



February 18, 2009

In the wake of the recent peanut recall, Detour has taken steps to ensure we can continue to make and sell the complete line of award winning Detour bars well into the future. We understand that many of you, our valued distributors and retailer partners, have questions about what this will mean. We have taken this opportunity to answer many of the frequently asked questions we have received. As always, we invite you to keep the lines of communication open and encourage you to contact your Sales Director or to email our CEO Pat Muldoon directly at patsinbox@detourbar.com with your ideas.

Q: Detour filed for bankruptcy, are you going out of business?

A: No. By reorganizing the company, we have secured the resources we need to continue to deliver on our commitments to distributors and retailers, replace recalled products quickly, and drive growth of the Detour brand.

Q: Will my request for replacement product associated with the recall be honored?

A: Yes. We are processing the destruction logs and replacement POs you have submitted at full speed and matching your needs with the fresh new bars rolling off our production line.

Q: Have you already begun to make replacement products of the nine flavors recalled?

A: Yes. We acted as quickly as possible with our current ingredient supply. We are in the process of getting more ingredients immediately to resume production. While we won't be able to replace every bar in a day or even a week, we are working overtime to get fresh products flowing back to shelves everywhere.

Q: Is there an easy resource for me to find out which bars were recalled?

A: Yes. Nine flavors of Detour bars were recalled.

- Caramel Peanut
- Lower Sugar Caramel Peanut
- Buzz Caramel Peanut
- Runner Chocolate Peanut Butter
- Core Strength Caramel Peanut
- Chocolate Crunchy Peanut Butter
- Oatmeal Peanut Butter Chocolate Chip
- Peanut Butter & Jelly
- Biker Chocolate Peanut Butter

You can find a complete list of items at www.detourbar.com.

Q: Will I be able to tell new products from recalled products?

A: Yes. All bars and boxes with an enjoy by date after March 1, 2010 are fresh new products. You only need to check enjoy by dates for the nine flavors listed above. All other flavors are fine. Additionally, Detour boxes will now carry a "Fresh Superior Ingredients" seal of quality. This will be a clear sign to you and to your customers that this is fresh product.

