



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.

## **EXPANDED PRODUCT RECALL: All ground beef products from Establishment 761.**

**Winnipeg, March 17, 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, an expanded recall has been issued for all ground beef products from Establishment 761 (New Food Classics) that were manufactured between July 1, 2011 and February 15, 2012 because the products may be contaminated with *E. coli* O157:H7.

All ground beef products manufactured from Establishment 761 (New Food Classics) have been removed from all Giant Tiger West, Northern and NorthMart stores.

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

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.

- **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

The products that were manufactured by Establishment 761 (New Food Classics) between July 1, 2011 and February 15, 2012 can be identified by the following:

1. **Bearing a Best Before date from BB 2012 JA 01 up to and including to BB 2013 FE 15;**
2. **Bearing a 5 digit Lot Code where the last four digits are 1831 or greater.**

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

For more information contact:

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