



DATE: April 2, 2012

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

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

SUBJECT: Creme Curls Bakery, Inc. Recall

SUGGESTED

ACTION: Unclassified Recall; 19.4 ounce cartons of Simply Enjoy Vanilla cream puffs distributed by Foodhold U.S.A., LLC and 13.2 ounce cartons of Vanilla Cream Puffs distributed by Crème Curls Bakery, because the product contains sodium caseinate which is listed on the label, but does not identify the source of sodium caseinate as milk; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the products being recalled were distributed in the State of Indiana. The affected products were distributed nationwide through retail grocery stores. Detail information is not available at this time. In addition, if any recalled products are 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.

Creme Curls Bakery Recalls Vanilla Cream Puffs due to mislabeled Milk Allergen

Contact:
Media:
Jennifer Thompson
202-247-5589

Consumer:
Consumer Hotline:
1-800-466-1219

FOR IMMEDIATE RELEASE - March 31, 2012 – HUDSONVILLE, MI, Creme Curls Bakery, Inc. initiated an immediate nationwide recall of 19.4 ounce cartons of Simply Enjoy Vanilla cream puffs distributed by Foodhold U.S.A.,LLC and 13.2 ounce cartons of Vanilla Cream Puffs distributed by Crème Curls Bakery, because the product contains sodium caseinate which is listed on the label, but does not identify the source of sodium caseinate as milk. People who have milk allergies that do not recognize sodium caseinate as a milk derivative run the risk of serious or life-threatening allergic reactions if they consume the product.

The affected products were distributed nationwide through retail grocery stores.

The affected product, packaged in glossy paperboard cartons, can be identified by the photographs below. The Vanilla Cream Puffs are sold in the freezer section of grocery stores and are packaged in one of the following cartons:

- Simply Enjoy Vanilla Cream Puffs, UPC Code #6-88267-12409-9, located on large back panel
- Creme Curls Bakery, UPC Code #0-70109-60055-5 , located on large back panel

The recall was initiated due to a report of an allergic reaction after a person with a milk allergy consumed the product. This recall applies to all sell by dates and all lot codes. No other Crème Curls products are affected by this recall.

“We are working closely with the Food and Drug Administration and are taking every step possible to ensure that any product that has not yet been consumed is removed from store shelves as quickly as possible,” said Paul Bierling, Executive Vice President.

Consumers in possession of affected product who have a milk allergy are encouraged to return it to the place of purchase for a full refund. This product is safe for consumption by individuals who do not suffer from a milk allergy.

Consumers with questions may contact the company through the Consumer Hot Line 1-800-466-1219, Monday – Friday, 9am-5pm EDT.

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

[Photo: Product Labels](#)³