

Subject: ALFOODACT 024-2011 Kraft Foods Voluntarily Recalls Three Varieties Of Velveeta Shells & Cheese Microwaveable Cups With Limited "Best When Used By" Dates

Date Issued: September 30, 2011

1. REFERENCES:

- a. DLAR 4155.26/AR 40-660/NAVSUPINST 10110.8c/AFI 48-116/MCO 10110.38c, DODHazardous Food & Nonprescription Drug Recall System.
- b. Allied Communications Publication 121, US SUPP-1 (f).

2. BACKGROUND:

Kraft Foods Global, Inc. is voluntarily recalling three varieties of Velveeta Shells & Cheese Single Serve Microwaveable Cups with limited "best when used by" dates as a precaution due to the possible presence of small, thin wire bristle pieces. Consumers can find the "best when used by" date on the bottom of the package. No other "best when used by" dates of Velveeta Shells & Cheese Single Serve Microwaveable Cups or any other Kraft Foods products are being recalled. There have been no reports of consumer injuries or complaints. Kraft Foods is issuing this voluntary recall out of an abundance of caution. Approximately 137,000 cases of the affected products were shipped to customers across the United States. The affected products were not distributed in Canada.

3. PRODUCTION DATES/IDENTIFYING CODES:

Name of Product: Velveeta Shells & Cheese Original Microwaveable Cups
Size: 2.39 oz. cup
Best When Used By Dates: 16 MAY 2012
UPC: 2100002322

Name of Product: Velveeta Shells & Cheese Original Four Pack Microwaveable Cups
Size: 4 x 2.39 oz. cup
Best When Used By Dates: 24 APR 2012 to 16 MAY 2012
UPC: 2100002339

Name of Product: Velveeta Shells & Cheese Made with 2% Milk Microwaveable Cups
Size: 2.19 oz cup
Best When Used By Dates: 25 MAR 2012 to 30 MAR 2012
UPC: 2100002323

Name of Product: Velveeta Shells & Cheese Made with 2% Milk Four Pack Microwaveable Cups
Size: 4 x 2.19 oz cup
Best When Used By Dates: 29 MAR 2012 to 12 APR 2012
UPC: 2100002946

Name of Product: Velveeta Rotini & Cheese Broccoli Microwaveable Cups
Size: 2.44 oz cup
Best When Used By Dates: 29 APR 2012 to 14 MAY 2012
UPC: 2100002318

(Logo: <http://photos.prnewswire.com/prnh/20090420/KRAFTLOGO>)

4. MANUFACTURER/DISTRIBUTOR:

Champaign, IL and Lakeville, MN.
1-800-308-1841

5. DISTRIBUTION: All

[Nationwide U.S.]: Approximately 137,000 cases of the affected products were shipped to customers across the United States.

6. REASON FOR ACTION:

Due to the possible presence of foreign material (small, thin wire bristle pieces).

7. INSTRUCTIONS AND ADDITIONAL INFORMATION FOR MESSAGE RECIPIENTS:

a. Immediately inventory stocks to identify the above items and secure in a "Medical Hold" status to provide assurance of no further issue/sale/use. POSITIVE FINDINGS should be reported to Accountable Officers/Vendor Representatives of that facility. Accountable Officer/Agency representatives/Buyers/Contracting Officers should seek/refund/credit/replacement through the normal distribution channel with which the product was received (i.e. Distribution Centers, Prime Vendors, or Manufacturers).

b. Ships at sea are authorized to destroy or dispose of recalled products at their discretion. Documentation for the number of pounds and cases, and any additional pertinent information must be signed by the Accountable Officer and is required for the purpose of recouping to the government the cost of the product involved. In order to get credit please use a SF 364 and forward to your supporting FISC and copy furnished to NAVSUP 51. Your supporting FISC should forward to the account manager at DLA Troop Support. The form should include the number of the recall authorizing the survey action. Home-ported ships/galleys will utilize DD form 1149 to

transfer w/ reimbursement to the PV. The PV will submit credit invoice to the account manager at DLA Troop Support.

c. DLA Troop Support Subsistence Prime Vendors must report POSITIVE and NEGATIVE RESPONSES directly to the their DLA Troop Support Contracting Officer with a courtesy copy to the Consumer Safety Officer (dscpconssafofc@dla.mil).

d. DeCA, AAFES, MWR, VA, MCCS, or other non-DLA Troop Support agencies SHOULD NOT respond to the DLA Troop Support Consumer Safety Officer. These agencies should report POSITIVE and NEGATIVE responses in accordance with their agency recall policies.

e. When corresponding with DLA Troop Support concerning this message please include this message's subject in your subject line.

8. The Point of Contact for this ALFOODACT message is CW3 Tony Hemphill, Consumer Safety Officer at DLA-FTW. VOICE, DSN: 444-2922, Commercial (215) 737-2922, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526, email dscpconssafofc@dla.mil .

9. Individuals or groups that would like to receive recall messages electronically can forward their email address to dscpconssafofc@dla.mil , with "add to list" in the subject line. To be removed from the list place "remove from list" in the subject line.

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

<http://www.troopsupport.dla.mil/subs/fso/alfood/alfood.asp> . The navigation tool to the left allows you to also view DLA Troop Support Alerts and Archived Vendor Recalls.

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