



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

**Michael R. Pence**  
Governor

**William C. VanNess II, MD**  
State Health Commissioner

**DATE:** May 23, 2014

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

**FROM:** *Laurie Kidwell*  
Laurie Kidwell, RRT Supervisor  
Food Protection Program

**SUBJECT:** Kind Healthy Snacks - Recall [Food]

**AFFECTED PRODUCT:** STRONG & KIND bars as well as KIND Healthy Grains Maple Pumpkin Seeds with Sea Salt bars

**SUMMARY:** Unclassified Recall; The recall has been initiated because the supplier roasted pumpkin seeds using equipment that had also been used to roast peanuts, which are known allergens.

The five STRONG & KIND bars that are affected by the recall are clearly labeled on the packaging: Roasted Jalapeño, Honey Smoked BBQ, Thai Sweet Chili, Honey Mustard, and Hickory Smoked. In addition, KIND Healthy Grains Maple Pumpkin Seeds with Sea Salt bars are also clearly labeled.

The six bars were distributed nationally in supermarkets and other retail food and non-food outlets.

**SUGGESTED ACTION:** Recommend notification of affected parties via phone, fax, or e-mail. Customers with questions or who would like product replacements or refunds may contact the company 1 855.884.5463 Monday – Friday, 9:00 a.m. – 5:00 p.m. EST or e-mail the company at [customerservice@kindsnacks.com](mailto:customerservice@kindsnacks.com). Furthermore, if any recalled products are found, notify this office at 317-233-8475.

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**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.



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To promote and provide  
essential public health services.

# **Kind Healthy Snacks Issues Allergy Alert Due to Potential Presence of Peanut Protein in Strong & Kind Bars and Kind Healthy Grains Maple Pumpkin Seeds Bars**

*Pumpkin Seed Supplier may Have Exposed Seeds to Traces of Peanut Protein*

**Contact:**

Consumer:

(855) 884-5463

[customerservice@kindsnacks.com](mailto:customerservice@kindsnacks.com)

Media:

KIND Communications Team

(212) 616-3006

[communications@kindsnacks.com](mailto:communications@kindsnacks.com)

**FOR IMMEDIATE RELEASE** - May 21, 2014 - NEW YORK - **KIND Healthy Snacks** (KIND) is voluntarily recalling STRONG & KIND bars as well as KIND Healthy Grains Maple Pumpkin Seeds with Sea Salt bars after learning that, contrary to KIND's strict quality specifications, its supplier roasted pumpkin seeds using equipment that had also been used to roast peanuts. "While we know our supplier conducted rigorous allergen cleans before roasting the seeds, they did not perform tests to validate that no peanut particles remained, and KIND takes no chances when it comes to the safety of our consumers," said John Leahy, President of KIND.

The five STRONG & KIND bars that are affected by the recall are clearly labeled on the packaging: Roasted Jalapeño, Honey Smoked BBQ, Thai Sweet Chili, Honey Mustard, and Hickory Smoked. In addition, KIND Healthy Grains Maple Pumpkin Seeds with Sea Salt bars are also clearly labeled.

"Even though only certain lot codes may have been affected, out of an abundance of caution, and to minimize any inconvenience for our consumers and retail customers, we are voluntarily recalling all of the supply of these six products currently in the marketplace" said Leahy.

The six bars were distributed nationally in supermarkets and other retail food and non-food outlets.

No allergic reactions to any of the bars have been reported to date; however, people who have an allergy or sensitivity to peanuts should not consume these products. No other KIND products are affected, and the recalled products may be safely consumed by those who do not have an allergy or sensitivity to peanuts.

Customers with questions or who would like product replacements or refunds may contact the company 1 855.884.5463 Monday – Friday, 9:00 a.m. – 5:00 p.m. EST or e-mail the company at [customerservice@kindsnacks.com](mailto:customerservice@kindsnacks.com).

This recall is being conducted in cooperation with the Food and Drug Administration.

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**Kind Healthy Snacks Issues Allergy Alert Due to Potential Presence of Peanut Protein in Strong & Kind Bars and Kind Healthy Grains Maple Pumpkin Seeds  
Bars  
Photos**



# HICKORY SMOKED

## BAR - FRONT & BACK VIEWS



## 4-PACK



## 12-PACK



# HONEY MUSTARD

BAR - FRONT & BACK VIEWS



4-PACK



12-PACK





# HONEY SMOKED BBQ

BAR - FRONT & BACK VIEWS



4-PACK



12-PACK



# MAPLE PUMPKIN WITH SEA SALT

## BAR - FRONT & BACK VIEWS



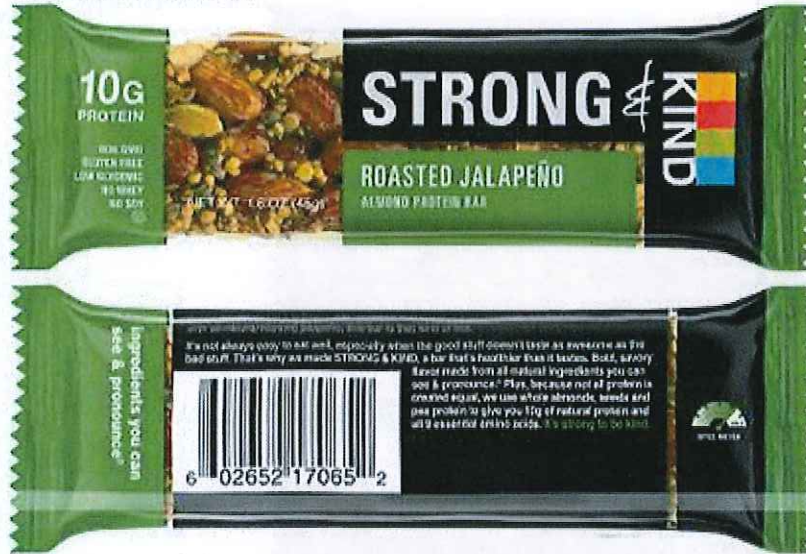
## 5-PACK





# ROASTED JALAPEÑO

BAR - FRONT & BACK VIEWS



4-PACK



12-PACK





# THAI SWEET CHILI

BAR - FRONT & BACK VIEWS



4-PACK



12-PACK



