



**Indiana State
Department of Health**
An Equal Opportunity Employer

Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: March 28, 2014

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: *Kristine Gasper*
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Clif Bar & Company - RECALL [Food]

**AFFECTED
PRODUCT:** Chocolate Chunk LUNA® Bars

SUMMARY: Unclassified Recall; The recall has been initiated because the Chocolate Chunk LUNA® Bars were made with macadamia nut butter, but the wrappers do not include macadamia nuts in the ingredient list or allergen statement. The wrappers do contain advisory allergen labeling, which states that the product may contain traces of other tree nuts.

The voluntary recall applies to Chocolate Chunk LUNA Bar 15-count boxes or individual bars meeting the following criteria:

Bar UPC: 7-22252-10068-9

15-Count Box UPC: 7-22252-20068-6

'Best By' Dates:

- 11NOV14
- 14OCT14

No other LUNA Bar products, pack sizes, flavors or 'Best By' date codes are affected.

These products were shipped to limited stores nationwide.

SUGGESTED

ACTION: Recommend notification of affected parties via phone, fax, or e-mail. For more information or to request replacement coupons, please visit www.lunabar.com/lunachocchunk or contact 1-888-851-8456, 8 a.m. - 5 p.m. PDT, Monday-Friday. Furthermore, if any recalled products are found, notify this office at 317-233-8475.



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.

Macadamia Nut Allergy Alert and Voluntary Recall of 15-Count Boxes of Chocolate Chunk LUNA® Bars Due to Package Mislabeling

Contact

Consumer:
1-888-851-8456

Media:
Keely Wachs
510-596-6659
kwachs@clifbar.com

FOR IMMEDIATE RELEASE - March 27, 2014 - Clif Bar & Company is initiating a voluntary recall today of a small amount of 15-count boxes of Chocolate Chunk LUNA® Bars that were shipped to limited stores nationwide. These 15-count boxes include Chocolate Chunk LUNA® Bars made with macadamia nut butter, but the wrappers do not include macadamia nuts in the ingredient list or allergen statement. The wrappers do contain advisory allergen labeling, which states that the product may contain traces of other tree nuts. Clif Bar & Company is taking this precautionary safety step for people who are allergic to macadamia nuts. People with an allergy to macadamia nuts run the risk of a serious or life-threatening allergic reaction.

The voluntary recall applies to Chocolate Chunk LUNA Bar 15-count boxes or individual bars meeting the following criteria:

Bar UPC: 7-22252-10068-9

15-Count Box UPC: 7-22252-20068-6

'Best By' Dates:

- 11NOV14
- 14OCT14

No other LUNA Bar products, pack sizes, flavors or 'Best By' date codes are affected.

The company is strongly advising consumers who have macadamia nut allergies not to consume these mislabeled bars. No allergic reactions have been reported to date.

For more information or to request replacement coupons, please visit www.lunabar.com/lunachocchunk or contact 1-888-851-8456, 8 a.m. - 5 p.m. PDT, Monday-Friday.

Clif Bar & Company cares deeply about the health and safety of consumers. We apologize for this inadvertent labeling error.

PHOTO - Macadamia Nut Allergy Alert and Voluntary Recall of 15-Count Boxes of Chocolate Chunk LUNA® Bars Due to Package Mislabeling
Photos



