

General Mills Issues Voluntary Class One Recall of One Day's Production of Chocolate Flavor Fiber One 90-Calorie Chewy Bars

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FOR IMMEDIATE RELEASE - October 20, 2011 - General Mills is voluntarily recalling a single day's production of Chocolate flavor Fiber One 90-Calorie Chewy Bars because of a labeling issue. Product produced on this date may have been packaged incorrectly, and may contain sensitive ingredients not listed on the box's ingredient label, including the potential allergen peanuts.

A production error resulted in a limited number of properly labeled, individually wrapped Chocolate Peanut Butter flavor Fiber One 90-Calorie Chewy Bar packages being inserted into 5-count boxes labeled as Chocolate Flavor Fiber One 90-Calorie Chewy Bars.

There have been no reports of allergic reactions or illnesses associated with this product, however, the possibility of an unlabeled allergen makes this a Class One recall.

This voluntary recall includes only 5-count boxes of Chocolate Flavor Fiber One 90-Calorie Chewy Bars with the following "Better if Used By" date printed on the top of the box:

19MAY2012BV

Individually labeled foil packages of Chocolate Peanut Butter flavor Fiber One 90-Calorie Chewy Bars are visibly different from the Chocolate flavor Fiber One 90-Calorie Chewy Bars product depicted on the incorrect box. Rather than containing Chocolate flavor Fiber One 90-Calorie Chewy Bars, the box could contain Chocolate Peanut Butter flavor Fiber One 90-Calorie Chewy Bars.

Consumers allergic to peanuts, or who are unsure of whether they are allergic to peanuts, should not consume Fiber One 90-Calorie products from 5-count boxes bearing the Better if Used By date **19MAY2012BV** on the top of the box, and should contact General Mills for replacement or a full refund.

No other varieties or production dates of Fiber One products are affected by this recall.

Consumers requesting refunds or calling with further questions should contact General Mills Consumer Services at 1-800-231-0308.