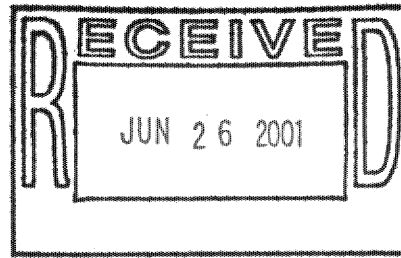




HANSEN BEVERAGE COMPANY

June 18, 2001

Certified Mail – Return Receipt Requested
Food and Drug Administration
Office of Nutritional Products,
Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
200 C Street, SW
Washington, DC 20204



1010 Railroad Street
Corona, California 92882

909•739-6200
Fax 909•739-6210

Dear Sir/Madam:

Notice is hereby given pursuant to the requirements of Section 403(r)(6) (21 U.S.C. 343(r)(6)) of the Federal Food, Drug and Cosmetic Act and in accordance with the requirements of 21 C.F.R. 101.93, that Hansen Beverage Company, 1010 Railroad Street, Corona, California 92882, is marketing a dietary supplement bearing the following statements on the label and/or in the labeling:

TEXT OF CLAIMS

Be-Well

Defense Supplement with Soy Protein, Echinacea, Goldenseal & 100% Vitamins A, C, E

Each dietary supplement bar includes a combination of heart healthy soy protein and Antioxidants for a healthy lifestyle. Each bar has only 190 calories or less and 26 essential Vitamins and Minerals. Supplementing your diet on the go has never been healthier or better tasting.

Be-Well Bar

The "Defense Supplement Bar" – A mouth-watering Yogurt Lemon bar with the winning combination of Goldenseal, Echinacea, key vitamins and ingredients for that extra line of defense. With our hectic lifestyles, it is sometimes difficult to ensure a proper and balanced diet. Out Be-Well Dietary Supplement bar can be a positive enhancement to your day in a most convenient and delicious way!

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM

Soy Protein
Goldenseal
Echinacea
Rice Syrup
High Fructose Corn Syrup
Cane Sugar

HANSEN FDA Notification - Be Well

97S 0162

LET 8227


Corn Syrup
Fructose
Oligofructose
Dextrose
Maltodextrin
Beta Carotene
Vitamin A
Vitamin C
Vitamin D
Vitamin E
Vitamin K
Thiamine (Vitamin B-1)
Riboflavin (Vitamin B-2)
Niacin
Vitamin B-6
Folate
Vitamin B-12
Biotin
Pantothenic Acid
Calcium
Iron
Phosphorus
Iodine
Magnesium
Zinc
Selenium
Copper
Manganese
Chromium
Molybdenum
Potassium

NAME OF SUPPLEMENT (INCLUDING BRAND NAME)

Hansen's® Natural – Be-Well

The undersigned certifies that the information contained in this notice is complete and accurate and that Hansen Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,
Hansen Beverage Company


Julie Holbrook, Vice President
Food & Specialty Division