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The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean.

PRODUCT RECALL: Best Value Beef Burgers Due to Potential E-Coli Contamination

Winnipeg, March 15, 2012 – The health and safety of our customers is of utmost importance to The North West Company (NWC) and we are committed to ensuring our products are produced, sourced and handled responsibly.

Due to an ongoing Canadian Food Inspection Agency investigation into E. Coli in certain frozen beef products, NWC is warning customers not to consume frozen Best Value Beef Burgers, 1kg and 2kg boxes, with the product codes: 72991, 82991, 53011, 63011, 73011, 83011, due to potential contamination of E. Coli 0157:H7.

We want to assure customers that there have been absolutely no illnesses associated with our product.

As a precautionary measure, all frozen Best Value Beef Burgers, 1kg and 2kg boxes were removed from Northern, NorthMart and Giant Tiger West stores. In addition, we have taken proactive steps to remove all other products made by the same manufacturer – New Food Classics.

Customers who purchased the products can return them to any Giant Tiger West, Northern or NorthMart store for a full refund with or without receipt. The frozen Best Value Beef Burgers, 1kg and 2kg boxes were sold at and have a best before date of October 26 & 28, 2012:

- **Giant Tiger** – British Columbia, Alberta, Saskatchewan, Manitoba
- **Northern** – British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Newfoundland and Labrador, Northwest Territories, Yukon and Nunavut
- **NorthMart** - Saskatchewan, Manitoba, Nunavut, Northwest Territories, Newfoundland and Labrador

We sincerely apologize to our customers for any concerns or inconveniences associated with the recall.

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