



Missouri Department of Health and Senior Services Advisory Alert

The Missouri Department of Health and Senior Services received the following news release regarding the recall on Mrs. Freshley's Canadian Labeled Cereal Bars.

Flowers Foods Issues Allergy Alert And Voluntary Recall On Mrs. Freshley's Canadian Labeled Cereal Bars

Contact:

Consumer:

1-866-245-8921

Media:

Keith Hancock

229-227-2380

FOR IMMEDIATE RELEASE - October 4, 2011 - Flowers Foods is voluntarily recalling the following Mrs. Freshley's multipack cereal bars, labeled in English/French for Canadian distribution, because they may contain undeclared non-fat dry milk. People who have allergies to dairy products run the risk of serious or life-threatening allergic reaction if they consume these products. No illnesses have been reported to date.

Mrs. Freshley's Canadian Label Apple Cinnamon Fruit and Pastry Cereal Bars, UPC 072250002400

Mrs. Freshley's Canadian Label Blueberry Fruit and Pastry Cereal Bars, UPC 072250002387

Mrs. Freshley's Canadian Label Strawberry Fruit and Pastry Cereal Bars, UPC 072250002363

The recalled product involves the following distribution:

In Canada: To food and convenience stores in Quebec and Ontario provinces

In U.S: To discount stores nationwide in the dual-language (French/English) multipack carton

The recall was initiated after Flowers discovered that product containing non-fat dry milk was distributed in packaging that did not reveal the presence of milk, and that product labeled for sale and distribution in Canada was sold for distribution in the U.S.

Much of the product involved has been contained within the distribution system. Out of an abundance of caution, Flowers issued the voluntary recall and is advising its trade customers to withdraw these products from sale. The company is in the process of recovering the product involved and is in contact with the Food and Drug Administration (FDA) and the Canadian Food Inspection Agency (CFIA) to ensure the continued safety of those consumers who may be impacted by this issue. The company also has reported the recall to the Food Allergy & Anaphylaxis Network.

Canadian and U.S. consumers who have purchased the dual-language (English/French) labeled Mrs. Freshley's cereal bars with the UPC codes noted are urged to return them to the place of purchase for product replacement or refund. No other Mrs. Freshley's cereal bars are included in this recall; only Mrs. Freshley's cereal bars in dual-language packages are involved.

Consumers with questions may call Flowers' Consumer Relations Center at 1-866-245-8921. The center is open Monday through Friday from 8:00 a.m. to 5:00 p.m. Eastern time. Consumers also may contact the center via e-mail by visiting the Contact Us page at www.mrsfreshleys.com¹.

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