



DATE: May 6, 2011

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

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

SUBJECT: Flowers Foods Recall

SUGGESTED

ACTION: Unclassified Recall; English Muffins products and One Bread product, may contain small pieces of metal; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the products being recalled were distributed in the State of Indiana. The majority of the product involved was still in Flowers' possession and has been pulled from the company's distribution system. 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.

Flowers Foods Issues Voluntary Recall on Certain English Muffins and One Bread Item

Contact:
Consumer:
866-245-8921

Media:
Mary Krier
229-227-2333

FOR IMMEDIATE RELEASE - May 3, 2011 - Flowers Foods today announces that, out of an abundance of caution, it is voluntarily recalling the products listed below with the following best by date codes: May 11th 0355 119 and May 12th 0355 120.

Cobblestone Mill 16 oz 100% Whole Wheat Bread UPC 0 72250 04171 3
Natural Grains Honey Wheat English Muffins UPC 0 73105 92029 0
Nature's Own Light Multi Grain English Muffins UPC 0 72250 00377 3
Nature's Own 100% Whole Wheat English Muffins UPC 0 72250 00376 6
Nature's Own Honey Wheat English Muffins UPC 0 72250 00876 1
Sweetbay 100% Whole Wheat English Muffins UPC 0 99614 64218 8

These products, in packages with the codes noted, may contain small pieces of metal. No injuries have been reported.

The affected product may involve the following states--Alabama, Arkansas, Arizona, Delaware, Florida, Georgia, Indiana, Kentucky, Louisiana, Maryland, Mississippi, Missouri, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia—as well as the following areas: Southern California, southwest Colorado, southern Illinois, southeastern Kansas, south and central Nevada, southern New Jersey, southern Ohio, southern Pennsylvania, and extreme southwestern Utah.

The majority of the product involved was still in Flowers' possession and has been pulled from the company's distribution system. As an extra precaution, Flowers issued the voluntary recall and is proceeding to retrieve all affected product from the market. Grocers are advised to withdraw these products for sale and hold it for pickup by the company.

Consumers are urged to return these products with the best by date/UPC codes noted to the place of purchase for product replacement or refund. Consumers with questions may contact Flowers' Consumer Relations Center at 1-866-245-8921.

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RSS Feed for FDA Recalls Information¹ [what's this?²]

Photo: Product Labels³

Recalled Product Photos Are Also Available on FDA's Flickr Photostream.⁴