

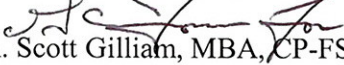


Mitchell E. Daniels, Jr.
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.
State Health Commissioner

DATE: January 31, 2011

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

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

SUBJECT: Keebler® Recall

SUGGESTED

ACTION: Unclassified Recall; 8-count cartons of *Fudge Shoppe® Jumbo Fudge Sticks* mislabeled and the cartons contain individually wrapped *Jumbo Peanut Butter Sticks* ; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled may have been distributed in the State of Indiana. Approximately 17,000 8-count cartons of the recalled product were distributed to brokers and convenience stores in the U.S. They are marked with UPC Code 3010053332 and a lot code of AS 07 27 1A. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

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.

**KEEBLER ISSUES ALLERGY ALERT ON MISLABELED 8-COUNT CARTONS OF
FUDGE SHOPPE® JUMBO FUDGE STICKS SOLD AT CONVENIENCE STORES**

Media Contact:
Media Hotline
269-961-3799

FOR IMMEDIATE RELEASE - BATTLE CREEK, Mich., Jan. 27, 2011 – Keebler® is recalling a limited quantity of 8-count cartons of *Fudge Shoppe® Jumbo Fudge Sticks* sold at convenience stores. This recall was initiated because the cartons contain individually wrapped *Jumbo Peanut Butter Sticks*. The individually wrapped cookie sticks are correctly labeled.

People who have allergies to peanut run the risk of serious or life-threatening allergic reactions. Because the individually wrapped cookie sticks contain peanuts, consumers with peanut allergies should avoid eating this product.

Approximately 17,000 8-count cartons of the recalled product were distributed to brokers and convenience stores in the U.S. They are marked with UPC Code 3010053332 and a lot code of AS 07 27 1A.

No allergic reactions have been reported to date.

Consumers with questions or who would like a replacement may contact the Keebler Consumer Response Center at 888-746-3679 from 8 am to 8 pm Eastern time, or visit www.Keebler.com⁹.

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Photo: Product Label¹⁰