

**EMAIL TITLE:**

**\*\*Important notice about your recent Myprotein purchase\*\***

**EMAIL CONTENTS:**

Dear [customer name]

As Europe's number one sports nutrition brand, rated double A grade for food safety by the British Retail Consortium, we are uniquely placed to identify any ingredients which do not meet our strictest of standards. Myprotein performs rolling audits and assessments of its supply chain throughout the year to ensure its highest standards are maintained and furthermore, all ingredients sourced must be accompanied by Certificates of Analysis provided by independent laboratories confirming the highest quality of raw materials.

As one of a very few sports nutrition brands globally that performs tens of thousands of checks each year, our internal checks have identified an ingredient sourced by a 3rd party supplier which may not meet our highest standards, despite the ingredients having received a Certificate of Analysis from an independent US laboratory. Therefore, as a precautionary measure we are recalling this product. Please dispose of the following products (which we have reason to believe you purchased): [insert detail of products purchased by customer].

A tiny number of products across the Myprotein range (less than 0.1%) are potentially affected by Salmonella detected in our tests, (NB Salmonella was not detected in other independent tests and we have received no customer complaints). A full list can be found here [\[link to website and list of products\]](#). Rest assured, this issue is an isolated incident caused by a single third party supplier. There is no current evidence to suggest other products are affected.

We will of course provide you with a full refund (including post & packaging) and, as a gesture of goodwill for the inconvenience you have incurred, we will place £25 credit on your account. Our industry leading quality control environment ensures that Myprotein is the best-placed brand to delivery your sports nutrition goals.

If you would like any more information, please feel free to contact us on +44 (0) 161 813 1487 or via your Myprotein customer account.

**Product Details at website link**

SKU	Product Name	Best Before End Date	Batch Number Effected
11208345	Coconut Water Powder - 250g	BBE 01 2019	W718722820
11208345	Coconut Water Powder - 250g	BBE 01 2019	W719723930
11208345	Coconut Water Powder - 250g	BBE 01 2019	W720524992
11208345	Coconut Water Powder - 250g	BBE 01 2019	W717922060
11295454	ElectroFuel, 1kg, Summer Fruit	BBE 01 2019	W719323555
11295454	ElectroFuel, 1kg, Summer Fruit	BBE 01 2019	W720525000
11295455	ElectroFuel, 1kg, Lemon & Lime	BBE 12 2018	W717821947
11295455	ElectroFuel, 1kg, Lemon & Lime	BBE 12 2018	W718422540
11295455	ElectroFuel, 1kg, Lemon & Lime	BBE 01 2019	W719323556
11295455	ElectroFuel, 1kg, Lemon & Lime	BBE 01 2019	W720324703
11311037	Active Woman Pre-Workout - Summer fruits 500g	BBE 12 2018	W717821946
11311037	Active Woman Pre-Workout - Summer Fruits	BBE 01 2019	W719123280

	500g		
11311039	Active Woman Pre-Workout - Peach Tea 500g	BBE 12 2018	W717821944
11311041	Active Woman Pre-Workout - Apple & Pear 1kg	BBE 12 2018	W717821942
11311041	Active Woman Pre-Workout - Apple & Pear 1kg	BBE 12 2018	W717821943
11311042	Active Woman Pre-Workout - Summer Fruits 1kg	BBE 12 2018	W717821945
11311044	Active Woman Pre-Workout - Peach Tea 1kg	BBE 01 2019	W718722825
11311155	Active Woman Pre-Workout (Sample) Apple & Pear 20g	BBE 01 2019	W718622799
11311156	Active Woman Pre-Workout (Sample) Summer Fruits 20g	BBE 01 2019	W719023205
11311158	Active Woman Pre-Workout (Sample) Peach Tea 20g	BBE 01 2019	W717922050
11311158	Active Woman Pre-Workout (Sample) Peach Tea 20g	BBE 01 2019	W719924133
11465510	Active Woman BCAA (Sample), Peach Tea, 20g	BBE 01 2019	W719824080
11465511	Active Woman BCAA (Sample), Summer Fruits, 20g	BBE 01 2019	W719824078