

WhiteWave Foods Voluntarily Recalls Horizon Cheddar Sandwich Crackers Due to Undeclared Peanuts

Company Says Some Horizon Cheddar Sandwich Cracker Boxes May Contain Peanut Butter Sandwich Crackers

BROOMFIELD, Colo., Feb. 20, 2015 - WhiteWave Foods is voluntarily recalling 7.5 oz packages of Horizon Cheddar Sandwich Crackers because they may contain undeclared peanuts. People who have an allergy or sensitivity to peanuts run the risk of a serious or life-threatening allergic reaction if they consume this product. No illnesses have been reported to date.

We believe fewer than 62,160 boxes of product have been shipped to retailers and wholesalers in the states of Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, Washington and Wisconsin.

The recall is taking place due to an inadvertent packaging error. The outer package is labeled as a cheddar sandwich cracker and the inner package contains the peanut butter sandwich crackers.

WhiteWave's sales team is working with distributors to actively recover any impacted product remaining on store shelves, and the Company has implemented measures to prevent this from happening in the future.



HOW TO IDENTIFY THE RECALLED PRODUCT

Consumers should check the top of the individual box and look for a "best before" date of 17 May 2015, and check the bottom of the box for a Universal Product Code (UPC) of 42365 00464. This is the only product involved in the recall.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=30920>

Product safety and consumer confidence is of utmost importance to WhiteWave. Consumers who purchased the product may return it to the place of purchase for a full refund or exchange. Consumers with questions can contact the Company at 1-866-663-

4349 during extended business hours on February 20, until 10 p.m. central time. On February 21-22, consumers with questions can contact the Company from 8 a.m. to 5 p.m. central time Monday-Friday. The call center will resume normal business hours as of February 23 (8 a.m. to 5 p.m. central time).

The Food and Drug Administration (FDA) has been notified of this recall, and we are coordinating our communication efforts with the organization Food Allergy Research & Education (FARE).

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