



## Missouri Department of Health and Senior Services Advisory Alert

The Missouri Department of Health and Senior Services received the following news release regarding recalling mislabeled 24-count boxes of Popsicle® Sugar Free Orange, Cherry and Grape Flavor due to undeclared milk.

### **Unilever United States, Inc. Issues Allergy Alert for Mislabeled 24-Count Boxes of Popsicle® Sugar Free Orange, Cherry and Grape Flavor Due to Undeclared Milk**

**Contact:**

Consumer:  
800-896-9552

**Media:**

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**FOR IMMEDIATE RELEASE** - August 11, 2011 - Englewood Cliffs, NJ – Unilever United States, Inc. is voluntarily recalling a limited number of mislabeled 24-count boxes of Popsicle® brand Sugar Free Orange, Cherry and Grape flavored ice pops that mistakenly contain Popsicle® brand Sugar Free Healthy Bunch® Fudgsicle® and Creamsicle® ice pops. Milk, a known allergen, is undeclared on these boxes.

Persons who have an allergy or severe sensitivity to milk run the risk of a serious or life-threatening allergic reaction if they consume the Sugar Free Healthy Bunch® Fudgsicle® or Creamsicle® ice pops.

The affected boxes may contain Fudgsicle® and Creamsicle® ice pops that are individually wrapped with the “Fudgsicle®” and “Creamsicle®” logos. This limited voluntary recall is being conducted in cooperation with the U.S. Food and Drug Administration (FDA).

The affected product is sold in a paperboard box, containing 24–1.65 FL OZ (48.7 ML) POPS with a unit UPC code of 7756702295, with date codes of OCT0312GCD, OCT0412GCD, OCT0512GCD, OCT0612GCD and OCT0712GCD.

The product was manufactured in the United States and distributed in the following states: Alaska, Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Louisiana, Michigan, Oregon, Texas, Utah, Washington and Wisconsin. No product was shipped outside the U.S.

No other Popsicle® brand products are affected by this limited voluntary recall. There have been no reported cases of illness.

The recall was initiated after it was discovered that product containing milk was distributed in packaging that did not reveal the presence of milk.

Consumers who have purchased boxes of the above product with the affected UPC code and date code are asked to immediately discontinue use of the product, retain the outer box and call 800-896-9552, which is operational 24 hours a day, to request a replacement coupon. A consumer services representative is

available between the hours of 8:30 AM and 6:00 PM EDT.

The company is placing a notification on the Food Allergy & Anaphylaxis Network (FAAN) web site [www.foodallergy.org](http://www.foodallergy.org)<sup>1</sup> and notifying FAAN's individual members.

For additional information, please visit [www.popsicle.com](http://www.popsicle.com)<sup>2</sup>.

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