



10/8/2012

### URGENT INFORMATION – SPECIALTY CHANNELS RECALL ALERT

Kellogg Company is voluntarily conducting a Class II recall of certain *Kellogg's® Frosted Mini-Wheats®* Bite Size cereal and *Kellogg's® Mini-Wheats®* Unfrosted Bite Size cereal.

**ONLY products with the letters “KB, AP, FK, HG” preceding or following the Better If Used Before Dates attached to this letter are included in this recall.**

This voluntary recall is initiated due to the possible presence of fragments of flexible metal mesh from a faulty manufacturing part that were found in certain *Mini-Wheats®* cereals produced in a single Kellogg plant between April 1 and September 21, 2012. Exposure to this product may result in minor cuts. No injuries have been reported as of 10/07/2012. Per FDA guidance, we are initiating this recall as a Class II; this requires notifying our customers to remove, quarantine and destroy any recalled product remaining in their warehouses and on retail shelves.

**ONLY cases with these manufacturing codes are affected.**

<b>US Case Frosted Mini-Wheats Bite Size</b>	<b>Product Name</b>	<b>Date Codes</b>
3800004996	Kellogg's® Frosted Mini-Wheats® Bite Size cereal	APR 01 2013 KB - SEP 21 2013 KB
3800031828	Kellogg's® Frosted Mini-Wheats® Bite Size cereal	APR 01 2013 KB - SEP 21 2013 KB
3800031833	Kellogg's® Frosted Mini-Wheats® Bite Size cereal	APR 01 2013 KB - SEP 21 2013 KB
3800021992	Kellogg's® Frosted Mini-Wheats® Bite Size cereal	AP 04013 - AP 09213
3800005337	Kellogg's® Variety® Pak Assortment	FK 04013 - FK 09213
3800070418	Kellogg's® Cereal Assortment Jumbo Pack, 30 ct	FK 04013 - FK 09213
3800022055	Kellogg's® Cereal Assortment Family Pack	FK 04013 - FK 09213 APR 01 2013 HG - SEP 21 2013 HG
3800038118	Kellogg's® Cereal Assortment Wellness Pack	FK 04013 - FK 09213 APR 01 2013 HG - SEP 21 2013 HG
3800007337	Kellogg's® Cereal Assortment Favorite Pack	APR 01 2013 HG - SEP 21 2013 HG
3800007338	Kellogg's® Cereal Assortment Family Pack	APR 01 2013 HG - SEP 21 2013 HG
<b>US Mini-Wheats Unfrosted</b>	<b>Product Name</b>	<b>Date Codes</b>
3800058689	Kellogg's® Mini-Wheats® Unfrosted Bite Size cereal	APR 01 2013 KB - SEP 21 2013 KB
3800021982	Kellogg's® Mini-Wheats® Unfrosted Bite Size cereal	FK 04013 - FK 09213

For disposition, please follow the instructions on the attached Wholesaler/Distributor Tracking Form.

To effectively execute this recall, please follow these steps:

- 1.) Check warehouse inventory for the affected items.
- 2.) Locate products in your control and remove from inventory, quarantine and destroy.
- 3.) **REQUIRED FOR FDA REPORT:** Complete the Wholesaler/Distributor Product Disposition Form and fax to 1-800-500-3698 by **October 22, 2012.**
- 4.) The preferred credit process is deduction and to process your deduction, Kellogg must receive the completed and signed Wholesaler/Distributor Product Disposition Form. Submit your deduction via the normal process.
- 5.) Immediately contact your customers that have purchased the impacted products and instruct them to destroy any product they have in their possession.
- 6.) Send your impacted customers a copy of this letter and the attached Retailer/Operator Product Disposition Form that contains specific disposition instructions.

If you have any questions, please contact your Kellogg Customer Service during Normal Business Hours (M-F, 8:00a.m. to 5:00p.m. EST.)

We apologize for any inconvenience and are working diligently to ensure that the affected products are rapidly removed from the marketplace. We appreciate your cooperation in this matter.