

SUBJECT: ALFOODACT 050-2012 Expansion of ALFOODACT 046-2012 Chattanooga Bakery Inc. Voluntarily Recalls Peanut Butter Crunch Products Due to Possible Health Risk

Date Issued: October 9, 2012

1. REFERENCES:

- a. DLAR 4155.26/AR 40-660/NAVSUPINST 10110.8c/AFI 48-116/MCO 10110.38c, DOD Hazardous Food & Nonprescription Drug Recall System.
- b. Allied Communications Publication 121, US SUPP-1 (f).

2. BACKGROUND:

Chattanooga Bakery, Inc. was notified today that Sunland is expanding the range of dates involved in their recall. As a result, we are recalling four additional non-expired code dates of MoonPie® Crunch Peanut Butter product: 10/29/12, 12/10/12, 01/07/13, and 01/29/13. Customers who have purchased this item are urged not to eat the product, and to dispose of it or return it to the retailer for a full refund. Expired product should be destroyed as well.

Recalling four additional non-expired code dates of MoonPie(R) Crunch Peanut Butter product: 10/29/12, 12/10/12, 01/07/13, and 01/29/13. Customers who have purchased this item are urged not to eat the product, and to dispose of it or return it to the retailer for a full refund. (Photo: Business Wire)

September 25, 2012 RECALL ANNOUNCEMENT

In an abundance of caution, Chattanooga Bakery, Inc., maker of MoonPie® snacks, today announced a voluntary recall of its Peanut Butter Crunch products with “Best By” dates of 02/26/13, 03/25/13, and 04/29/13. No other Chattanooga Bakery / MoonPie / LookOut products are affected by this recall. If you are a direct account with Chattanooga Bakery, please notify all of your stores / retailer outlets. If you are a wholesaler / distributor, please make sure you notify all your retailer customers who, in turn, should notify all stores / retail outlets.

The voluntary recall was initiated immediately upon learning that our peanut butter supplier Sunland, Inc. has recalled product produced from May 1st, 2012 – September 24th, 2012. Sunland has stated that twenty-nine people have reported Salmonella Bredeney PFGE matching illnesses in approximately 18 states. These illnesses were associated with Creamy Salted Valencia Peanut Butter, which was produced by Sunland, Inc.

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with Salmonella often experience fever, diarrhea (which may be bloody), nausea, vomiting and abdominal pain. In rare circumstances, infection with Salmonella can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis.

Chattanooga Bakery's Peanut Butter Crunch products (9.6 ounce multipack and 2.4 ounce twin pack) have not been associated with any of the reported illnesses. Regardless, we are taking this precautionary step to protect our customers and their families from any possible risk. Customers who have purchased this item are urged not to eat the product, and to dispose of it or return it to the retailer for a full refund.

3. PRODUCTION DATES/IDENTIFYING CODES:

Four additional non-expired code dates of MoonPie® Crunch Peanut Butter product: 10/29/12, 12/10/12, 01/07/13, and 01/29/13.

UPC 072108-08901

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50433059&lang=en>

<http://www.sunlandinc.com/788/html/pdfs/SunlandRecall.pdf>

4. MANUFACTURER/DISTRIBUTOR:

Chattanooga Bakery, Inc.
Tory Johnston, 423-267-3351
toryj@moonpie.com Source: Chattanooga Bakery, Inc.

5. DISTRIBUTION: All

6. REASON FOR ACTION: Due to possible contamination with Salmonella

7. INSTRUCTIONS AND ADDITIONAL INFORMATION FOR MESSAGE RECIPIENTS:

a. Immediately inventory stocks to identify the above items and secure in a "Medical Hold" status to provide assurance of no further issue/sale/use.

POSITIVE FINDINGS should be reported to Accountable Officers/Vendor Representatives of that facility. Accountable Officer/Agency representatives/Buyers/Contracting Officers should seek/refund/credit/replacement through the normal distribution channel with which the product was received (i.e. Distribution Centers, Prime Vendors, or Manufacturers).

b. Ships at sea are authorized to destroy or dispose of recalled products at their discretion. Documentation for the number of pounds and cases, and any additional pertinent information must be signed by the Accountable Officer and is required for the purpose of recouping to the government the cost of the product involved. In order to get credit please use a SF 364 and forward to your supporting NAVSUP Fleet Logistics Center (NAVSUP FLC) and copy furnished to NAVSUP 51. Your supporting NAVSUP FLC should forward to the account manager at DLA Troop Support. The form should include the number of the recall authorizing the survey action. Home-ported ships/galleys will utilize DD form 1149 to transfer w/ reimbursement to the PV. The PV will submit credit invoice to the account manager at DLA Troop Support.

c. DLA Troop Support Subsistence Prime Vendors must report POSITIVE and NEGATIVE RESPONSES directly to the their DLA Troop Support Contracting Officer with a courtesy copy to the Consumer Safety Officer (dscpconssafofc@dla.mil)..

d. DeCA, AAFES, MWR, VA, MCCS, or other non-DLA Troop Support agencies SHOULD NOT respond to the DLA Troop Support Consumer Safety Officer. These agencies should report POSITIVE and NEGATIVE responses in accordance with their agency recall policies.

e. When corresponding with DLA Troop Support concerning this message please include this message's subject in your subject line.

8. The Point of Contact for this ALFOODACT message is CW3 Tony Hemphill, Consumer Safety Officer at DLA-FTW. VOICE, DSN: 444-2922, Commercial (215) 737-2922, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526, email dscpconssafofc@dla.mil.

9. Individuals or groups that would like to receive recall messages electronically can forward their email address to dscpconssafofc@dla.mil, with "add to list" in the subject line. To be removed from the list place "remove from list" in the subject line.

10. Previous recalls and frequently asked questions are available at the following web site: <http://www.troopsupport.dla.mil/subs/fso/alfood/alfood.asp>. The navigation tool to the left allows you to also view DLA Troop Support Alerts and Archived Vendor Recalls.

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