



Dear Fireball Nation –

We have more answers to your questions, check them out below. Want to know anything else? Let us know, [here](#).

Is Fireball safe to drink?

Fireball is 100% safe to drink. This started as a technical compliance issue in Europe. It did **not** and does **not** represent any consumer health risk. Please drink Fireball responsibly.

Somebody said Fireball is made with antifreeze?

Fireball does not contain any antifreeze at all and the suggestion is ridiculous. Sadly, this is the media's way of crafting attention grabbing headlines, but it simply is not true. We would not dream of putting antifreeze in our product.

The ingredient in question is called Propylene Glycol (PG). There are different grades of PG. Propylene glycol USP/EP (pharmaceutical grade) is the only grade appropriate for application in food due to its strict handling practices and purity. It is widely used in thousands of food and drink applications, including ice cream for example. This is different than industrial grade PG which is used for applications like antifreeze. The media has conveniently left out this very important difference!

We hope the media now understands that food grade PG is perfectly safe, and we're waiting for the headline that says "*Fireball recalled for using ice cream ingredient!*"

Is there a Fireball recall in North America?

No and there won't be. There is absolutely no reason for any recall. Fireball is perfectly safe to drink, just as it always has been. Fireball fans can and should continue to enjoy their favorite drink just as they always have.

What was all the noise in the media about?

Again, sadly, some media like to sensationalize small stories and spin them into big stories hoping to create panic and drive their circulation. These stories seldom rely on facts.

The most common and misleading stories we are seeing are trying to create confusion between industrial grade propylene glycol (PG) which is for industrial use and food grade PG which is an ingredient in Fireball's flavoring.

While it makes for attention grabbing news headlines, deliberately trying to confuse our consumers and create panic is completely wrong and we are going after all false and misleading news stories. Several media channels in the US covering this have already corrected their headlines and stories.

Please let us know if you see any misleading news stories or competitors trying to confuse consumers. We need your help in sharing the truth!

What is Propylene Glycol (PG)?

PG is a clear, colorless liquid with the consistency of syrup. It is practically odorless and tasteless. It is the ideal stabilizer and clarifier for a large variety of flavors that give most of today's food and beverages their distinctive taste.

For more than fifty years PG has had an excellent reputation for safe use in a wide range of consumer products.

It is a common, perfectly safe flavoring agent, approved by the World Health Organization (WHO), U.S. and EU, and used in more than 4,000 products including soft drinks, biscuits, cakes, sweets, beer, spirits, salad dressings and baking mixtures.

Important: There are different grades of PG. Propylene glycol USP/EP (pharmaceutical grade) is the only grade appropriate for application in food due to its strict handling practices. This is different than the grade used for industrial applications.

PG USP/EP is **not** to be confused with ethylene glycol or industrial propylene glycol which can be used as antifreeze ingredients.

<http://www.propylene-glycol.com/>

Why Do We Use PG?

PG USP/EP is ideal for use in a large variety of flavors to give most of today's food and beverages their distinctive taste. Flavor companies use it to carry flavor ingredients through to the final product, to preserve the integrity of the flavor and to ensure it is shelf stable. We understand that very few flavors can be made without it.

PG is an important ingredient of the proprietary flavors we purchase. It is not added separately to Fireball.

In short, it is a key part of the Fireball recipe helping to deliver that great, consistent taste that so many consumers enjoy.

Are you using PG to save money?

No, actually, PG increases the cost of flavors.

Are you going to stop using PG?

No, it is an integral part of delivering our proprietary Fireball taste and flavor experience so we plan to continue using it in North America, Europe and other countries where Fireball is growing. Most importantly, it is safe, the government limit on PG usage is 50 grams per kilogram and we use less than 8 grams, which represents less than 0.7% of the product. Canada, for example, does not have a specific numerical limit for PG. We would not use it if we did not think it was important or safe.

What was the issue with Fireball in Europe?

Very simple, straight forward issue. In mid-October, Fireball was contacted by its European bottler regarding a small recipe-related compliance issue. Finland, Sweden and Norway have asked to return those specific batches and have it replaced with compliant product.

We believe in full compliance as a company so we are currently resupplying our European bottler with the European recipe and plan to be back on the shelf within three weeks. New product will ship November 6th, 2014.

Why two formulas, why not just have one safe formula?

The answer is – we do! The North American recipe is the original Fireball recipe – perfectly safe, shelf stable and, most importantly, delivers a consistent, great tasting product for our fans.

In an ideal world we would use the recipe you know and love from the US / Canada everywhere. It is made with a lot of love and care by our people who are experts in their field. It delivers an amazing taste, flavor and shelf life. Unfortunately, this recipe does not meet one European regulation. Europe decided to set the PG usage lower at 1 gram per kilogram. Accordingly, we created a different recipe to meet the EU regulation. This recipe is not ideal given the benefits of using PG, but it is required. We do not understand the reasoning behind this, but there are lots of differences in the regulations between North America and Europe as it relates to food products, which explains why recipes for soft drinks, alcoholic beverages and even candies and confections are slightly different in Europe than North America.

Both recipes are completely safe; one is not safer than the other.

Let us know if you have questions we haven't answered and we'll get right on it!

Yours in Whisky,



*Tastes Like Heaven, **BURNS LIKE HELL***

Please enjoy Fireball responsibly.