



DATE: October 22, 2012

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

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

SUBJECT: Gilster-Mary Lee Recall

SUGGESTED ACTION: **Unclassified Recall; One lot of Fruit Whirls cereal because it contains undeclared almond butter; Information is provided in case of a consumer inquiry.**

From the information provided by FDA, the product being recalled was distributed in the neighboring States of Kentucky and Ohio. The product was distributed between July 24, 2012 and October 16, 2012 to retail stores located in Florida, Georgia, Kentucky, Louisiana, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

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.

Gilster - Mary Lee Corp. Issues Allergy Alert on Undeclared Tree Nuts in Better Valu Fruit Whirls Ready to Eat Cereal

Contact

Consumer:
618-826-2361 ext. 3283
417-781-7777 ext. 4835

FOR IMMEDIATE RELEASE - October 18, 2012 - Gilster-Mary Lee of Chester, Illinois, is voluntarily recalling one lot of Fruit Whirls cereal because it contains undeclared almond butter. People who have an allergy or severe sensitivity to almonds run the risk of serious or life-threatening allergic reaction if they consume these products.

The only brand involved is Better Valu Fruit Whirls Ready to Eat Cereal, packaged in 28-oz. plastic bags which has a Best By date of JUL 17 13 J8 (UPC# 79801-24630). The code is located on the lower left corner of the back of the package, below the Nutrition Facts and Ingredient Declaration Panel. Consumers should return the product to the store for a full refund or discard it.

The product was distributed between July 24, 2012 and October 16, 2012 to retail stores located in Florida, Georgia, Kentucky, Louisiana, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Gilster-Mary Lee Corp. became aware of the mis-packaging after receiving a customer complaint. Investigation into the complaint confirmed some bags of the Fruit Whirls inadvertently contained Honey Nut Toasted Oats cereal. No illnesses have been reported in connection with this cereal.

For questions, consumers can call Gilster-Mary Lee Corp. at 618-826-2361 ext. 3283 or 417-781-7777 ext. 4835 from 8:00 am to 4:30 pm CDT, Monday through Friday.

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[RSS Feed for FDA Recalls Information¹ \[what's this?²\]](#)

[Photo: Product Labels³](#)