

Sabra Hummus Recall



Dear Sabra community,

All my life, hummus has been at the center of the table, and at that table were friends and family. As the person who leads Sabra, I am proud of our dedicated team, focused on making safe, delicious, wholesome foods that you can feel good about eating by yourself or serving when your family and friends gather together.

As you know, last month we made the decision to voluntarily recall our hummus products based on findings in our facility, but not in tested finished product. We took this step as a measure of precaution because safety is our priority- always.

I was personally touched that in a challenging moment, so many of you stood by us, encouraged us and provided support. We at Sabra value the trust you've placed in us so we wanted to quickly come back to you and share our plan moving forward.

Our food safety program begins the minute ingredients arrive at the facility. We have an extensive raw material testing program in place to reconfirm the safety of ingredients before we start using them. Our proprietary cooking process is enclosed, which means that from the time tested raw ingredients begin their journey, until hummus is dispensed into its packaging, the recipe and culinary process remain within a sealed system, protected from exposure to the environment. Further, as part of our protocol, Sabra hummus products are then subjected to intensive finished product testing. This currently includes the taking of samples of finished product from every line, every two minutes as a quality control check on the effectiveness of our process. These product safety measures combine to result in a hummus that meets rigorous food safety standard.

Since the recall, we have engaged widely respected experts to work with us to elevate our food safety standards. We developed a detailed action plan to further diminish food safety risks. In the days immediately following the recall we:

- Stopped production to deep clean our equipment. We started lines up again only after extensive cleaning, inspections and testing.
- Increased training for and supervision of facility employees.
- Deep cleaned and sanitized each line every 24 hours, increasing frequency and intensity of cleaning.
- Created a task force to explore and address unique food safety issues and best practices in food production.

In the coming days and weeks, we will go above and beyond to make our facility environment even safer. We will look at ways that we might reimagine all aspects of our food production and manufacturing, such as significant modifications to equipment design to enhance processes within the facility.

Sabra's mission is to create better for you, fresh tasting food to enrich your life. This goal will continue to drive us to be nothing less than the model company in producing food made with fresh tasting, wholesome and flavorful ingredients like beans, vegetables, herbs and spices.

Thus, in early 2017, we will convene an advisory panel comprised of leading food safety and manufacturing specialists to help enhance our plans and keep us apprised of best practices, leading technologies and procedures. Our goal is to always exceed industry and regulatory expectations and standards. Not only will we do the work but will keep you updated on our progress here.

Again, many of you expressed your continued support and love of our product. We are so grateful and thank you for that and for your patience. I promise we will work tirelessly to maintain your trust.

I can tell you that Sabra product is on its way back into the market. It may take a little time to get back to each shelf, but I assure you everyone here is working tirelessly to make that happen.

We understand that you may have questions or concerns, and we want to hear from you. Please visit us here to share your thoughts: <http://sabra.com/contactus.html>

Thank you,

Shali Shalit Shoval
CEO Sabra Dipping Company

A handwritten signature in black ink that reads "Shali Shalit". The signature is written in a cursive, flowing style with some overlapping letters.