




**Indiana State
Department of Health**
An Equal Opportunity Employer

Mitchell E. Daniels, Jr.
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.
State Health Commissioner

DATE: October 6, 2011

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Flowers Foods Recall

SUGGESTED

ACTION: Unclassified Recall; Mrs. Freshley's multipack cereal bars, labeled in English/French for Canadian distribution, because they may contain undeclared non-fat dry milk; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the products being recalled may have been distributed in the State of Indiana. The recall was initiated after Flowers discovered that product containing non-fat dry milk was distributed in packaging that did not reveal the presence of milk, and that product labeled for sale and distribution in Canada was sold for distribution in the U.S. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

**Flowers Foods Issues Allergy Alert And Voluntary Recall
On Mrs. Freshley's Canadian Labeled Cereal Bars**

Contact:
Consumer:
1-866-245-8921

Media:
Keith Hancock
229-227-2380

FOR IMMEDIATE RELEASE - October 4, 2011 - Flowers Foods is voluntarily recalling the following Mrs. Freshley's multipack cereal bars, labeled in English/French for Canadian distribution, because they may contain undeclared non-fat dry milk. People who have allergies to dairy products run the risk of serious or life-threatening allergic reaction if they consume these products. No illnesses have been reported to date.

Mrs. Freshley's Canadian Label Apple Cinnamon Fruit and Pastry Cereal Bars, UPC 072250002400

Mrs. Freshley's Canadian Label Blueberry Fruit and Pastry Cereal Bars, UPC 072250002387

Mrs. Freshley's Canadian Label Strawberry Fruit and Pastry Cereal Bars, UPC 072250002363

The recalled product involves the following distribution:

In Canada: To food and convenience stores in Quebec and Ontario provinces

In U.S: To discount stores nationwide in the dual-language (French/English) multipack carton

The recall was initiated after Flowers discovered that product containing non-fat dry milk was distributed in packaging that did not reveal the presence of milk, and that product labeled for sale and distribution in Canada was sold for distribution in the U.S.

Much of the product involved has been contained within the distribution system. Out of an abundance of caution, Flowers issued the voluntary recall and is advising its trade customers to withdraw these products from sale. The company is in the process of recovering the product involved and is in contact with the Food and Drug Administration (FDA) and the Canadian Food Inspection Agency (CFIA) to ensure the continued safety of those consumers who may be impacted by this issue. The company also has reported the recall to the Food Allergy & Anaphylaxis Network.

Canadian and U.S. consumers who have purchased the dual-language (English/French) labeled Mrs. Freshley's cereal bars with the UPC codes noted are urged to return them to the place of purchase for product replacement or refund. No other Mrs. Freshley's cereal bars are included in this recall; only Mrs. Freshley's cereal bars in dual-language packages are involved.

Consumers with questions may call Flowers' Consumer Relations Center at 1-866-245-8921. The center is open Monday through Friday from 8:00 a.m. to 5:00 p.m. Eastern time. Consumers also may contact the center via e-mail by visiting the Contact Us page at www.mrsfreshleys.com¹.

###

[RSS Feed for FDA Recalls Information](#)² [what's this?³]

[Photo: Product Labels](#)⁴