




Mitchell E. Daniels, Jr.
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.
State Health Commissioner

DATE: October 1, 2010

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

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Hostess Brands, Inc. Recall

SUGGESTED

ACTION: **Unclassified Recall; Chocolate Chip Mini Muffins multi-packs due to undeclared allergen (walnuts); 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 recalled muffins were sold in retail stores throughout the United States. 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.

Hostess Brands, Inc. Issues Voluntary Recall of Hostess® Mini Muffins (Chocolate Chip variety) Due to Unlabeled Allergen

Contact:

Becky Madeira (972) 532-4533 (o) or (214) 693-3795 (cell)
Steven Alschuler (212) 575-4545 (o) or (917) 647-2151 (cell)

FOR IMMEDIATE RELEASE - September 30, 2010 - Irving, TX - Hostess Brands, Inc. of Irving, Texas, is voluntarily recalling Chocolate Chip Mini Muffins multi-packs sold in retail stores throughout the United States with the knowledge of the FDA. Some of these multi-packs may contain muffins with undeclared walnuts, which is an allergen. People who have an allergy or

severe sensitivity to walnuts run the risk of serious illness or life-threatening allergic reaction if they consume these products.

The Product being recalled is:

Hostess® Mini Muffins (Chocolate Chip variety)

4 Packs of 5 muffins each

Net Wt 8 oz. (227 g)

UPC 45000-60703

Stamped code of "Best By: OCT 31 \$7.98/lb \$3.99" printed below will be "62 259" followed by a capital letter, a time stamp and then "1029"

To date, no incidents of illness have been reported. People who do not have walnut allergies can eat the product without concern. The packaging does contain an allergen advisory statement: "May contain walnuts."

The recall was initiated after it was discovered that during manufacturing some Banana Nut Mini Muffins were inadvertently inserted into the Chocolate Chip Mini Muffin packaging. Normally, Chocolate Chip Mini Muffins do not contain walnuts. Subsequent investigation indicates the problem was caused by operator error in the packaging process.

This error was limited to one day's production, and no other HOSTESS® products are part of this recall.

Consumers who purchased these Mini Muffins who wish to return them should return them to the retailer for a refund or contact Hostess Brands' Consumer Affairs Office at 1-800-483-7253 (Monday –Friday 8:30 a.m. to 4:30 p.m. CST) for a replacement coupon.

Images of this product package are attached.

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Photos: Product Labels⁹