

Product Recall Notice

18/08/2026

Please be aware of a product recall on the following product.

Product Code	Product Name	Best Before Date	Batch code
61357	Everyday Favourites MK4.5 Sliced Brioche Bun	06/07/2027	6187 FF

Reason for the recall: The seeded variation of the product has been incorrectly packed into cases labelled as 61357 Everyday Favourites MK4.5 Sliced Brioche Bun. The product inside contains sesame but the outer case states may contain sesame. This is a risk to anyone with an allergy to sesame.

What to do next & FAQ:

If we have identified you as having purchased the affected product, you will be contacted by telephone and letter advising you of the recall. If you have any affected stock, please dispose of it immediately. Once you receive the letter, you simply complete the claim form and return to your delivering depot, who will arrange a credit.

I have a different expiry date/batch code/product to what has been recalled, is it OK to use?

Yes, ONLY product that matches the details confirmed above is affected by this recall. If the product you have does not match this, then you are safe to continue using it.

I have served the product already, what do I do?

The risk associated with this recall is extremely low and it is being carried out as a precaution. If you or your customers experience any illness/injury then they should seek advice from their GP or 111.

I have used the product as an ingredient in a dish, do I now have to dispose of the whole dish and how do I claim for the waste of my dish?

If you have used this as an ingredient, we advise that you dispose of the dish to avoid any unnecessary risk with your customers. You can email recall@bidfood.co.uk for an additional claim form to make a claim for the dish you have had to dispose of

I have the affected product, but I don't see there is anything wrong with it/I need to use it, can I just use the product?

We appreciate the product may look OK or that you may be left short of ingredients however, you must follow the instructions on the recall notice and dispose of the stock you have. We cannot accept any liability for any issues arising from customers choosing to ignore recall instructions

I have disposed of the product, but need to now re-order stock/get a replacement product

If you use Bidfood Direct, please place a new order on the platform. If you use Telesales, please call your local Telesales team to arrange a new delivery

I need some additional help or information

If you need help with regards to orders, pricing, delivery or collection – contact your local depot
If you need help or advice related to the issue of the recall – email recall@bidfood.co.uk