



Missouri Department of Health and Senior Services Recall Alert

The Missouri Department of Health and Senior Services received the following recall for Keebler fudge cookies sold at convenience stores. The recall was initiated due to mislabeling of cartons of *Fudge Shoppe® Jumbo Fudge Sticks*. The cartons contain *Jumbo Peanut Butter Sticks* which may cause allergic reactions to those allergic to peanuts.

KEEBLER ISSUES ALLERGY ALERT ON MISLABELED 8-COUNT CARTONS OF *FUDGE SHOPPE® JUMBO FUDGE STICKS* SOLD AT CONVENIENCE STORES

Media Contact:

Media Hotline
269-961-3799

FOR IMMEDIATE RELEASE - BATTLE CREEK, Mich., Jan. 27, 2011 – Keebler® is recalling a limited quantity of 8-count cartons of *Fudge Shoppe® Jumbo Fudge Sticks* sold at convenience stores. This recall was initiated because the cartons contain individually wrapped *Jumbo Peanut Butter Sticks*. The individually wrapped cookie sticks are correctly labeled.

People who have allergies to peanut run the risk of serious or life-threatening allergic reactions. Because the individually wrapped cookie sticks contain peanuts, consumers with peanut allergies should avoid eating this product.

Approximately 17,000 8-count cartons of the recalled product were distributed to brokers and convenience stores in the U.S. They are marked with UPC Code 3010053332 and a lot code of AS 07 27 1A.

No allergic reactions have been reported to date.

Consumers with questions or who would like a replacement may contact the Keebler Consumer Response Center at 888-746-3679 from 8 am to 8 pm Eastern time, or visit www.Keebler.com⁹.