



**Indiana State
Department of Health**
An Equal Opportunity Employer

Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: March 18, 2014

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

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

SUBJECT: Simply Natural Foods, LLC - RECALL [Food]

**AFFECTED
PRODUCT:** Simply Lite Dark Chocolate Bar 85g (3oz)

SUMMARY: Unclassified Recall; This recall is due to bars from certain lots may contain high levels of milk protein, while the label of the product stated that it may contain traces of milk.

The product is packaged in plastic foil packaging containing 85gms (3oz) of dark chocolate with the product name of "Simply Lite Dark Chocolate," with the lot numbers 01182015A and 01192015A.

Simply Lite Dark Chocolate Bar was distributed in Indiana for sale to consumers in retail stores.

**SUGGESTED
ACTION:** Recommend notification of affected parties via phone, fax, or e-mail. Consumers who have purchased Simply Lite Dark Chocolate Bars from the affected lots are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company toll free at 1-866-923-1549, Monday – Friday, 9:00 am – 5:00 pm, ET. Furthermore, if any recalled products are found, notify this office at 317-233-8475.

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.

Simply Natural Foods, LLC Issues Allergy Alert for High Levels of Milk Protein in Simply Lite Dark Chocolate Bars

Contact:

Consumer:

1-866-923-1549

FOR IMMEDIATE RELEASE - March 17, 2014 - Simply Natural Foods, LLC of Commack, N.Y., is voluntarily recalling its 85g (3oz) Simply Lite Dark Chocolate Bar, because FDA testing indicated that bars from certain lots contained high levels of milk protein, while the label of the product stated that it may contain traces of milk. People who have an allergy or severe sensitivity to milk protein may risk serious or life-threatening allergic reaction if they consume this product.

Simply Lite Dark Chocolate Bar was distributed in Indiana, Nevada, Pennsylvania, Massachusetts, North Carolina, Georgia, Virginia, California, Washington, New York and Florida for sale to consumers in retail stores.

The product is packaged in plastic foil packaging containing 85gms (3oz) of dark chocolate with the product name of "Simply Lite Dark Chocolate," with the lot numbers 01182015A and 01192015A.

No illnesses or injury of any sort have been reported to date and this recall is being initiated in an excess of caution

This voluntary recall was initiated after it was discovered that the Simply Lite Dark Chocolate Bar was distributed in packaging that did not reveal the presence of high levels of milk protein. The current packaging states that "The product may contain traces of milk," wherein greater levels, in excess of trace amounts, of the milk protein have been discovered through analytical testing. Subsequent investigation indicates the problem was caused by a source of chocolate having greater than trace amounts.

Consumers who have purchased Simply Lite Dark Chocolate Bars from the affected lots are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company toll free at 1-866-923-1549, Monday – Friday, 9:00 am – 5:00 pm, ET.

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Simply Lite Dark Chocolate Bars
Photos**





