



General Mills, Inc.  
 One General Mills Blvd.  
 Minneapolis, MN 55426

### Product Recall - Notification to Customers

## **Gold Medal and Pillsbury Hotel & Restaurant Flour and Gold Medal Wondra**

July 1, 2016– General Mills announced today an expansion to the May 31<sup>st</sup>, 2016 recall involving **Gold Medal Flour, Pillsbury Flour and Gold Medal Wondra** due to the potential presence of E. coli O121. The recall is being expanded due to a newly reported illness that appears to have stemmed from the consumption of raw dough or batter linked to flour produced last fall.

<u>Description</u>	<u>Case or Package UPC Code</u>	<u>Case Date Code</u>
Gold Medal Hotel & Restaurant Bakers All-Purpose Enriched Flour Bleached , 1/50#	100-16000-14314	08NOV2015KC, 09NOV2015KC, 25NOV2015KC, 02DEC2015KC, 03DEC2015KC
Gold Medal Hotel & Restaurant Bakers All-Purpose Enriched Flour Bleached , 2/25#	100-16000-14317	12NOV2015KC, 13NOV2015KC, 22NOV2015KC, 25NOV2015KC, 01DEC2015KC, 02DEC2015KC, 03DEC2015KC, 04DEC2015KC
Gold Medal Hotel & Restaurant Self-Rising Enriched Flour Bleached, 2/25#	100-16000-14318	12NOV2015KC, 13NOV2015KC
Gold Medal H&R Bakers All Purpose Bleached Enriched Flour, 25lb	100-16000-14323	11NOV2015KC
Gold Medal H&R All Purpose Unbleached Flour, 50lb	100-16000-14439	05NOV2015KC, 16NOV2015KC, 17NOV2015KC, 04DEC2015KC
Gold Medal H&R All Purpose Bleached Enriched Flour, 10lb	100-16000-14473	04NOV2015KC, 05NOV2015KC, 10NOV2015KC, 11NOV2015KC
Wondra Enriched Unmalted Flour, 50lb	100-16000-54380	04NOV2015KC, 05NOV2015KC
Medallion Bakers All Purpose Flour, 50lb	100-16000-54421	12NOV2015KC, 13NOV2015KC, 18NOV2015KC, 25NOV2015KC, 04DEC2015KC
Medallion All Purpose Flour Bleached Enriched Flour, 25lb	100-16000-54425	19NOV2015KC, 25NOV2015KC, 01DEC2015KC, 02DEC2015KC, 03DEC2015KC
Wondra Enriched Flour, 50lb	100-16000-58995	07NOV2015KC, 08NOV2015KC, 04DEC2015KC
Pillsbury Best All Purpose Flour (GMI Item number 132074), 25lb	100-18000-32475	14NOV2015KC, 15NOV2015KC

Pillsbury Hotel & Restaurant Flour All-Purpose Bleached Enriched, 2/25#	100-18000-32666	12NOV2015KC
Gold Medal Wondra, 13.5 oz	Case 000-16000-42476 Package 000-16000-18980	Better if Used By Dates: 23FEB2017KC, 24FEB2017KC
Gold Medal All Purpose Flour, 18/ 2#	Case 000-16000-10720 Package 000-16000-10710	Better if Used By Dates: 15MAY2017KC through 24MAY2017KC, 04JUN2017KC, 05JUN2017KC, 11JUN2017KC, 12JUN2017KC, 13JUN2017KC, 14JUN2017KC
Gold Medal Self-Rising Flour, 18/2#	Case 000-16000-10730 Package 000-16000-11710	Better if Used By Dates: 09AUG2016KC, 10AUG2016KC, 16AUG2016KC, 17AUG2016KC, 06SEP2016KC, 07SEP2016KC
Gold Medal Unbleached All Purpose Flour, 8/5#	Case 000-16000-12690 Package 000-16000-19610	Better if Used By Dates: 19MAY2017KC through 24MAY2017KC, 11JUN2017KC, 12JUN2017KC
Gold Medal All Purpose Flour, 8/5#	Case 000-16000-12610 Package 000-16000-10610	Better if Used By Dates: 15MAY2017KC through 24MAY2017KC
5lb Gold Medal Self-Rising Flour	Case 000-16000-12660 Package 000-16000-11610	Better if Used By Dates: 10AUG2016KC, 11AUG2016KC
10lb Gold Medal All Purpose Flour	Case 000-16000-12410 Package 000-16000-10410	Better if Used By Dates: 16MAY2017KC through 20MAY2017KC, 05JUN2017KC

**This recall only applies to the specific product and date code listed above.**

We are asking your immediate help to do the following:

1. Please review your inventory and communicate to your warehouses to place the affected packages with date codes that correspond to the products listed above on hold for destruction.
2. Please communicate to your operators or retailers to remove the specific affected packages with date codes that corresponds to the products listed above from their warehouses or store shelves immediately.
3. Please direct your operators or retailers to destroy the affected packages and submit a detailed credit request to your servicing distributor. Once completed, please submit an invoice to your General Mills Customer Service Representative for reimbursement for all destroyed flour product specifically related to this recall from your warehouse and the operators or retailers you have credited.
4. If the operators you service have finished product made with the recalled flour or product out of their control, they should work with their local FDA office to determine the appropriate next steps.
5. Please direct any consumer inquires to the consumer hot line at 1-800-243-5687. Please visit [www.generalmillsCF.com](http://www.generalmillsCF.com)

We apologize for any inconvenience this situation may cause your organization. If you have any immediate questions, please contact your General Mills Sales Representative or your GMI Customer Service Representative. Thank you very much for your attention to this matter.

**UPON RECEIPT OF THIS LETTER, PLEASE SEND AN E-MAIL CONFIRMATION TO YOUR CUSTOMER SERVICE REPRESENTATIVE BY 5PM CST STANDARD TIME 7/1/2016.**

**Please include:**

**CUSTOMER NAME:  
DIVISION(S)/SUB-ACCOUNTS  
CONTACT NAME:  
TITLE:**