



DATE: July 31, 2012

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

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

SUBJECT: Clif Bar & Company Recall

**SUGGESTED
ACTION:**

Unclassified Recall; small amount of 6-packs of Coconut Chocolate Chip CLIF® Bars that were distributed to limited Target and Walmart stores. These 6-packs may contain Coconut Chocolate Chip CLIF Bars that are mislabeled with White Chocolate Macadamia CLIF® Bar wrappers which do not list coconut in the ingredient statement. Some people may be allergic to coconut; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the recalled products may have been distributed in the State of Indiana. The company is strongly advising consumers who have coconut allergies not to consume these mislabeled bars and discard them to avoid the possibility of an allergic reaction. 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.

**Coconut Allergy Alert and Voluntary Recall of 6-Pack Coconut Chocolate Chip
CLIF® Bars
Due to Possible Package Mislabeled**

Contact:

Sue Hearn
1-888-851-8456
510-596-6391
shearn@clifbar.com

FOR IMMEDIATE RELEASE - July 30, 2012 - Clif Bar & Company is initiating a voluntary recall today of a small amount of 6-packs of Coconut Chocolate Chip CLIF® Bars that were distributed to limited Target and Walmart stores. These 6-packs may contain Coconut Chocolate Chip CLIF Bars that are mislabeled with White Chocolate Macadamia CLIF® Bar wrappers with a „Best By“ date of 16MAY13G1 and do not list coconut in the ingredient statement. Clif is taking this precautionary safety step for people who are allergic to coconut.

A small quantity of Coconut Chocolate Chip CLIF Bars were inadvertently placed in White Chocolate Macadamia CLIF Bar wrappers and these mislabeled bars were placed inside correctly labeled Coconut Chocolate Chip CLIF Bar 6-pack boxes. The White Chocolate Macadamia wrappers contain advisory allergen labeling which states that the product may contain traces of other tree nuts.

Only the product meeting both the following criteria is affected:

- 6-packs of Coconut Chocolate Chip CLIF Bars with “Best By” date 16MAY13G1

UPC: 7-22252-66030-5

- Coconut Chocolate Chip CLIF Bars mislabeled in White Chocolate Macadamia CLIF Bar individual wrappers found in the above Coconut Chocolate Chip CLIF Bar 6-pack box with the same “Best By” date 16MAY13G1

NO other CLIF Bar products, pack sizes, flavors or “Best By” date codes are affected.

The company is strongly advising consumers who have coconut allergies not to consume these mislabeled bars and discard them to avoid the possibility of an allergic reaction. People with an allergy to coconut run the risk of serious or life-threatening allergic reaction. No allergic reactions have been reported to date.

Consumers with questions or who would like replacement coupons may contact 1-888-851-8456, 8 a.m. - 5 p.m. PDT, Monday-Friday. Details also can be found at www.clifbar.com/coconut¹.

Clif Bar & Company cares deeply about the health and safety of consumers. The company apologizes for this inadvertent labeling error.

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

[Photo: Product Labels](#)⁴