



Ohio Department of Agriculture
and
Ohio Department of Health



Governor Ted Strickland
Lieutenant Governor Lee Fisher

ODA Director Robert J. Boggs
ODH Director Alvin D. Jackson, M.D.

To: Health Commissioners, Environmental Health Directors, Nursing Directors, ODA Food Safety Specialists, and Other Interested Parties

Subject: Recall Announcement (ODA/ODH) 2009-73

Date: October 23, 2009

Unilever Issues Allergy Alert on Wheat in a Limited Number of Tubs of Breyers® Ice Cream

Englewood Cliffs, NJ - Unilever United States, Inc., of Englewood Cliffs, NJ, in cooperation with the U.S. Food and Drug Administration (FDA), is voluntarily recalling a limited number of tubs of Breyers® ice cream because it was mispackaged and may contain undeclared wheat. People who have an allergy or severe sensitivity to wheat run the risk of allergic reaction if they consume this product.

On a limited number of tubs, the *lid* describes the product as "Breyers® All Natural Cookies & Cream" ice cream, and the tub portion of the *package* describes the product as "Breyers® All Natural Mint Chocolate Chip" ice cream. The product inside of the tub is "All Natural Cookies & Cream." The ingredient statement on the tub does not declare wheat, which is an ingredient of the Cookies & Cream product.

The mispackaged ice cream product was distributed in Alabama, Arizona, Delaware, Florida, Georgia, Maryland, New Jersey, New York, Ohio, Pennsylvania, Puerto Rico, South Carolina, Tennessee, Trinidad and Virginia through retail stores in these locations and adjoining areas. The affected product is being recalled from consumers and retailer store shelves, back rooms and warehouses.

The affected mispackaged product was distributed in **1.5-quart (1.41L)** paperboard tubs marked with **UPC # 077567254245** located on the side of the tub and **in combination** with "**Best If Used By**" dates of **FEB1711GH**, **FEB1811GH** and **FEB1911GH** located on the bottom of the tub.

The allergy alert and recall relates only to the above mentioned mispackaged Breyers® ice cream. No other Breyers® ice cream products are affected.

No adverse reactions have been reported to date. In addition to working in cooperation with the FDA, the company is also issuing an alert through the Food Allergy & Anaphylaxis Network.

The recall was initiated after the company received a few consumer complaints about the mispackaged product. It was determined that product containing wheat was distributed in packaging that did not reveal the presence of wheat in the ingredient list on the tub.

Consumers who have purchased the mispackaged Breyers® ice cream with **UPC # 077567254245 and in combination with "Best If Used By" dates of FEB1711GH, FEB1811GH and FEB1911GH** are urged to discard it immediately and contact the company at **1-877-270-7402** for a full refund. For consumers outside the United States, please send an email to comments.breyers@unilever.com for a full refund.