



Missouri Department of Health and Senior Services Advisory Alert

The Missouri Department of Health and Senior Services received the following news release regarding breaded butterfly shrimp due to undeclared milk ingredient. The product is sold by Wal-Mart stores in Missouri.

Rich Products Corporation Announces Nationwide Voluntary Recall of Seapak Breaded Butterfly Shrimp, Net Wt. 22 Oz., Due to Undeclared Milk Ingredient (Whey)

Contact:

Consumer:

1-800-356-7094

Media:

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FOR IMMEDIATE RELEASE - September 23, 2011 - Buffalo, NY - Rich Products Corporation is voluntarily recalling **SeaPak Breaded Butterfly Shrimp - Ready to Fry, Net Wt. 22 oz., Product Code 10302**, because the product contains an undeclared milk ingredient (whey) in the coating of the shrimp (less than 0.1%). People who have an allergy or severe sensitivity to milk run the risk of an allergic reaction if they consume this product.

Only one lot is affected by this recall. The production date of concern is 7/25/2011 with a Julian Date of 1003 1206 Julian Date on the case. The product is sold by case and each case contains 8 boxes of the 22 oz. product with a "Best By" Date of January 25, 2013. The UPC Code is 100 41322 10254 6 and appears on the box.

SeaPak Breaded Butterfly Shrimp - Ready to Fry is packaged for retail distribution and is sold to retail distributors throughout the United States. The lot in question was distributed primarily to a single major retailer. 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. Consumers should return the product to the place of purchase for a full refund.

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

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