



Mitchell E. Daniels, Jr.
Governor

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

DATE: April 5, 2010
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program
SUBJECT: Zatarain's Recall

SUGGESTED

ACTION: Unclassified Recall; Zatarain's Original Dirty Rice Mix contain undeclared wheat and barley ingredients; Information provided in case of an inquiry.

From the information provided by FDA, the product being recalled was distributed in the neighboring State of Michigan to Walmart distribution center. Detail information is not available at this time. In addition, if any recalled product is 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.

Zatarain's Recalls Original Dirty Rice Mix Package Due to Unlabeled Wheat and Barley Ingredients

Contact:

Dave Mixon (410-527-8491)

FOR IMMEDIATE RELEASE - April 1, 2010 - Gretna, LA - Zatarain's has announced a voluntary recall of Zatarain's Original Dirty Rice Mix, 8 oz. package with UPC Code 7142909535 and a "BEST BY" date of JAN 19 12H. Zatarain's Original Dirty Rice Mix packages with this date code contain undeclared wheat and barley ingredients. People who have allergies to wheat or barley run the risk of serious or life threatening allergic reactions if they consume this product.

The Zatarain's Original Dirty Rice Mix package was distributed to limited grocery stores in Florida, Michigan and Virginia beginning February 15, 2010. The product is available in 8 oz. boxes, and the date code is found on the bottom of the package. The "BEST BY" date of JAN1912H is the only date code affected by the recall.

The recall was initiated after it was discovered that product was mispackaged, and as a result, the ingredient statement on the package did not list wheat and barley as an ingredient.

No illnesses or allergic reactions have been reported to date. No other Zatarain's products are involved in this recall.

All grocery outlets that sell Zatarain's New Orleans Style Dirty Rice Mix packages have been notified to remove the affected product (UPC Code 7142909535 and a "BEST BY" date of JAN1912H) from their shelves immediately. Consumers do not need to return the product to the store where it was purchased. Instead, consumers are urged to contact Zatarain's Consumer Affairs at 1-877-837-3796, weekdays from 9:30 AM to 5:00 PM Eastern Time, for a replacement or full refund, as well as instructions on what to do with the product.

This recall is being made with the knowledge of the Food and Drug Administration. The company is also issuing an alert through the Food Allergy & Anaphylaxis Network.

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Photos: Product Labels¹