



Mitchell E. Daniels, Jr.
Governor

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

DATE: January 6, 2012
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: *DCG*
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program
SUBJECT: Rich Products Corporation Recall

SUGGESTED

ACTION: Unclassified Recall; 1/4 (quarter) Sheet Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored (Product Code: 00405) on January 5, 2012, because small plastic fragments from the packaging were found on top of the product; 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 product is produced by Rich's in Ocoyoacac, Mexico and imported into the U.S. by Rich's for sale. The recalled product is not packaged for retail distribution and is sold by the case primarily to in-store bakeries nationwide. The UPC code is: 00049800004054. Product produced after July 10, 2011 is affected. 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.

Rich Products Corporation announces nationwide voluntary recall of 1/4 (Quarter) Sheet Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored

Contact:
Consumer:
Rich's Product Helpline
1-800-356-7094 (United States)
1-800-263-8174 (Canada)

Media:
Dwight Gram
716-878-8749

FOR IMMEDIATE RELEASE - January 5, 2012 -Rich Products Corporation recalled its 1/4 (quarter) Sheet Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored (Product Code: 00405) on January 5, 2012, because small plastic fragments from the packaging were found on top of the product. The size of the fragments range from 1/4 (one fourth) to 3/4 (three fourths) inches.

Rich Products Corporation has not received any reports of injuries connected with this product and has issued this voluntary recall as a precautionary measure.

The product is produced by Rich's in Ocoyoacac, Mexico and imported into the U.S. by Rich's for sale. The UPC code is: 00049800004054. Product produced after July 10, 2011 is affected.

The 1/4 (Quarter) Sheet Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored is not packaged for retail distribution and is sold by the case primarily to in-store bakeries nationwide. There also have been some sales to foodservice customers. Rich's has already notified all of its distributors and customers who have received the product in question, and has directed them to remove and destroy the affected product. All other affected product under Rich's control has been quarantined and will be destroyed.

Upon investigation, Rich's discovered the problem was caused by a change in the resin used by the supplier of the plastic packaging. Rich's was not made aware of this change. The company is working closely with the supplier to ensure that all defective packaging is removed from distribution and that all monitoring systems are in place to eliminate the potential for this problem occurring again in the future.

Consumers with questions may contact the Rich's Product Helpline at 1-800-356-7094 (United States) or 1-800-263-8174 (Canada) between the hours of 8:30 a.m. and 5:00 p.m. EST. Voice mail is available after hours.

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