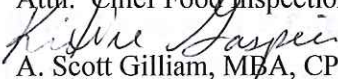


DATE: March 18, 2014

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

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

SUBJECT: Fannie May Confections Brands, Inc. ("Fannie May") – RECALL [Food]

**AFFECTED
PRODUCT:** 14.0 oz., rectangle box of spring wrapped assorted chocolates

SUMMARY: Unclassified Recall; The rectangle box of spring wrapped assorted chocolates is being recalled because the box includes one piece of candy that contains peanuts, a known allergen, and the food ingredient label on the box did not state that the product contained peanuts.

The product being recalled is a 14.0 oz., rectangular gift box measuring 9 1/2" by 7" in size that contains 24 pieces of assorted chocolates including one caramel/peanut candy. In the center of the orange-striped band is a white rectangle with a picture of 5 chocolate pieces and the name "Fannie May", product type "Assorted Chocolates", and product description "rich dark & milk chocolates & pastels with an assortment of decadent fillings" in brown lettering on the band around the box.

The item is identified as SKU #75032 with the UPC number on the label of 0 52745 72804 6. Lot information on this product is 14058 or 14059.

Fannie May Confections Brands, Inc. determined that the 19 boxes of chocolates were available for sale beginning March 3 in specific retailers in: Indiana, Michigan, and Illinois. Retailers that sold the product include, but are not limited to, Walgreens, Hallmark Gift Shops, CVS and other independent retailers.

**SUGGESTED
ACTION:** Recommend notification of affected parties via phone, fax, or e-mail. Information on the product recall can be found on the home page of the Company's website located at: www.fanniemay.com. Consumers with questions may contact a dedicated customer service representative at the Company by dialing 330-494-0833 Extension 193, Monday through Friday, 8:30 a.m. – 5:30 p.m. EST or email customerservice@fanniemay.com. 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.

Fannie May Issues A Voluntary Recall of 19 Boxes of 14.0 Oz. Spring Wrapped Assorted Chocolate Box Due to Undeclared Peanuts

Contact:

Consumer:
330-494-0833

Media:

Joseph Pititto
516-237-6131

FOR IMMEDIATE RELEASE - March 17, 2014 - Fannie May Confections Brands, Inc. ("Fannie May") is recalling 19 units of its 14.0 oz., rectangle box of spring wrapped assorted chocolates because the box includes one piece of candy that contains peanuts, a known allergen, and the food ingredient label on the box did not state that the product contained peanuts. Fannie May decided to recall the products after this was discovered during an internal review of product.

Individuals who have an allergy or severe sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they come in contact with or consume this product.

The product being recalled is a 14.0 oz., rectangular gift box measuring 9 1/2" by 7" in size that contains 24 pieces of assorted chocolates including one caramel/peanut candy. The light purple with spring flowers-wrapped rectangular-shaped box contains an orange-striped band. In the center of the orange-striped band is a white rectangle with a picture of 5 chocolate pieces and the name "Fannie May", product type "Assorted Chocolates", and product description "rich dark & milk chocolates & pastels with an assortment of decadent fillings" in brown lettering on the band around the box. Also, the front-bottom of the orange-striped band states "NET WT. 14 OZ. (396g)". The back of the box has a full nutritional label which also states: "This product has been produced on equipment shared with peanuts, tree nuts, soybeans, milk, eggs and wheat".

The item is identified as SKU #75032 with the UPC number on the label of 0 52745 72804 6. Lot information on this product is 14058 or 14059.

The box of candy looks like this:



Fannie May Confections Brands, Inc. determined that the 19 boxes of chocolates were available for sale beginning March 3 in specific retailers in seven (7) states: Michigan, Minnesota, Illinois, Indiana, Iowa, Wisconsin and Arizona. . Retailers that sold the product include, but are not limited to, Walgreens, Hallmark Gift Shops, CVS and other independent retailers.

To date there has been no incidences, nor have there been any reported illnesses

This voluntary recall does not affect any other products from Fannie May Chocolates.

Consumers that have purchased the Fannie May 14.0 oz. rectangular spring box of assorted chocolates are urged to dispose of the product.

Fannie May is working in cooperation with the FDA. Information on the product recall can be found on the home page of the Company's website located at: www.fanniemay.com. Consumers with questions may contact a dedicated customer service representative at the Company by dialing 330-494-0833 Extension 193, Monday through Friday, 8:30 a.m. – 5:30 p.m. EST or email customerservice@fanniemay.com.

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