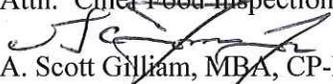




**DATE:** August 15, 2012

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

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

**SUBJECT:** Clif Bar & Company Recall

**SUGGESTED  
ACTION:**

Unclassified Recall; A small amount of 12-pack Blueberry Crisp CLIF® Bars and individual mislabeled Blueberry Crisp CLIF Bars in Chocolate Chip CLIF Bar Wrappers, and Blueberry Crisp CLIF Bars that are mislabeled with Chocolate Chip CLIF Bar wrappers and do not list almonds in the ingredient statement; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the recalled products may have been distributed in the State of Indiana. The recalled products were distributed to a limited number of stores predominately east of the Mississippi. Detail information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-351-7190.

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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.

**Almond Allergy Alert and Voluntary Recall of a Limited Number of Mislabeled  
Blueberry Crisp CLIF® Bars**

**Contact:**  
Consumer:  
888-992-6227

Media:  
Sue Hearn  
510-596-6391  
[shearn@clifbar.com](mailto:shearn@clifbar.com)

**FOR IMMEDIATE RELEASE** - August 13, 2012 - Clif Bar & Company is initiating a voluntary recall today of a small amount of 12-pack Blueberry Crisp CLIF® Bars and individual mislabeled Blueberry Crisp CLIF Bars in Chocolate Chip CLIF Bar Wrappers with one "Best By" date 17MAR13G3 that were distributed to a limited number of stores predominately east of the Mississippi. The 12-packs may contain Blueberry Crisp CLIF Bars that are mislabeled with Chocolate Chip CLIF Bar wrappers and do not list almonds in the ingredient statement. Clif is taking this precautionary safety step for people who are allergic to almonds.

A small quantity of Blueberry Crisp CLIF Bars were inadvertently placed in Chocolate Chip CLIF Bar wrappers and these mislabeled bars were placed inside correctly labeled Blueberry Crisp CLIF Bar 12-pack boxes. The Chocolate Chip CLIF Bar wrappers contain advisory allergen labeling which states that the product may contain traces of tree nuts.

Only the product meeting the following criteria is affected:

- 12-pack boxes of Blueberry Crisp CLIF Bars with "Best By" date 17MAR13G3 UPC: 7-22252-30260-1
- Blueberry Crisp CLIF Bars mislabeled in Chocolate Chip CLIF Bar individual wrappers with the same "Best By" date 17MAR13G3
- UPC: 7-22252-10090-0

NO other CLIF Bar products, pack sizes, flavors or "Best By" date codes are affected.

The company is strongly advising consumers who have almond allergies not to consume these mislabeled bars with "Best By" date 17MAR13G3 and discard them to avoid the possibility of an allergic reaction. People with an allergy to almonds run the risk of serious or life-threatening allergic reaction. No allergic reactions have been reported to date.

Consumers with questions or who would like replacement coupons may call 888-992-6227, 8 a.m. - 5 p.m. PDT, Monday-Friday. Details also can be found at [www.clifbar.com/almond](http://www.clifbar.com/almond).

Clif Bar & Company cares deeply about the health and safety of consumers. The company apologizes for this inadvertent labeling error.

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[RSS Feed for FDA Recalls Information](#)<sup>1</sup> [what's this?<sup>2</sup>]

[Photo: Product Labels](#)<sup>3</sup>