



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

Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: June 24, 2014

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

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

SUBJECT: Kraft Foods Group - RECALL [Food]

**AFFECTED
PRODUCT:** Velveeta Original Pasteurized Recipe Cheese Product

SUMMARY: Unclassified Recall; This recall has been initiated because it does not contain appropriate levels of sorbic acid, a preservative ingredient. While unlikely, the affected product could spoil prematurely and/or lead to food borne illness.

The following specific batch of product is being recalled:

Product Size	Name of Product	Units / Case	Case Code Date/Time Range	Case UPC Code	Consumer Package Code Date/Time Range	Consumer Package UPC Code
32 OZ(2 LB)	VELVEETA ORIGINAL PASTEURIZED RECIPE CHEESE PRODUCT	12	17 DEC 2014 10:54 - 14:35 ONLY	10021000611611	17 DEC 2014 09:34 - 13:15 ONLY	021000611614

The affected products may have been shipped to Walmart stores in Indiana, Illinois, Michigan, and Ohio.

SUGGESTED ACTION: Recommend notification of affected parties via phone, fax, or e-mail. Consumers who purchased any of these products should not eat them. They should return them to the store where they purchased them for an exchange or full refund. Consumers also can contact Kraft Foods Consumer Relations at 1-800-310-3704 between 9 am and 6 pm {Eastern}. 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.

Kraft Foods Group Voluntarily Recalls Small Quantity of Velveeta® Original Pasteurized Recipe Cheese Product Due to Low Levels of Preservative Ingredient

Contact

Consumer:
800-310-3704
news@kraftfoods.com

Media:
Russ Dyer
847-646-4538

FOR IMMEDIATE RELEASE - June 19, 2014- Kraft Foods Group is voluntarily recalling 260 cases of Velveeta Original Pasteurized Recipe Cheese Product because it does not contain appropriate levels of sorbic acid, a preservative ingredient. While unlikely, the affected product could spoil prematurely and/or lead to food borne illness. Therefore, the company is issuing this recall as a precaution.

This recall affects one batch of product made on one manufacturing line during a few hours of production. The product was shipped to three Walmart distribution centers and may have been redistributed to stores in up to 12 Midwest states. The affected products may have been shipped to Walmart stores in Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. These products were not shipped outside of the U.S.

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Consumers can find the case code date on the side of the package. No other products outside this time period on this case code date are affected by this recall, nor are any other Kraft or Velveeta products affected.

The affected product was identified during a review of finished product samples. The company is taking action to ensure it doesn't happen again.

Consumers who purchased any of these products should not eat them. They should return them to the store where they purchased them for an exchange or full refund. Consumers also can contact Kraft Foods Consumer Relations at 1-800-310-3704 between 9 am and 6 pm {Eastern}.



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Photos

