



Mitchell E. Daniels, Jr.  
Governor

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

**DATE:** July 1, 2010  
**TO:** All Local Health Departments  
Attn: Chief Food Inspection Officer  
**FROM:** *DLG*  
A. Scott Gilliam, MBA, CP-FS  
Director, Food Protection Program  
**SUBJECT:** Kellogg Company Recall

**SUGGESTED**

**ACTION:** Unclassified Recall; Breakfast cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. The recalled products were distributed nationwide. Detail information is not available at this time. In addition, if any recalled product is found, please notify this office at 317-233-7360.

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**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.

**Kellogg Company Voluntarily Recalls Select Packages of Kellogg's® Corn Pops®, Kellogg's® Honey Smacks®, Kellogg's® Froot Loops® and Kellogg's® Apple Jacks®**

**Contact:**  
Kellogg Media Hotline  
269-961-3799  
[media.hotline@kellogg.com](mailto:media.hotline@kellogg.com)

**FOR IMMEDIATE RELEASE** - June 25, 2010 - Battle Creek, Mich. - Working in consultation with the United States Food and Drug Administration (FDA), Kellogg Company (NYSE:K) is implementing a voluntary recall of certain breakfast cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package.

Only products with the letters "KN" following the Better If Used Before Date are included in the recall. Products with a "KM" designation are NOT included in the recall. In addition, no products in Canada are affected.

**Kellogg's® Apple Jacks®**

- UPC 3800039136 1: 17 ounce package with Better if Used Before Dates between APR 10 2011 and JUN 22 2011
- UPC 3800039132 3: 8.7 ounce packages with Better if Used Before Dates between JUN 03 2011 and JUN 22 2011

**Kellogg's® Corn Pops®**

- UPC 3800039109 5: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039111 8: 17.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039116 3: 9.2 ounce packages with Better if Used Before Dates between APR 05 2011 and JUN 22 2011

**Kellogg's® Froot Loops®**

- UPC 3800039118 7: 12.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039120 0: 17 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039125 5: 8.7 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

**Kellogg's® Honey Smacks®**

- UPC 3800039103 3: 15.3 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

While the potential for serious health problems is low, some consumers are sensitive to the uncharacteristic off-flavor and smell and should not eat the recalled products because of possible temporary symptoms, including nausea and diarrhea.

No other Kellogg's products are part of this recall. The recalled products were distributed nationwide.

"We apologize to our consumers and our customers and are working diligently to ensure that the affected products are rapidly removed from the marketplace," said David Mackay, president and chief executive officer, Kellogg Company.

Those with questions or who would like a replacement may contact the Kellogg Consumer Response Center at 888-801-4163 from 8 am to 8 pm Eastern time.

Photos: Product Labels<sup>1</sup>