



DATE: February 16, 2011

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

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

SUBJECT: Prime Choice Foods Recall

SUGGESTED

ACTION: Unclassified Recall; *Garden of Eatin'® Multi Grain Sea Salt Tortilla Chips (9 oz bags), Garden of Eatin'® Multi Grain Everything Tortilla Chips (9 oz bags) and Garden of Eatin'® Multi Grain Blues Sea Salt Tortilla Chips (9 oz bags)* due to the presence of undeclared wheat and soy; 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 recalled products were distributed to food stores nationwide. The recall was initiated after it was discovered that product was packaged in the wrong bag, and the ingredient statement did not list wheat and soy. 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.

Prime Choice Foods Corporation Voluntarily Recalls Certain Lots Of Garden Of Eatin'® Multi Grain Tortilla Chips Due To The Presence Of Undeclared Allergens

Contact:
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FOR IMMEDIATE RELEASE - February 14, 2011 -- Prime Choice Foods announced that it is taking the precautionary measure of recalling certain lots of *Garden of Eatin'® Multi Grain*

Sea Salt Tortilla Chips (9 oz bags), Garden of Eatin'® Multi Grain Everything Tortilla Chips (9 oz bags) and Garden of Eatin'® Multi Grain Blues Sea Salt Tortilla Chips (9 oz bags) due to the presence of undeclared wheat and soy.

Consumers who have an allergy or severe sensitivity to wheat or soy run the risk of serious or life-threatening allergic reaction if they consume these products.

No illnesses or allergic reactions have been reported to date. No other Garden of Eatin'® products are involved in this recall.

The recalled products were distributed to food stores nationwide. The recall only affects the following lot codes:

Garden of Eatin'® Multi Grain Sea Salt Tortilla Chips (9 oz)

Unit UPC code # 15839-00795

Lot codes: 07MAY11, 08MAY11, 19MAY11, 24MAY11, 02JUN11 and 22JUN11

Garden of Eatin'® Multi Grain Everything Tortilla Chips (9 oz)

Unit UPC code # 15839-00797

Lot codes: 08MAY11, 24MAY11, 25MAY11, 01JUN11 and 22JUN11

Garden of Eatin'® Multi Grain Blues Sea Salt Tortilla Chips (9 oz)

Unit UPC code # 15839-00940

Lot codes: 08MAY11, 25MAY11, 26MAY11, 22JUN11 and 23JUN11

The lot code can be located on the right side of the upper front panel of the individual bag.

The recall was initiated after it was discovered that product was packaged in the wrong bag, and the ingredient statement did not list wheat and soy.

Consumers who have purchased any products covered by this recall are urged to return them to the store of purchase for a full refund. Consumers with questions or concerns please call 1-800-434-4246, during extended hours from Monday to Friday 9:00 am – 9:00 pm EST and on Saturday and Sunday from 10:00 am to 6:00 pm.

This voluntary recall is being conducted with the knowledge of the U.S. Food and Drug Administration.

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