



DATE: December 27, 2010

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

FROM: ^{ASG} A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Brand Castle, LLC Recall

SUGGESTED

ACTION: **Unclassified Recall; Licensed Rice Krispies Treats Holiday Village Kit because the icing component of the kit contains undeclared egg; Recommend notification of affected stores via phone, fax or e-mail.**

From the information provided by FDA, the product being recalled may be distributed in the State of Indiana. Approximately 20,000 of the recalled Holiday Village Kits were distributed to Michaels retail stores in the U.S. and Canada. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-7360.

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.

Brand Castle, LLC Issues Allergy Alert On Undeclared Egg In Icing Of Licensed Rice Krispies Treats Holiday Village Kit Distributed Through Michaels Retail Stores Only

Contact:
James Zeilinger
216-292-7700

FOR IMMEDIATE RELEASE - December 23, 2010 - Brand Castle, LLC is recalling its licensed Rice Krispies Treats Holiday Village Kit. This recall was initiated because the icing component of the kit contains undeclared egg; no other components of the kit are affected. People who have allergies to egg run the risk of serious or life-threatening allergic reactions if they consume this product.

Approximately 20,000 of the recalled Holiday Village Kits were distributed to Michaels retail stores in the U.S. and Canada. This Holiday Village Kit is not produced by the Kellogg Company, although the product does contain *Kellogg's Rice Krispies*. There is no labeling issue with the *Rice Krispies*.

The product comes in a 23.5-ounce cardboard package, marked with a UPC Code of 8-44527-02106-9 and is identified with the following expiration dates: 15 Oct 2012; 16 Oct 2012; and 02 Nov 2012.

One (1) allergic reaction has been reported to date.

The recall was initiated after it was discovered that an incorrect icing pouch was packaged with the Holiday Village Kits. This recall is limited to the Holiday Village Kit and does not include the Train, Snowman or Holiday House kits.

Consumers who have purchased the product are urged to return it to the place of purchase for a full refund. Consumers with questions may contact Brand Castle, LLC at 216-292-7700 from 8:30 am – 5:30 pm ET, Monday – Friday or www.craftycookingkits.com⁹.

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[RSS Feed for FDA Recalls Information](#)¹⁰ [what's this?¹¹]

[Photo: Product Labels](#)¹²

[Recalled Product Photos Are Also Available on FDA's Flickr Photostream.](#)¹³