



Media Information 21.2.2011

Incident at Varna

Chemical in beverage harms consumer. Cause unclear, no other products affected. Strict quality system guarantees safety of products. Authorities investigate various reasons, including sabotage, mistakes and self injury.

After the consumption of a beverage sold in Varna on Thursday 17th, a man was harmed and treated in a hospital. He is now out of danger.

According to first official informations the bottle contained an unknown chemical. Authorities investigate various reasons, including sabotage, mistakes and self injury.

Rauch regrets the incident and wishes the consumer all the best for his further healing.

Rauch took immediate activities to analyse the incident and to secure the safety of its consumers. The concerned product was part of a large production lot, bottles from the same production lot are sold in Germany, Austria, Italy and many other countries.

Rauch has a very strict quality control system, every production is strictly controlled at all steps of the production process. Rauch is certified by all relevant international standards like ISO 9001, International Food Standard (IFS) and Hazard Analysis and Critical Control Points (HACCP).

Practically it can be excluded that the problem happened during the production process: On the concerned production line more than 10 bottles per second are produced, it is definitely impossible that only one single bottle is affected. And all tests that have been immediately conducted assure that no other products from this production lot are affected.

Rauch is fully cooperating with the official authorities to support the ongoing investigation and to discover the real cause of this incident.

Rauch is one of the leading juice producers in Europe, with hundreds of millions of high quality products sold every year in more than 88 countries and a history of outstanding product quality dating back to 1919.

For further informations please contact:
Victor Velkov, Managing Director
RAUCH Bulgaria EOOD, Sofia 1574, 1, Slatinska Str.
Tel: +359 2 489 44 92
Fax: +359 2 489 44 93
E-Mail: office.bg@rauch.cc