



Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: September 25, 2014

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

FROM: *Laurie Kidwell*
Laurie Kidwell, RRT Supervisor
Food Protection Program

SUBJECT: Mars Chocolate North America - RECALL [Food]

AFFECTED
PRODUCT: M&M'S® Brand Theater Box 3.40 oz

SUMMARY: Unclassified Recall; This recall has been initiated because this theater box item within these lot codes may contain product containing peanut butter without listing it on the ingredient label on the outside cardboard box. The inside package is correctly labeled with ingredients and allergy information.

M&M'S® Brand Theater Box 3.40 oz UPC #40000294764 with the following lot numbers:

- 417DH4JP09 417EM4JP10 417FM4JP09 418AG4JP10 418BG4JP10 418CG4JP10 418DM4JP09
- 418EG4JP10 419AM4JP09 417EG4JP09 417FG4JP09 417FM4JP10 418AM4JP09 418BM4JP10
- 418CM4JP10 418DM4JP10 418EM4JP09 419AM4JP10 417EG4JP10 417FG4JP10 418AG4JP09
- 418AM4JP10 418CG4JP09 418DG4JP10 418EG4JP09 418EM4JP10 419BM4JP10

The M&M'S® Brand Milk Chocolate Theater Box comes in a 3.40 oz brown, 3 inch x 6.5 inch cardboard box stamped on the right-hand side panel with the lot number and best before date.

These specific lot codes were shipped and distributed to our customers' warehouses between May 8 and July 1, 2014, located in: Indiana, Illinois, Kentucky, Michigan and Ohio. These customers then redistribute products for retail sale nationwide.

SUGGESTED
ACTION: Recommend notification of affected parties via phone, fax, or e-mail. Consumers with questions or concerns may call our toll-free number: 1-800-627-7852. This number will be operational Monday through Friday, 8:30 am to 5:00 pm (EST). Furthermore, if any recalled products are found, notify this office at 317-233-8475.

Recall -- Firm Press Release



2 North Meridian Street • Indianapolis, IN 46204
317.233.1325 tdd 317.233.5577
www.statehealth.in.gov

To promote and provide
essential public health services.

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.

Mars Chocolate North America Issues Allergy Alert Voluntary Recall On Undeclared Peanut Butter In M&M's® Brand Milk Chocolate Theater Box

Contact

Consumer:
1-800-627-7852

Media:
1-973-691-3536

FOR IMMEDIATE RELEASE – September 19, 2014 – Today, Mars Chocolate North America announced a voluntary recall of its M&M'S® Brand Theater Box 3.40 oz UPC #40000294764 with the following lot numbers:

417DH4JP09 417EM4JP10 417FM4JP09 418AG4JP10 418BG4JP10 418CG4JP10 418DM4JP09 418EG4JP10 419AM4JP09
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This theater box item within these lot codes may contain product containing peanut butter without listing on the ingredient label on the outside cardboard box. The inside package is correctly labeled with ingredients and allergy information.

People who have allergies to peanuts run the risk of serious or life-threatening allergic reaction if their theater box contains an inner M&Ms Brand Peanut Butter bag and they consume the product. No adverse reactions have been reported to date.

The issue was identified after a consumer notified us of a M&M'S® Brand Peanut Butter package containing peanut butter M&M'S® inside a M&M'S® Brand Milk Chocolate Theater Box.

These specific lot codes were shipped and distributed to our customers' warehouses between May 8 and July 1, 2014, located in: NC, TX, MN, IL, FL, KY, MS, AZ, GA, AI, CA NJ, PA, WA NY, CO, MO, MI, NH, CT, TN, MD, SC, OH, ME, VA, RI, WI, WV, IA, LA, OK, MA, NE, OK, AR, VT, ID and IN . These customers then redistribute products for retail sale nationwide.

The M&M'S® Brand Milk Chocolate Theater Box comes in a 3.40 oz brown, 3 inch x 6.5 inch cardboard box stamped on the right-hand side panel with the lot number and best before date.

Mars Chocolate will work with retail customers to ensure that the recalled product is not on store shelves. In the event that consumers believe they have purchased this item and have allergy concerns, they should return this product to the store where they purchased it for a full refund. Consumers with questions or concerns may call our toll-free number: 1-800-627-7852. This number will be operational Monday through Friday, 8:30 am to 5:00 pm (EST).

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**Mars Chocolate North America Issues Allergy Alert Voluntary Recall
On Undeclared Peanut Butter In M&M's® Brand Milk Chocolate
Theater Box
Photos**



