




Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: September 9, 2014

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

FROM: 
Laurie Kidwell, RRT Supervisor
Food Protection Program

SUBJECT: Plum Organics - RECALL [Food]

AFFECTED PRODUCT: Little Crèmes organic rice milk snacks

SUMMARY: Unclassified Recall; Plum Organics is voluntarily recalling its Little Crèmes organic rice milk snacks line after it was found that the product has the potential to cause choking.

The recall affects all Little Crèmes varieties:

- Super Purples (acai, blackberry & purple carrot),
- Super Reds (pomegranate, beet & berry), and
- Super Greens (kale, apple & sweet potato).

<u>Item Number</u>	<u>Description</u>	<u>Selling Unit UPC</u>	<u>Case UPC</u>	<u>Best By Dates</u>
1559	Baby Little Crèmes Sweet Potato Kale Apple - 8ct	846675000330	846675001559	05AUG14 to BB 12AUG15
1542	Baby Little Crèmes Blackberry Acai - 8ct	846675000347	846675001542	05AUG14 to BB 12AUG15
1535	Baby Little Crèmes Beet Berry Pomegranate - 8ct	846675000323	846675001535	05AUG14 to BB 12AUG15

The recalled products were shipped nationwide to grocery, mass, specialty and online retailers in the United States.

SUGGESTED

ACTION: Recommend notification of affected parties via phone, fax, or e-mail. Plum Organics asks that people who have bought this product contact the company for reimbursement. People can call the Plum Organics Consumer Hotline 866-535-3774 which is open 24 hours a day, 7 days a week or send an email to info@plumorganics.com.



Furthermore, if any recalled products are found, notify this office at 317-233-8475.

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.

Plum Organics Voluntarily Recalls Little Crèmes Organic Rice Milk Snacks Due to Potential Choking Hazard

Contact

Consumer:
(866) 535-3774

Media:
Anna Burr
203-939-5261

FOR IMMEDIATE RELEASE - September 5, 2014 - Plum Organics is voluntarily recalling its Little Crèmes organic rice milk snacks line after it was found that the product has the potential to cause choking. The small, bite-sized snack pieces are made to soften in a child's mouth in less than 20 seconds making them easy to swallow. Some pieces were found to take significantly longer than this, creating a potential choking hazard, particularly for babies and very young children.

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These products should not be consumed, and should be disposed of immediately.

The recalled products were shipped nationwide to grocery, mass, specialty and online retailers in the United States.

Plum is taking the necessary steps to remove all of this product from the marketplace after it received complaints from consumers, including reports of injuries. No other Plum Organics products are affected by this recall.

Plum Organics asks that people who have bought this product contact the company for reimbursement. People can call the Plum Organics Consumer Hotline 866-535-3774 which is open 24 hours a day, 7 days a week or send an email to info@plumorganics.com.

For more information visit: www.plumorganics.com

Plum Organics Voluntarily Recalls Little Crèmes Organic Rice Milk Snacks Due to Potential Choking Hazard Photos



made with
50% veggies!

Plum
organics

dairy
free!

little crèmes™

organic rice milk snacks

super greens

kale, apple
& sweet potato



NET WT 1 OZ (28g)



freeze-dried
snack for baby & toddler

little crèmes™



made with organic rice milk
and organic fruit & veggie powders

Little Crèmes are made from a blend of fruit & veggie powders
combined with organic rice milk. They're a great snack for
babies and toddlers. The natural ingredients are packed with
vitamins and minerals to help your little one's little body
grow strong and healthy. Little Crèmes are naturally
sweet and delicious. Only the finest ingredients for
your little one's snack.

organic
snack

Nutrition Facts

Serving Size: 1 OZ (28g)
Amount Per Serving

Calories 70	
Total Fat	0g
Sodium	200g
Total Carbohydrate	7g
Fiber	0g
Sugars	4g
Protein	1g

% Daily Values
Based on a diet of organic rice milk and fruit & veggie powders.

INGREDIENTS: ORGANIC RICE MILK, ORGANIC APPLE POWDER, ORGANIC KALE POWDER, ORGANIC SWEET POTATTO POWDER, ORGANIC VANILLA FLAVOR, ORGANIC CITRUS FLAVOR, ORGANIC SALT, ORGANIC LECITHIN.

super greens

Little Crèmes are made with a blend of fruit & veggie powders
combined with organic rice milk. They're a great snack for
babies and toddlers. The natural ingredients are packed with
vitamins and minerals to help your little one's little body
grow strong and healthy. Little Crèmes are naturally
sweet and delicious. Only the finest ingredients for
your little one's snack.

The Blue Power

Only the purest ingredients are used in
every little crèmes snack.
It's naturally sweet and delicious.
It's naturally healthy and nutritious.
It's naturally organic.
It's naturally good.

Is your baby ready for 2016 summer?
We help you to help your little one's little body
grow strong and healthy. Little Crèmes are naturally
sweet and delicious. Only the finest ingredients for
your little one's snack.



little
for you™

www.plumorganics.com

