

RECALL -- FIRM PRESS RELEASE

**Fiesta Mart Announces Voluntary Recall of
Chicharron Prensado (Pressed Cooked Pork)—Doña Lola Brand**

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FOR IMMEDIATE RELEASE - April 19, 2013 – Fiesta Mart is recalling random weight (approx. 1 lb) units of Doña Lola Brand Chicharron Prensado (Pressed Cooked Pork) purchased after March 29, 2013, due to improper handling and refrigeration prior to being shipped to the stores. The product could be unsafe to consume.

The affected units were distributed to Fiesta Mart stores in Houston, Austin and Dallas/Fort Worth. The locations of these stores are available at www.fiestamart.com.

The product is produced for Fiesta Mart by CME Group d/b/a Doña Lola Products and was shipped to Triple A Poultry. Doña Lola Chicharron Prensado is a fully-cooked, not shelf-stable product which requires refrigeration.

There have been no reported illnesses.

Fiesta Mart, Inc. is voluntarily recalling this product because it has determined that the product has been improperly handled and refrigerated prior to distribution to stores. This product has been pulled from all Fiesta and Carnival stores that carry it.

Customers should return the product to the service desk at a local Fiesta Mart store for a full refund. Fiesta Mart customers with questions or concerns should contact Jim Pessagno with the Fiesta corporate offices at 1-888-224-6066, Monday through Friday, 8 a.m. to 5 p.m. CDT.

Photo: Product Label

*Doña
Lola*



CHICHARRON PRENSADO
Pressed Cooked Pork