



DEFENSE LOGISTICS AGENCY
TROOP SUPPORT
700 ROBBINS AVENUE
PHILADELPHIA, PENNSYLVANIA 19111-5092

DLATS-FTW
ALFOODACT 2025-042

July 30, 2025

MEMORANDUM FOR RECORD

SUBJECT: High Noon Recalls Vodka Seltzer Beach Pack (12 Pack) Due to Inclusion of CELSIUS® ASTRO VIBE™ Energy Drink Cans

1. REFERENCE: DHA-MSR 6025.01/AR 40-660/ DLAR 6025.01/NAVSUPINST 10110.8D/AFI 48-161_IP/MCO 10110.38D, DOD Hazardous Food & Nonprescription Drug Recall System, 6 September 2018.

2. COMPANY ANNOUNCEMENT: High Noon is recalling two production lots of High Noon Beach Variety packs (12-pack/12 fluid ounce cans). Some of these packs contain cans that are filled with High Noon vodka seltzer alcohol and are mislabeled as CELSIUS® ASTRO VIBE™ Energy Drink, Sparkling Blue Razz Edition with a silver top. Consumption of the liquid in these cans will result in unintentional alcohol ingestion.

No illnesses or adverse events have been reported for this recall to date.

3. PRODUCTS AFFECTED: This labeling error is confined to the two lots listed below:

Product Description	Retail UPC	Lot Codes
High Noon Beach Variety Packs 12-pack 12 fluid ounce cans These products have silver lids	High Noon UPC: 085000040065	L CCC 17JL25 14:00 to L CCC 17JL25 23:59 L CCC 18JL25 00:00 to L CCC 18JL25 03:00 Lot Codes are on the exterior of the 12-pack. See below:
CELSIUS ASTRO VIBE Energy Drink, Sparkling Blue Razz Edition 12 fluid ounce cans The affected CELSIUS cans will have a silver lid, instead of a black lid.	CELSIUS UPC 8 89392 00134 1	L CCB 02JL25 2:55 to L CCB 02JL25 3:11 The lot codes are lasered on the bottom of the can.

This recall is exclusively for the affected High Noon Beach Variety 12-packs with the lot codes listed above, which were shipped to distributors in FL, MI, NY, OH, OK, SC, VA & WI. Distributors shipped product to retailers in FL, NY, OH, SC, VA & WI. Product was shipped between July 21, 2025 – July 23, 2025.

Even if not purchased in a High Noon Beach Variety pack, consumers should be advised to ensure their CELSIUS ASTRO VIBE Energy Drink, Sparkling Blue Razz Edition does not contain the lot codes (L CCB 02JL25 2:55 to L CCB 02JL25 3:11), prior to consuming. Consumers are advised to dispose of the CELSIUS ASTRO VIBE Energy Drink, Sparkling Blue Razz Edition cans with the impacted lot codes (L CCB 02JL25 2:55 to L CCB 02JL25 3:11) and not consume the liquid. High Noon Beach Variety packs with different lot codes than above are not affected by this recall and are safe to consume.

4. PRODUCT LABELS/PICTURES:



5. CONTACT INFORMATION: As a reminder, consumers are advised to dispose of the CELSIUS ASTRO VIBE Energy Drink, Sparkling Blue Razz Edition silver lid cans with the impacted lot codes (L CCB 02JL25 2:55 to L CCB 02JL25 3:11) and not consume the liquid.

Consumers who have purchased the identified High Noon Beach Variety 12-packs or mislabeled CELSIUS ASTRO VIBE Energy Drink, Sparkling Blue Razz Edition (with lot codes: L CCB 02JL25 2:55 to L CCB 02JL25 3:11), should contact High Noon Consumer Relations at consumerrelations@highnoonvodka.com to get more information on next steps, including refunds.

6. POSITIVE AND NEGATIVE FINDINGS:

a. Army Veterinary Services and Air Force Public Health Personnel: Report negative and positive findings in the Veterinary Service Information Management System (VSIMS) Subsistence Recalls application. If you are not in one of these two groups, please use the instructions below (paragraphs b-d).

b. Navy:

1) SHIPS AT SEA: Must report positive and negative findings to supporting Veterinary Service unit. Are authorized to destroy or dispose of recalled products utilizing the procedures and reporting requirements outlined in NAVSUP P-486 Paragraph 5302 and 6000(4), to include completion of a DD Form 200 and Standard Form 364. Procedures for completing the DD Form 200 are found in NAVSUP P-486 Paragraph 6001. Procedures for completing Standard Form 364 are found in NAVSUP P-486 Paragraph 5300(2)(c).

2) SHIPS IN PORT/HOMEPORTED/ASHORE GALLEYS: Supporting Veterinary Service unit will conduct inspection and report positive and negative findings in VSIMS Subsistence Recalls application. Contact the appropriate DLA Account Manager via Regional NAVSUP Fleet Logistics Center (NAVSUP FLC) to arrange pickup of recall items. Contact your supporting (NAVSUP FLC) for any issues regarding PV Pickup. Proceed with the same guidance in the paragraph above.

c. Defense Logistics Agency (DLA) Contractors: Report positive and negative findings to your Contracting Officer, Contracting Specialist, TVLS, and dscpconssafofc@dla.mil within 72-hours. Positive Response Information required: (Vendor must provide all the following information):

- 1) ALFOODACT 202X-XXX
- 2) DLA Contract Number:
- 3) Unit of Measure:
- 4) Quantity Currently in Stock:
- 5) List of customers that received product AND (a-h) for each customer:
 - a) Customer name and location:
 - b) DLA Purchase Order Number:
 - c) Vendor Invoice Number:

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- d) Item Stock number (LSN, NSN):
- e) Quantity Shipped:
- f) Date Shipped:
- g) Value of Affected Product:
- h) Amount of credit due:

d. AAFES, MWR, NEX, MCCS, DeCA, DLA, dining facilities, and all other agencies, report your findings and follow recall disposition in accordance with the procedures outlined by your agency.

7. If you know of others who need to receive Subsistence Recall messages, click Subscribe (Add the following to an email if the link does not work; Subject: Subscribe to Subsistence Recall Notifications, Email address: usarmy.jbsa.medcom.mbx.medcom-vsims@health.mil). If you no longer need to receive Subsistence Recall messages, click Unsubscribe (Add the following to an email if the link does not work; Subject: Unsubscribe from Subsistence Recall Notifications, Email address: usarmy.jbsa.medcom.mbx.medcom-vsims@health.mil).

8. Previous recalls are available on the DLA-TS Food Safety Office website:
<https://www.dla.mil/TroopSupport/Subsistence/FoodSafety/fso/ALFOODACT/>.

9. Point of contact for ALFOODACT messages is the undersigned at commercial telephone 267-892-4725, or dscpconssafofc@dlam.mil.

KAYLA D. HAMMONDS
Chief Warrant Officer Three, U.S. Army
Consumer Safety Officer