLo GI[®] White Chocolate Cherry energy bars sold across Canada, after one of its ingredient suppliers was found to have distributed products that may be contaminated with *Escherichia coli* O157:H7 bacteria (E. Coli O157:H7). Although we test our products above and beyond industry food safety standards, we are initiating the voluntary recall in an abundance of caution.

Only the product, flavour and production codes meeting the following criteria are affected by the recall:

- SoLo GI[®] Lemon Lift energy bar single and 12 pack configurations with BB and lot codes

BB/MA: 11/04/17 5410621700
BB/MA: 02/02/18 5410630700
BB/MA: 04/09/18 5410700900



- SoLo GI[®] Pineapple Coconut energy bar single and 12 pack configurations with BB and lot codes

BB/MA: 02/02/18 5410630700



- SoLo GI[®] White Chocolate Cherry energy bar single and 12 pack configurations with BB and lot codes

BB/MA: 12/22/17 5410626600
BB/MA: 04/12/18 5410701200



People who have purchased the above product are urged not to consume it, and throw it out or return it to the store where it was purchased. All retailers who received the product are being contacted and New Era Nutrition Inc. is consulting with CFIA on this voluntary recall. People can also direct any questions via email to chantel@solo-gi.com or by calling 1-250-491-1720.

New Era Nutrition Inc. cares about the health and safety of our consumers, and we thank our retailers for their collaboration in ensuring consumer safety.