



Department of
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Ohio Department of Agriculture and Ohio Department of Health



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Mary Taylor

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David T. Daniels

ODH Director
Theodore E. Wymyslo, M.D.

DATE: October 10, 2012
TO: Health Commissioners, Directors of Environment Health and Interested Parties
RE: Recall Announcement (ODA/ODH) 2012-092a21

Chattanooga Bakery Inc. Expands Recall of Peanut Butter Crunch Products Due to Possible Health Risk

October 5, 2012 - We were notified 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. Consumers 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.

If you are a direct account with Chattanooga Bakery, please notify all of your stores / retail outlets. If you are a wholesaler / distributor, please be sure to notify all of your retailer customers who, in turn, should notify all stores / retail outlets. **To date, there have been no reports of illness associated with MoonPie® Crunch Peanut Butter.**

As a reminder, we have a new approved peanut butter supplier and will produce all current open orders next week.

September 26, 2012

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.

For more specific information regarding the Sunland recall, please visit the manufacturer website by viewing the link below: <http://www.sunlandinc.com/788/html/pdfs/SunlandRecall.pdf>

If you require further information, please contact customer service at (423) 267 - 3351.