**Radio Advertisement template**

Consumers are warned by *[name of company]* not to eat [*name of the food including the brand and size]*, with a *[use by / best before]* date of *[day month year]* due to *[the reason for the recall e.g.: undeclared peanuts, listeria monocytogenes]*. No other *[name of company]* products are affected by this recall.

The product has been available for sale at *[names or types of supermarkets]* *in [city, state or region or nationally]*.

*[If the issue is Listeria, the following statement must be included: Listeria may cause illness in pregnant women and their unborn babies, the elderly and people with low immune systems]*. Anyone concerned about their health should seek medical advice.

Consumers should return the product to place of purchase for a full cash refund.

For further information please call *[contact number]* or go to our website at *[website].*