



Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

DATE: February 23, 2015

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

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

SUBJECT: WhiteWave Foods - RECALL [Food]

AFFECTED PRODUCT: 7.5 oz packages of Horizon Cheddar Sandwich Crackers

SUMMARY: Unclassified Recall; The recall is taking place due to an inadvertent packaging error. The outer package is labeled as a cheddar sandwich cracker and the inner package contains the peanut butter sandwich crackers. The 7.5 oz packages of Horizon Cheddar Sandwich Crackers because they may contain undeclared peanuts.

The recalled product is 7.5oz packages of Horizon Cheddar Sandwich Crackers. Consumers should check the top of the individual box and look for a "best before" date of 17 May 2015, and check the bottom of the box for a Universal Product Code (UPC) of 42365 00464.

Product has been shipped to retailers and wholesalers in the states of Indiana, Illinois, Kentucky, Michigan, and Ohio.

SUGGESTED ACTION: Recommend notification of affected parties via phone, fax, or e-mail. Consumers who purchased the product may return it to the place of purchase for a full refund or exchange. Consumers with questions can contact the Company at 1-866-663-4349 during extended business hours on February 20, until 10 p.m. central time. On February 21-22, consumers with questions can contact the Company from 8 a.m. to 5 p.m. central time Monday-Friday. The call center will resume normal business hours as of February 23 (8 a.m. to 5 p.m. central 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.



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To promote and provide
essential public health services.

WhiteWave Foods Voluntarily Recalls Horizon Cheddar Sandwich Crackers Due to Undeclared Peanuts Company says some Horizon Cheddar Sandwich Cracker boxes may contain Peanut Butter Sandwich Crackers

Contact:

Consumer:
1-866-663-4349

FOR IMMEDIATE RELEASE — February 20, 2015 — Broomfield, CO. WhiteWave Foods is voluntarily recalling 7.5 oz packages of Horizon Cheddar Sandwich Crackers because they may contain undeclared peanuts. People who have an allergy or sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they consume this product. No illnesses have been reported to date.

We believe fewer than 62,160 boxes of product have been shipped to retailers and wholesalers in the states of Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, Washington and Wisconsin.

The recall is taking place due to an inadvertent packaging error. The outer package is labeled as a cheddar sandwich cracker and the inner package contains the peanut butter sandwich crackers.

WhiteWave's sales team is working with distributors to actively recover any impacted product remaining on store shelves, and the Company has implemented measures to prevent this from happening in the future.

HOW TO IDENTIFY THE RECALLED PRODUCT

Consumers should check the top of the individual box and look for a "best before" date of 17 May 2015, and check the bottom of the box for a Universal Product Code (UPC) of 42365 00464. This is the only product involved in the recall.

Product safety and consumer confidence is of utmost importance to WhiteWave. Consumers who purchased the product may return it to the place of purchase for a full refund or exchange. Consumers with questions can contact the Company at 1-866-663-4349 during extended business hours on February 20, until 10 p.m. central time. On February 21-22, consumers with questions can contact the Company from 8 a.m. to 5 p.m. central time Monday-Friday. The call center will resume normal business hours as of February 23 (8 a.m. to 5 p.m. central time).

The Food and Drug Administration (FDA) has been notified of this recall, and we are coordinating our communication efforts with the organization Food Allergy Research & Education (FARE).

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