



Reichel Foods, LLC

3706 Enterprise Drive SW • Rochester, Minnesota 55902 • (507) 289-7264 • (507) 289-6552 FAX

September 23, 2003

Tyra S. Wisecup
Compliance Officer
Food and Drug Administration
Minneapolis District Office
Central Region
212 Third Avenue South
Minneapolis MN 55401

Dear Ms. Wisecup,

I am writing in response to the warning letter dated September 16, 2003 we received from W. Charles Becoat.

We have reviewed the findings in the letter and examined all of our labels for similar purported violations. We are in the process of removing any implications of any nutrient and or health claims from the fun facts panel of our cartons. I want to state that it was not the intent of our company to mislead any consumers regarding this information on our fun facts.

At this time we are in the process of changing all cartons that will remove any and all health or nutrient claims. Our inventory of cartons should be depleted in December of 2003. All new cartons printed will not have any health or nutrient information on them.

In the future, in order to prevent this from happening, our Quality Assurance and Purchasing Department will review all new artwork design with the understanding that there will not be any implied health claims. We have reviewed Title 21, Code of Federal Regulations (21 CFR), Part 101 Food Labeling and will keep abreast on all new publications.

If you have any questions, please feel free to contact me directly at 507-289-7264.

Sincerely,

Craig Reichel
President