

Recall -- Firm Press Release

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Kraft Foods Voluntarily Recalls Three Varieties of *Velveeta* Shells & Cheese Microwaveable Cups With Limited “Best When Used By” Dates

Contact:
Consumer:
1-800-308-1841

Media:
847-646-4538

FOR IMMEDIATE RELEASE - Northfield, IL., September 30 2011 - Kraft Foods Global, Inc. is voluntarily recalling three varieties of *Velveeta* Shells & Cheese Single Serve Microwaveable Cups with limited “best when used by” dates as a precaution due to the possible presence of small, thin wire bristle pieces.

The following products are being recalled:

Name of Product	Size	Best When Used By Dates	UPC
<i>Velveeta</i> Shells & Cheese Original Microwaveable Cups	2.39 oz. cup	16 MAY 2012	2100002322
<i>Velveeta</i> Shells & Cheese Original Four Pack Microwaveable Cups	4 x 2.39 oz. cup	24 APR 2012 to 16 MAY 2012	2100002339
<i>Velveeta</i> Shells & Cheese Made with 2% Milk Microwaveable Cups	2.19 oz cup	25 MAR 2012 to 30 MAR 2012	2100002323
<i>Velveeta</i> Shells & Cheese Made with 2% Milk Four Pack Microwaveable Cups	4 x 2.19 oz cup	29 MAR 2012 to 12 APR 2012	2100002946
<i>Velveeta</i> Rotini & Cheese Broccoli Microwaveable Cups	2.44 oz cup	29 APR 2012 to 14 MAY 2012	2100002318

Consumers can find the “best when used by” date on the bottom of the package.

No other “best when used by” dates of *Velveeta* Shells & Cheese Single Serve Microwaveable Cups or any other Kraft Foods products are being recalled.

There have been no reports of consumer injuries or complaints. Kraft Foods is issuing this voluntary recall out of an abundance of caution.

Approximately 137,000 cases of the affected products were shipped to customers across the United States. The affected products were not distributed in Canada.

Consumers who purchased affected “best when used by” dates of these products should not eat them. They should return them to the store of purchase for an exchange or full refund. Consumers also can contact Kraft Foods Consumer Relations Monday through Friday at **1-800-308-1841**.

The affected products were manufactured in Champaign, IL and Lakeville, MN.

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