

Ladies and Gentlemen,

The Defense Supply Center Philadelphia (DSCP) Consumer Safety Office (CSO) is releasing the following notice. If warranted, the CSO will initiate an ALFOODACT.

At this time we cannot exclude the DOD as a customer of products associated with subject recall. We are currently investigating to determine the extent and location of product under recall.

SUBJECT: DSCP Alert 018-2006, Kellogg Company Issues Allergy Alert on Undeclared Milk in Kellogg's Pop-Tarts Frosted Blueberry Toaster Pastries

DSCP Issue Date: 15 December 2006

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.

Kellogg Company Issues Allergy Alert on Undeclared Milk in Kellogg's Pop-Tarts Frosted Blueberry Toaster Pastries

Contact:

Kris Charles
269-961-3779

FOR IMMEDIATE RELEASE --Battle Creek, MI -- December 14, 2006--Kellogg Company of Battle Creek, MI is recalling a limited number of cartons of Kellogg's Pop-Tarts Frosted Blueberry toaster pastries because they may contain undeclared milk. People who have an allergy or severe sensitivity to milk, run the risk of serious or life-threatening allergic reaction if they consume this product.

The product was distributed to grocery retailers in Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Michigan, Missouri, Mississippi, Montana, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia and West Virginia.

The product is packaged in a 14.7 oz – 8-count carton with a bar code of 38000 31010. Only 8-count cartons with a manufacturing code beginning with AUG 27 07 CPC printed on the top of the carton are included in this alert.

No allergic reactions have been reported to date.

The recall was initiated after it was discovered that a limited number of Kellogg's Pop-Tarts Hot Fudge Sundae toaster pastries containing milk were mistakenly packed in Kellogg's Pop-Tarts Frosted Blueberry toaster pastries cartons that did not reveal the presence of milk on the label.

Consumers who have a Kellogg's® Pop-Tarts® Frosted Blueberry toaster pastries 8-ct carton with a bar code of 38000 31010 and a manufacturing code AUG 27 07 CPC printed on the top should call the Kellogg Consumer Response center at 1-800-237-1132.

DSCP INSTRUCTIONS:

- (1) Secure in a "Medical Hold" status to provide assurance of no further issue/sale/use of the item.
- (2) Return recalled product to manufacturer through the appropriate distribution channels.
- (3) Report positive findings to the Consumer Safety Officer at Ramona.Martin@dla.mil.

(4) The Point Of Contact for this Recall notice is CW4 Ramona Martin, Consumer Safety Officer, at DSCP-FTW. VOICE, DSN: 444-2905. Commercial (215) 737-2905, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526.

Any individual or office that would like to receive recall messages electronically can forward their email address to Ramona.Martin@dla.mil.

Previous recalls and frequently asked questions are available at the following web site:

<http://www.dscp.dla.mil/subs/proserv/alfood/afamess.htm>

The navigation tool to the left allows you to view DSCP Alerts and Archived Vendor Recalls also.

Very Respectfully,

Ms. Ramona Martin

CW4 Ramona Martin

Consumer Safety Officer, DSCP

Food Safety Office

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