



DATE: January 20, 2012

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

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

SUBJECT: Rich Products Corporation Recall

SUGGESTED

ACTION: Unclassified Recall; ¼ Sheet Vanilla Soaked Sponge Cake Artificially Flavored to include the 8” Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored (Product Code: 62938) because of the possibility of small plastic fragments; 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 8” Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored is not packaged for retail distribution and is sold by the case primarily to in-store bakeries nationwide. 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.

**Rich Products Corporation expanded its voluntary recall on January 12, 2012,
of
Vanilla Pre-Soaked Sponge Cake to include the 8” Vanilla Flavored Pre-Soaked
Sponge Cake Artificially Flavored**

Contact:

Consumer:
1-800-356-7094

Media:
Dwight Gram
716-878-8749

State/County Health Contact:
Amy Herstek
716-878-8890

FOR IMMEDIATE RELEASE - January 19, 2012 - **Buffalo, NY** – Last week, Rich Products Corporation expanded its January 5, 2012 recall of ¼ Sheet Vanilla Soaked Sponge Cake Artificially Flavored to include the 8” **Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored (Product Code: 62938)** because of the possibility that small plastic fragments from the packaging were contaminating the product. Rich’s executed the expanded recall on January 12, 2012.

Rich Products Corporation has not received any customer complaints or reports of injuries related to this product, and has issued this voluntary recall as a precautionary measure.

The product is produced by Rich’s in Ocoyoacac, Mexico, and imported into the U.S. by Rich’s for sale. The UPC code is: 00049800629387. Product produced after July 10, 2011 is affected.

The **8” Vanilla Flavored Pre-Soaked Sponge Cake Artificially Flavored** is not packaged for retail distribution and is sold by the case primarily to in-store bakeries nationwide. On January 12, 2012, Rich’s notified all of its distributors and customers who have received the product in question, and directed them to remove and destroy the affected product. All other affected product under Rich’s control has been quarantined and will be destroyed.

Upon investigation, Rich’s discovered the problem was caused by a change in the resin used by the supplier of the plastic packaging. Rich’s was not made aware of this change. The company is working closely with the supplier to ensure that all defective packaging is removed from distribution and that all monitoring systems are in place to eliminate the potential for this problem occurring again in the future.

Consumers with questions may contact the Rich’s Product Helpline at 1-800-356-7094 (United States) between the hours of 8:30 a.m. and 5:00 p.m. EST. Voice mail is available after hours.

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

[Photo: Product Labels](#)³