



Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

DATE: December 28, 2015
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: *Laurie Kidwell*
Laurie Kidwell, RRT/Supervisor
Food Protection Program
SUBJECT: American Pure Whey - RECALL [Food]

AFFECTED PRODUCT: 100% Pure Whey Protein Matrix and 100% Pure Whey Protein Isolate

SUMMARY: Unclassified Recall; The recall has been initiated because the products may contain undeclared milk and soy that are present in the whey ingredient.

The products were manufactured under the American Pure Whey brand in 2 lbs, 5 lbs, 10lbs, 20 lbs, and 50lbs containers or in factory sealed food grade mylar bags in the following flavors: Chocolate, Cake Batter, Strawberry, Cookies n Cream, Peanut Butter Chocolate, Vanilla, Cinnamon Bun, Mango, Peach Apricot, Strawberry Banana, Rocky Road, Blueberry, Peanut Butter, and Unflavored. Affected packages do not include a "Contains milk and soy" statement below the ingredient listing. All lots distributed from 7/2015 to 09/2015.

The products were distributed to Indiana, Illinois, Kentucky, Michigan, and Ohio and reached directly to customers through internet mail order.

SUGGESTED ACTION: Recommend notification of affected parties via phone, fax, or e-mail. Consumers who have purchased affected whey protein products are urged to return it to the manufacturer for a full refund. Consumers with questions may contact the company at 1-888-399-0580, 8 a.m. to 5 p.m. Eastern Time, Monday through Friday, excluding holidays. 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.

American Pure Whey Issues Allergy Alert on Undeclared Milk and Soy in Whey Protein Products.

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To promote and provide
essential public health services.

For Immediate Release

December 23, 2015

Contact

Consumers

888-399-0580

Firm Press Release

American Pure Whey, New Bern, NC is recalling all lots distributed from 7/2015 to 09/2015 of the products 100% Pure Whey Protein Matrix and 100% Pure Whey Protein Isolate, because they may contain undeclared milk and soy that are present in the whey ingredient. People who have an allergy or severe sensitivity to milk and soy run the risk of serious or life threatening allergic reaction if they consume these products. No other American Pure Whey products are affected, and the recalled products may be safely consumed by those who do not have an allergy or sensitivity to milk or soy.

The products were distributed to, AE, AZ, CA, CO, CT, DC, FL, IL, IN, KY, KS, MA, MD, MI, MO, NC, NE, NV, NY, OH, OK, OR, PA, TN, UT, VT, WA, WI & WY and reached directly to customers through internet mail order.

The products were manufactured under the American Pure Whey brand in 2 lbs, 5 lbs, 10lbs, 20 lbs, and 50lbs containers or in factory sealed food grade mylar bags in the following flavors: Chocolate, Cake Batter, Strawberry, Cookies n Cream, Peanut Butter Chocolate, Vanilla, Cinnamon Bun, Mango, Peach Apricot, Strawberry Banana, Rocky Road, Blueberry, Peanut Butter, and Unflavored. Affected packages do not include a "Contains milk and soy" statement below the ingredient listing.

No illnesses have been reported to date.

The recall was initiated after a routine product review revealed the products are made from a whey ingredient that contains milk and soy, however, the product was distributed in packaging that did not reveal the presence of milk and soy on the label. This labeling issue was immediately corrected upon discovery. Subsequent investigation indicates, the problem was caused by a mis-labeling of the product.

Consumers who have purchased affected whey protein products are urged to return it to the manufacturer for a full refund. Consumers with questions may contact the company at 1-888-399-0580, 8 a.m. to 5 p.m. Eastern Time, Monday through Friday, excluding holidays.

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