



**Ohio Department of Agriculture
and
Ohio Department of Health**



Governor
John R. Kasich

Lieutenant Governor
Mary Taylor

ODA Director
David T. Daniels

ODH Director
Richard Hodges

DATE: June 23, 2015

TO: Health Commissioners, Directors of Environment Health and Interested Parties

RE: Recall Announcement (ODA/ODH) 2015-81

Project 7 Issues Allergy Alert on Undeclared Milk/Dairy Ingredient In Sour Caramel Apple Gum

June 22, 2015 – San Clemente, CA – Project 7 is voluntarily recalling all lots distributed of Sour Caramel Apple Gum from August 20th, 2014 to June 11th, 2015 because the caramel flavoring ingredient in the gum contains a small amount of dairy, an allergen that is not declared on the packaging. People who have an allergy to milk run the risk of experiencing a serious or life-threatening reaction if they consume the product. Project 7 is taking these proactive precautions as part of its commitment to the well-being of its consumer base, who have for years supported the philanthropic brand.

Sour Caramel Apple Gum is sold nationally, in limited distribution, in various retailers and online. The product comes in a 0.53 oz. white and green film pouch package with the image of a caramel apple on a stick on the front of it. Each pouch contains 12 pieces of chewing gum.

Printed upon the front of the package are the words "Sour Caramel Apple," "Gourmet Gum," and "Sugar Free." On the rear panel, among other details, are the words, "Distributed by Project 7, Inc.," and UPC code "844911 002919."

The recall was initiated by a product packaging review that determined the label did not reveal the presence of milk after an ingredient inventory exercise.

To date, no illnesses have been reported. While this is a loss for Project 7, the company is taking all and any necessary steps to protect their consumers from any potential harm, in accordance with its mission to remain a fun brand that does good in the world.

There are no other Project 7 products sold under the Project 7 trademark that are, to the company's knowledge, affected or suffer from this error. The company will be revising the label of the product before re-introducing it into the market.

Consumers who have purchased packages of Sour Caramel Apple Gum sold at various retailers or online and have an allergy to milk are urged to discard the product or return it to Project 7. They may also return it to the store they purchased it from for a full refund.

For more information, consumers with questions may contact Project 7 Customer Relations at 877-777-3033, Monday through Friday, 8:00 AM to 5:00 PM, Pacific Time.