



GENERAL MILLS

General Mills

Voluntary Product Recall - Notification to Customers

LÄRABAR Peanut Butter Cookie flavor snack bar

February 13, 2009

General Mills announced today a voluntary recall of LARABAR Peanut Butter Cookie flavored snack bars containing peanuts.

This action is being taken as a precaution because peanut pieces in the products may have been sourced from the Plainview, Texas plant of Peanut Corporation of America, a company whose operations are being investigated by the U.S. Food & Drug Administration and the State of Texas.

PCA is no longer a supplier to LARABAR, and no other types, varieties or flavors of LARABAR products are being withdrawn.

While we have no reason to believe there is any safety issue with these products, in light of the investigations, General Mills has decided to voluntarily recall this product from the marketplace as a precaution.

General Mills had previously announced a recall of a range of date codes of LARABAR Peanut Butter Cookie bars and JamFrakas Peanut Butter Blisscrisp bars, as a precaution, because products contained ingredients sourced from this same company.

This recall adds and only applies to the following “Best If Used By” date codes:

04Feb2010FL

30Jan2010FL

31Jan2010FL

02Feb2010FL

03Feb2010FL

The specific product in this recovery is:

**LÄRABAR Peanut Butter Cookie
snack bars**

UPC CODE NUMBER

Individual Bar 2190850916

Caddy (16 bar sleeve) 2190845307

No other General Mills products utilize any ingredient purchased from this company – and no other General Mills products are involved.

LÄRABAR Peanut Butter Cookie flavor snack bars are distributed nationally under the LÄRABAR brand, and are sold primarily as individual bars in grocery and specialty retail stores.

We are asking your immediate help to do the following:

1. Please review your inventory and communicate to your warehouse to place the affected cases of LÄRABAR bars on HOLD.
2. Arrangements will be made by your GMI Customer Service Rep to return full case quantities **> 50 cases** of this product from your warehouse. For quantities **<50 cases**, please send this product to reclamation or destroy it and advise this customer service rep of quantities. This Rep will also work with you in replenishing your new product when available.
3. Please direct your retail stores to return the affected boxes to your reclamation center. A Reclamation Center invoice for this specific product should be sent to your GMI Customer Service Rep. If you are interested in a 3rd party retail recovery service, please contact your local sales representative.
4. For non traditional retail locations - Please communicate to your retail locations/consumer outlets to remove the specific affected consumer units from store shelves or display immediately. Bars should be removed from their individual wrappers. Wrappers should then be sent to:

**LÄRABAR
P.O. 200-LARA
Minneapolis, MN 55440**

GMI will then send the retail location a check for this product.

5. Please advise your stores to direct any consumer inquires to the special LÄRABAR consumer hot line at 1 (800) 543-2147. We also realize that some consumers may return product directly to stores/consumer outlets. Please have these locations retain the wrappers and follow the instructions in #4. If you have shipped product to other customers/consignees, please direct them to take action consistent with our instructions.

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
AOS@Genmills.com BY 5 PM CENTRAL TIME on [2/16/2009](#)**

Please include:

CUSTOMER NAME:

DIVISION(S)/SUB-ACCOUNTS

CONTACT NAME/ TITLE: