



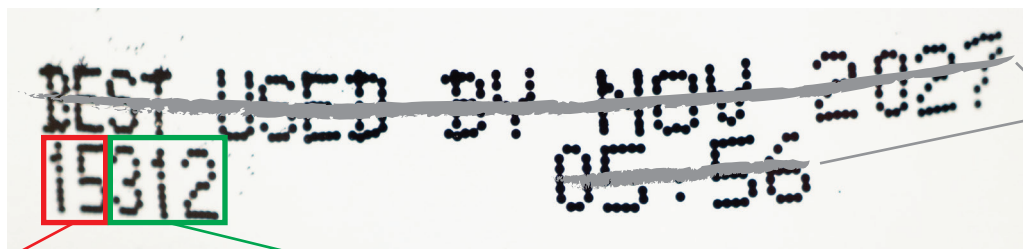
30 Year Shelf Life

On June 19th, 2016 we increased the shelf life of Mountain House meals in pouches, cans and kits to 30 years. Because this change is retroactive, any meals you've purchased in the last 30 years, are still good, regardless of the "Best By" date printed on the pouches.

The shift comes in response to new consumer research showing a majority of consumers view the shelf life of long-term emergency food as the time that the product will "still taste good." Based on this consumer research and testing of our aged products, we found that our high standard of "Tastes Indistinguishable From New" was extremely conservative and not reflective of consumer expectations. Therefore we implemented changes that better inform consumers as to the "true" shelf life.

To determine the new shelf life of your old Mountain House pouches and cans, you'll need to locate the actual manufacturing date. Add 30 years to the manufactured date to get the new shelf life. Here is a guide to help you out.

For pouches produced Early 2014 - Current:

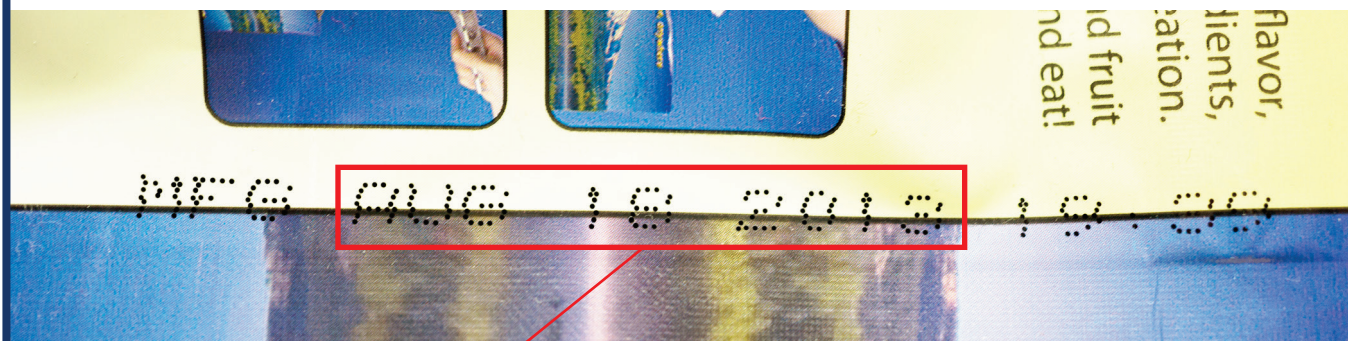


Ignore

Year of manufacture = 2015 **Day of the year** = 312 (November 8)

New Best By Date = November 8, 2045

For pouches produced May 2012 - Early 2014:



Manufacture date = August 18, 2012

New Best By Date = August 18, 2042