

COMPANY CONTACTS:

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KING AND PRINCE SEAFOOD CORP. ISSUES VOLUNTARY RECALL NOTICE ON NOVA STYLE COLD SMOKED SALMON and SABLE FISH LOX, SALMON SUSHI FILLETS, and SALMON TRIM BECAUSE OF POSSIBLE HEALTH RISK

King & Prince Seafood Corp. of Brunswick, GA, is initiating a voluntary recall of Nova Style Cold Smoked Salmon and Sable Fish Lox, Salmon Sushi Fillets, and Salmon Trim because it has the potential to be contaminated with *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea. Listeria infection can cause miscarriages and stillbirths among pregnant women.

To date there have been no reports of illness in connection with this product being recalled.

The following products are recalled and the K&P Item numbers observed the master cases:

K&P Item #	Description
052211	TransOcean Wild Alaska Sockeye Cold Smoked Salmon, 4 oz pouch. UPC 715166302010
050002	Vital Choice Sable Fish Lox , 96 packages/4 oz
050002	Vital Choice Sockeye Lox, 96 packages/4 oz
052170	Portico Prime Nova Style Smoked King Salmon Fillet. Each case contains 2 packages, 2 lb each. UPC 10074865017043, item # on pouch label 1637289
052176	Portico Bounty Nova Style Smoked Keta Salmon Fillet. Each case contains 2 packages, 2 lb each. Item # on pouch label 1639673
052210	RainCoast Brand 4 oz Nova Sockeye; UPC 810757007555
052792	Portico Prime Nova Style Norwegian Center Cut. Each case contains 2 Trays, 3 lb each. UPC 1007486550329. Item # on pouch label 8013682
052800	Mrs Friday's or King & Prince Brand Nova Style Atlantic Salmon Fillet. Each case contains 2 packages, 2 lb each
052801	Portico Prime Nova Style Norwegian Salmon Fillet. Each case contains 2 packages, 2 lb each. UPC 00074865503525. Item # on pouch label 8016917
052802	Portico Prime Nova Style Atlantic Salmon Fillet. Each case contains 2 packages, 2 lb each. UPC 00074865503501 Item # on pouch label 8014490
052805	King & Prince or Mrs. Friday's Brand Nova Style Atlantic Salmon 10 /random wts. fillets Label states Item # 63582, UPC 052805
052818	Mrs Friday's Brand Nova Style Atlantic Salmon Trim. Each case contains 12 packages, 1 lb. each
052830	King & Prince or Mrs. Friday's Brand Nova Style Sockeye Fillets. Each case contains 2 packages, 2 lb each
052838	King & Prince or Mrs. Friday's Nova Style Sockeye Trim. Each case contains 12 packages, 1 lb. each
052878	Mrs. Friday's Nova Style Chum Trim. Each case contains 12 packages, 1 lb. each
052898	Mrs. Friday's Nova Style King Salmon Trim. Each case contains 12 packages, 1 lb.

	each
56150	Shirakiku brand Smoked Salmon Sushi Fillet, approximately one 5lb. fillet per vacuum pouch, total 50 lb per box.
56160	Cascade Select Atlantic Salmon Sushi Fillet A, approximately one 5lb. fillet per vacuum pouch, total 50 lb per box.
56161	Cascade Select Atlantic Salmon Sushi Fillet AA, approximately one 5lb. fillet per vacuum pouch, total 50 lb per box.
56162	Atlantic Salmon Sushi Fillet B, approximately one 5lb. fillet per vacuum pouch, total 50 lb per box.
56164	Cascade Select Atlantic Salmon Sushi Fillet A, approximately one 5lb. fillet per vacuum pouch, total 52 lb per box
56177	Salmon Bay Brand Atlantic Salmon Sushi Fillet approximately one 5lb. fillet per vacuum pouch, total 50 lb per box.
56188	New Wave Brand Atlantic Salmon Sushi Fillet, approximately one 5lb. fillet per vacuum pouch, total 50 lb per box.
56410	Sockeye Teien, approximately one 5lb. fillet per vacuum pouch, total 22 lb per box

The products were distributed nationwide through brokers and foodservice distributors during period starting on October 4th 2011. All products are originally distributed frozen, but may be sold refrigerated at the retail level.

All Nova Style, pre-sliced, cold smoked products, sushi fillets, and salmon trims are packed in vacuum pouches and distributed frozen.

The recalled products are marked with one of the following production Date Codes and they are observed on the individual pouches and master cases: 1277W, 1278W, 1279W, 1280W, 1281W, 1283W, 1284W, 1285W, 1286W, 1287W, 1290W, 1291W, 1292W, 1293W, 1294W, 1297W, 1298W, 1299W, 1300W, 1303W, 1306W, 1311W, 1312W, 1313W, 1314W.

For customers who have any of the above products with these codes they should return the product where purchased for full refund. Distributors should notify King & Prince Seafood of quantities they wish to return once their internal recall process has been completed.

If the product was purchased from one of King & Prince Seafood's Re-Distribution partners, product will need to be returned through that Re-Distributor. Product purchased direct from King & Prince Seafood can be returned directly to King & Prince Seafood's warehouse.

The firm initiated a voluntary recall after FDA collected finished products samples and environmental swab samples during the investigation, and the samples were found positive for *Listeria monocytogenes*. This recall is made with the knowledge of U.S Food and Drug Administration.

Customers can contact Customer Service at 1-800-632-5464 between the hours of 8:00 am and 5:00 pm EST Monday through Friday or email to nova@kpseafood.com for a product return authorization.

If you have any question about this recall, please contact Carol T. Hastings, Office 912-261-7030, Email: chastings@kpseafood.com or King & Prince, Bellingham, Washington at 360-733-9090.