



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

Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

DATE: June 23, 2015
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: *Laurie Kidwell*
Laurie Kidwell, RRT Supervisor
Food Protection Program
SUBJECT: Project 7 - RECALL [Food]

**AFFECTED
PRODUCT:** Sour Caramel Apple Gum

SUMMARY: Unclassified Recall; The recall has been initiated because the caramel flavoring ingredient in the gum contains a small amount of dairy, an allergen that is not declared on the packaging.

The product comes in a 0.53 oz. white and green film pouch package with the image of a caramel apple on a stick on the front of it. Each pouch contains 12 pieces of chewing gum. Printed upon the front of the package are the words "Sour Caramel Apple," "Gourmet Gum," and "Sugar Free." On the rear panel, among other details, are the words, "Distributed by Project 7, Inc.," and UPC code "844911 002919."

Sour Caramel Apple Gum is sold nationally, in limited distribution, in various retailers and online.

**SUGGESTED
ACTION:** Recommend notification of affected parties via phone, fax, or e-mail. Consumers who have purchased packages of Sour Caramel Apple Gum sold at various retailers or online and have an allergy to milk are urged to discard the product or return it to Project 7. They may also return it to the store they purchased it from for a full refund. For more information, consumers with questions may contact Project 7 Customer Relations at 877-777-3033, Monday through Friday, 8:00 AM to 5:00 PM, Pacific Time. 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.

Project 7 Issues Allergy Alert on Undeclared Milk/Dairy Ingredient In Sour Caramel Apple Gum

Contact:
Consumer:
877-777-3033



2 North Meridian Street • Indianapolis, IN 46204
317.233.1325 tdd 317.233.5577
www.statehealth.in.gov

To promote and provide
essential public health services.

FOR IMMEDIATE RELEASE – June 22, 2015 – San Clemente, CA – Project 7 is voluntarily recalling all lots distributed of Sour Caramel Apple Gum from August 20th, 2014 to June 11th, 2015 because the caramel flavoring ingredient in the gum contains a small amount of dairy, an allergen that is not declared on the packaging. People who have an allergy to milk run the risk of experiencing a serious or life-threatening reaction if they consume the product. Project 7 is taking these proactive precautions as part of its commitment to the well-being of its consumer base, who have for years supported the philanthropic brand.

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Printed upon the front of the package are the words "Sour Caramel Apple," "Gourmet Gum," and "Sugar Free." On the rear panel, among other details, are the words, "Distributed by Project 7, Inc.," and UPC code "844911 002919."

The recall was initiated by a product packaging review that determined the label did not reveal the presence of milk after an ingredient inventory exercise.

To date, no illnesses have been reported. While this is a loss for Project 7, the company is taking all and any necessary steps to protect their consumers from any potential harm, in accordance with its mission to remain a fun brand that does good in the world.

There are no other Project 7 products sold under the Project 7 trademark that are, to the company's knowledge, affected or suffer from this error. The company will be revising the label of the product before re-introducing it into the market.

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For more information, consumers with questions may contact Project 7 Customer Relations at 877-777-3033, Monday through Friday, 8:00 AM to 5:00 PM, Pacific Time.

About Project 7

Project 7 is a specialty gum and mint brand that has a simple mission: to solve everyday problems around the globe by selling everyday products to everyday people. They partner with non-profits to support seven areas of need: to feed the hungry, heal the sick, hope for peace, house the homeless, quench the thirsty, teach them well, and save the earth. The company is based in San Clemente, California.

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Photo



