



DATE: November 4, 2009

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

FROM: ^{ASG} A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Jelly Belly Recall

SUGGESTED

ACTION: **Unclassified Recall; Allergy Alert on Undeclared Peanuts; Recommend notification of affected stores via phone, fax or e-mail.**

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. The mislabeled packages failed to list peanut butter and peanut flour in the ingredient statement. Detail information is not available at this time. In addition, if any recalled product is 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.

Jelly Belly Issues Allergy Alert on Undeclared Peanuts in 7.5oz cylinder-style packages of 49 Flavors Jelly Belly jelly beans

Contact:
Jelly Belly
(800) 522-3267

FOR IMMEDIATE RELEASE – Fairfield, Calif. – November 4, 2009 --- Jelly Belly Candy Company is recalling 7.5-ounce cylinder-style packages of 49 Flavors Jelly Belly jelly beans because the package is incorrectly labeled. The mislabeled packages failed to list peanut butter and peanut flour in the ingredient statement. People who have an allergy to peanuts or a severe sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they consume these ingredients.

The Jelly Belly 49 Flavors cylinder packages were shipped to approximately 200 independent stores nationwide from September 29 to October 30, 2009. Product was packaged in a clear 7.5-ounce acetate cylinder with white label on the bottom of the package with lot codes **090925, 090928, 090929** or **091001**. UPC code 071567989398

The recall was initiated after the company's quality control efforts identified the incorrect ingredient statement. No illnesses or allergic reactions have been reported to date. No other candies or packaged candies from Jelly Belly are a part of this recall, and there is no health risk for consumers who are not allergic to peanuts.

Consumers who have a peanut allergy and purchased this product in the last five weeks are urged to return it to Jelly Belly Candy Company, One Jelly Belly Lane, Fairfield, Calif., 94533. Consumers and retailers with questions about the recall should call the Jelly Belly Hotline at 800-522-3267 Monday-Friday 7 am to 5 pm PST

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