

Kraft Foods Issues Allergy Alert On Undeclared Tree Nuts In Post LiveActive Mixed Berry Crunch Cereal

Recall -- Firm Press Release

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Only Post LiveActive Mixed Berry Crunch Cereal with "Best When Used By" Date 17DEC2008 affected

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FOR IMMEDIATE RELEASE -- Northfield, IL -- June 5, 2008 -- Kraft Foods is recalling 12,553 cases of Post LiveActive Mixed Berry Crunch Cereal with the "Best When Used By" date of 17DEC2008 because a small number of boxes may contain tree nuts (almonds, pecans and/or walnuts), and no nut ingredients are declared on the label. The Post LiveActive Mixed Berry Crunch Cereal has a UPC code of 00430000238900 and comes in a 13-oz retail carton. People who have an allergy or severe sensitivity to tree nuts run the risk of serious or life-threatening allergic reaction if they consume these products.

The company has voluntarily issued a nationwide recall to alert any tree nut-allergic consumers who may have the product at home. The Mixed Berry Crunch Cereals were sold in stores nationwide. The company's review confirmed the presence of nuts in samples sent for testing after it received one consumer report of an allergic reaction. The company is aggressively investigating the situation, and currently believes it received from the supplier a single tote of granola clusters for the Mixed Berry product with a small amount of nut-containing granola clusters inadvertently added.

The company has consulted with the U.S. Food and Drug Administration, and the agency is aware of the company's actions. Tree nut allergic consumers are advised not to consume the product and are asked to call 1-866-771-1511 for a full refund.