

MEMORANDUM OF MEETING

*J.L.  
Everfresh, Inc.  
J.G.  
5/13/89*

DATE: May 5, 1989

PLACE: ORO Conference Room

ATTENDEES: Hugo G. Powell, President, Everfresh, Inc.,  
Division of John Labatt, Ltd.

David W. Murray, Director, Technological  
Development, Labatt Food Company, Division of  
John Labatt Ltd.

Kenneth Rosenthal, Vice President, Law, John  
Labatt, Inc.

William D. Appler, Counsel, Partner,  
McDermott, Will & Emery, Washington, D.C.

Bruce H. Weitzman, Counsel, Partner,  
McDermott, Will & Emery, Chicago, Illinois

Mervin H. Shumate, Consultant on Regulatory  
Matters

and

Food and Drug Administration

John M. Taylor, Associate Commissioner for  
Regulatory Affairs

Raymond W. Gill, Deputy Director, Office of  
Compliance, Center for Food Safety and Applied  
Nutrition

SUBJECT: Fruit Juice Adulteration

Mr. Appler provided an introduction to the subject matter.  
Mr. Hugh Powell then provided a history of the John Labatt  
Company including its role in establishing the Everfresh  
fruit juice subsidiary.

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Ex. A

Mr. Powell went on to describe in stepwise fashion the definition of the problems that his investigations had uncovered and then proceeded to elaborate on the steps that he had taken to correct the problem. Mr. Powell assured us that the company since coming under his management was not producing any adulterated juice products.

A competing company had filed a lawsuit against the company charging that Everfresh Inc. had in the past adulterated their orange juice product with naringen, pulp wash and beet sugar.

Mr. David Murray discussed modifications made in the parent companies quality assurance and audit procedures. Mr. Murray also pointed out that he had a good deal of analyses of authentic orange juice. Mr. Taylor stated that this type of information was very useful to the Agency and Mr. Gill and Mr. Murray agreed to arrange the details of information exchange at a later date.

The meeting was then cordially terminated.

Raymond W. Gill

cc:  
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HFF-300

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