

Internal Briefing on High Noon Product Recall

TO: John Samerjan
FROM: Melina Nastasi
RE: URGENT: Voluntary Recall of High Noon Beach Variety 12-packs
DATE: February 25, 2026

Introduction:

This memo is designed to brief you on a recall of High Noon Beach Variety 12-packs due to a labeling error with CELSIUS® ASTRO VIBE™ energy drinks. It summarizes the situation, identifies the affected products, and outlines the company's crisis response strategy. Immediate action is required to ensure customer safety as this incident risks unintended alcohol consumption.

Overview:

The preliminary findings of the investigation indicate an error made by the shared third-party can supplier, as reported by the U.S. Food and Drug Administration and the Tobacco Tax and Trade Bureau. Empty Celsius cans were sent to the High Noon facility where they were mistakenly filled with vodka seltzer, mislabeled as CELSIUS® ASTRO VIBE™ Energy Drink, Sparkling Blue Razz Edition, and packaged in various High Noon Beach Variety packs. At this time, the recall impacts only two known production lot codes including L CCC 17JL25 14:00 to L CCC 17JL25 23:59 and L CCC 18JL25 00:00 to L CCC 18JL25 03:00. Recalled 12-packs will have these lot codes marked on the outside of each box.

These shipments were distributed to multiple states including Florida, Michigan, New York, Ohio, Oklahoma, South Carolina, Virginia, and Wisconsin in late July. The third-party supplier was notified immediately, and corrective measures are being implemented to prevent

recurrence. Customers have also been notified of the recall through the company website, social media, and national media coverage is amplifying our announcement to increase public awareness. Our communications provide guidance to customers on how to identify mislabeled cans through specific lot codes and lid colors.

No illnesses have been reported at this time.

Conclusion:

The formal investigation remains underway. Please refer any customer questions to High Noon Customer Relations while the investigation continues. As new information emerges, authorities and departmental staff will be notified and updated. Customers have been instructed to dispose of mislabeled cans and contact High Noon Customer Relations. High Noon will continue to monitor the situation to ensure all necessary precautions are taken to protect customers. We are committed to public health and safety and are taking these matters seriously.

Fictional work created for a class assignment