

# Nichols Plc recalls Vimto Squash 'No Added Sugar' because it has been incorrectly labelled

Nichols Plc is recalling Vimto Squash 'No Added Sugar' because they have been filled with Vimto Original Squash that contains sugar, due to a packaging error. This makes the product a potential risk to consumers who need to manage their sugar intake.

## Product details

Vimto Squash 'No Added Sugar'	
Pack size	725ml
Batch code	2182 Aug 23
Best before	August 2023

## Risk statement

Potential risk to consumers who need to manage their sugar intake.

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## Action taken by the company

Nichols Plc is recalling the above product. Point of sale notices will be displayed in all retail stores that are selling this product. These notices explain to customers why the product is being recalled and tell them what to do if they have bought the product. Please see the attached notice.

PDF

[View Customer notice: Vimto Squash 'No Added Sugar' as pdf\(Open in a new window\)](#) (404.86 KB)

## Our advice to consumers

If you have bought the above product and need to manage your sugar intake, please do not drink it. Instead, return it to the store from where it was bought for a full refund. For more information contact Nichols Plc on 01925 222 222 or [productenquiries@vimto.co.uk](mailto:productenquiries@vimto.co.uk)

## **About product recalls and withdrawals**

If there is a problem with a food product that means it should not be sold, then it might be 'withdrawn' (taken off the shelves) or 'recalled' (when customers are asked to return the product). The FSA issues Product Withdrawal Information Notices and Product Recall Information Notices to let consumers and local authorities know about problems associated with food. In some cases, a 'Food Alert for Action' is issued. This provides local authorities with details of specific action to be taken on behalf of consumers.

Ref: FSA-PRIN-55-2022

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