

Emily Paris

From: Feeding America National Office [communication@feedingamerica.org]

Sent: Monday, June 28, 2010 11:51 AM

To: Emily Paris

Subject: Recall Notice: Kellogg Company Voluntarily Recalls Select Packages of Kellogg's Corn Pops, Kellogg's Honey Smacks, Kellogg's Froot Loops and Kellogg's Apple Jacks, June 25, 2010



RECALL NOTICE

The following message is being sent to all authorized member recall personnel.

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.

Kellogg Company Voluntarily Recalls Select Packages of Kellogg's® Corn Pops®, Kellogg's® Honey Smacks®, Kellogg's® Froot Loops® and Kellogg's® Apple Jacks®

Contact:

Kellogg Media Hotline

269-961-3799

media.hotline@kellogg.com

FOR IMMEDIATE RELEASE - June 25, 2010 - Battle Creek, Mich. - Working in consultation with the United States Food and Drug Administration (FDA), Kellogg Company (NYSE:K) is implementing a voluntary recall of certain breakfast cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package.

Only products with the letters "KN" following the Better If Used Before Date are included in the recall. Products with a "KM" designation are NOT included in the recall. In addition, no products in Canada are affected.

Kellogg's® Apple Jacks®

- UPC 3800039136 1: 17 ounce package with Better if Used Before Dates between APR 10 2011 and JUN 22 2011
- UPC 3800039132 3: 8.7 ounce packages with Better if Used Before Dates between JUN 03 2011 and JUN 22 2011

7/6/2010

Kellogg's® Corn Pops®

- UPC 3800039109 5: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039111 8: 17.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039116 3: 9.2 ounce packages with Better if Used Before Dates between APR 05 2011 and JUN 22 2011

Kellogg's® Froot Loops®

- UPC 3800039118 7: 12.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039120 0: 17 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039125 5: 8.7 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

Kellogg's® Honey Smacks®

- UPC 3800039103 3: 15.3 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

While the potential for serious health problems is low, some consumers are sensitive to the uncharacteristic off-flavor and smell and should not eat the recalled products because of possible temporary symptoms, including nausea and diarrhea.

No other Kellogg's products are part of this recall. The recalled products were distributed nationwide.

"We apologize to our consumers and our customers and are working diligently to ensure that the affected products are rapidly removed from the marketplace," said David Mackay, president and chief executive officer, Kellogg Company.

Those with questions or who would like a replacement may contact the Kellogg Consumer Response Center at 888-801-4163 from 8 am to 8 pm Eastern time.

- **Please assume these products were donated to you. The national office will contact each food bank that has had product donated on a national level.**
- We strongly encourage you to notify your agencies within one business day from receipt of this notice. ALL cased and uncased inventories, both at the member level and agency level, need to be checked.
- This product may have entered member and agency warehouses through salvage, local donations, TEFAP, local purchases, retail pickups, food drives, or other avenues.
- For additional local details, please contact the Health Department(s) for the area(s) your food bank serves.

For full details on the recall, please visit: <http://www.fda.gov/Safety/Recalls/ucm217338.htm>