

## **MEDIA RELEASE**

**Emergency Recall Notice: Western Newfoundland Brewing Company  
Killdevil Pale Ale (packaging date/lot code #150324) Recalled Over Safety Concern**

**St. John's, Newfoundland and Labrador, July 17, 2024** – Newfoundland and Labrador Liquor Corporation (NLC) is informing customers and the public of an Emergency Recall on Western Newfoundland Brewing Company's Killdevil Pale Ale 355 ml cans due to a safety concern. The can lids may pop off due to being under high pressure. Please note that the recall involves cans with packaging date/lot code #150324 only. All other products by Western Brewing Company including Killdevill Pale Ale with a different packaging date/lot code are not included in the recall.

NLC advised Liquor Stores and Liquor Express locations to remove all stock of the recalled product immediately.

Anyone in possession of the recalled product, and those with questions or concerns should contact Western Newfoundland Brewing Company by email to [jim@newfoundlandbrewing.com](mailto:jim@newfoundlandbrewing.com) or on their website at [newfoundlandbrewing.com](http://newfoundlandbrewing.com) for more information.

Below is an image of the recalled product:



## **About NLC**

NLC is a Crown Corporation of the Government of Newfoundland and Labrador with responsibility through the Liquor Corporation Act, the Liquor Control Act, and the Cannabis Control Act for the importation, sale, distribution and management of beverage alcohol and cannabis, and for the delivery of programs that promote safe, responsible consumption of alcohol and cannabis.

NLC is one of the largest retailers in the province. Through 28 corporate retail locations, over 140 agency stores, more than 550 Brewer's Agent outlets, and over 1,400 restaurants, lounges, and other licensees, along with private order services, NLC offers over 4,000 products per year to consumers and its retail partners from more than 20 countries. It also regulates and distributes to 55 licensed cannabis retailers across the province, and offers customers a secure, legal online environment for cannabis purchases via ShopCannabisNL.com. NLC operates a 77,000 square foot distribution centre, as well as a manufacturing operation, Rock Spirits. The facility, which runs world-class blending, bottling and canning operations, ships to more than 30 countries around the world and has been in operation for over 65 years.

NLC operates with the expectation that it will generate revenue for the Government of Newfoundland and Labrador, with 100% of its profits reinvested in the province to fund key public services. NLC aspires to build trust in everything it does - with customers, employees, retailers, commercial partners, and communities, along with Government, to ensure a stronger Newfoundland and Labrador.

### **Media Contact:**

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