



June 13, 2016

IMMEDIATE ACTION REQUIRED

CLASS II RECALL

Kellogg Company Voluntarily Recalls Certain Varieties and Dates of Production of Snacks and Cookies that may Contain Undeclared Peanut Residue

Dear Valued Customer,



Kellogg Company is voluntarily recalling certain varieties and limited dates of production of Mother's®, Keebler®, Kellogg's® Special K® brownies, Murray® and Famous Amos® snacks and cookies because they may contain undeclared peanut residue. Kellogg initiated the recall after its supplier, Grain Craft, recalled wheat flour that has the potential to contain low levels of peanut residue.

While consumers with severe peanut allergies should avoid the recalled products, the FDA has stated that the amount of peanut exposure from the flour is low and not expected to cause adverse health effects in the vast majority of peanut allergic consumers. The company has received no reports of related illness to date and is taking this action out of an abundance of caution.




THIS RECALL AFFECTS THE FOLLOWING PRODUCTS IN THE FOODSERVICE, CONVENIENCE AND CUSTOM/COMMERCIAL CHANNELS.

PLEASE REMOVE ALL AFFECTED PRODUCTS ON SHELF AND WITHIN YOUR WAREHOUSE.






FOODSERVICE CHANNEL

Description	UPC Code	Size	Better If Used Before Date	Image
Keebler® Honey Grahams	30100 38406	200 count	DEC 31 16 thru JAN 02 17	
Keebler® Honey Grahams	30100 20248	30 count	DEC 31 16 thru JAN 03 17	






Keebler® Graham Cracker Crumbs	30100 15347	160 oz.	DEC 31 16	
Keebler® Graham Cracker Crumbs	30100 16154	400 oz.	DEC 31 16	
Keebler® Mini Sandies Shortbread Cookies	30100 73969	100 ct. 1 oz.	DEC 30 16	

CONVENIENCE CHANNEL

Description	UPC Code	Size	Better If Used Before Date	Image
Keebler® Animal Crackers	30100 10849	10 ct. 2.4oz.	DEC 19 16 thru JAN 04 17	
Keebler® E.L. Fudge Double Stuffed Sandwich Cookies	30100 19546	12 ct. 12 oz.	JAN 06 2017 thru JAN 08 2017	
Famous Amos® Cookies Chocolate Chip	76677 54103	12 ct. 12.4 oz.	JAN 11 2017 thru JAN 13 2017	
Keebler® Frozen Grahams Snacks Cinnamon	30100 10954	4 ct. 12.7 oz.	JAN 05 2017; JAN 20 2017 thru JAN 21 2017	
Keebler® Graham Cracker Crumbs	30100 15347	160 oz.	DEC 31 2016	
Keebler® Honey Grahams	30100 20248	30 ct.	DEC 31 2016 thru JAN 03 2017	



CUSTOM/COMMERCIAL CHANNEL

Description	UPC Code	Size	Better If Used Before Date	Image
Keebler ® Graham Cracker Crumbs	30100 16154	400 oz.	DEC 31 2016	
Keebler ® Honey Grahams	30100 20248	30 ct.	DEC 31 2016 thru JAN 03 2017	
Keebler ® Premium Whole Chocolate Crèmes	30100 45953	25 lbs.	JAN 01 2017	
Keebler ® Animal Totes	30100 49509	400 lbs.	JUN 01 2016	No Image

This recall requires you to document product destruction.

To effectively execute this recall, please follow these steps:

1. IMMEDIATELY check warehouse and backroom inventory for the affected items. For product in your warehouse location(s), please follow the disposition instructions on the attached Kellogg Warehouse Tracking Form, complete and sign the spreadsheet and return it to the contact below.
2. IMMEDIATELY isolate all affected product in your control from store shelves, displays, and back room inventories. (Product package photos below.)
3. Once the affected product is isolated, store locations should destroy the affected product by separating it from its packaging and destroying in a compactor or a locked dumpster or by witnessed destruction at a landfill.
4. IMMEDIATELY contact all stores/franchises/accounts/warehouses/distributors to which you sell or transfer the affected product; inform them of this recall and have them isolate and destroy all affected product in their control.
5. The Kellogg credit process is deduction. Submit your deduction via the normal process through your corporate entity or distributor.

We apologize for this business disruption. Please contact your Kellogg Customer Service (OTC Associate) if you have any questions.

Sincerely,



Mike DeGrace
Vice President, Foodservice Sales
U.S. Specialty Channels
Kellogg Company



Don Davis
Vice President, Specialty Retail Sales
U.S. Specialty Channels
Kellogg Company