



10/8/2012

URGENT INFORMATION – SPECIALTY CHANNELS RECALL ALERT

Kellogg Company is voluntarily conducting a Class II recall of certain *Kellogg's® Frosted Mini-Wheats®* Bite Size cereal and *Kellogg's® Mini-Wheats®* Unfrosted Bite Size cereal.

ONLY products with the letters “KB, AP, FK, HG” preceding or following the Better If Used Before Dates attached to this letter are included in this recall.

This voluntary recall is initiated due to the possible presence of fragments of flexible metal mesh from a faulty manufacturing part that were found in certain *Mini-Wheats®* cereals produced in a single Kellogg plant between April 1 and September 21, 2012. Exposure to this product may result in minor cuts. No injuries have been reported as of 10/07/2012. Per FDA guidance, we are initiating this recall as a Class II; this requires notifying our customers to remove, quarantine and destroy any recalled product remaining in their warehouses and on retail shelves.

ONLY cases with these manufacturing codes are affected.

| US Case Frosted Mini-Wheats Bite Size | Product Name | Date Codes |
|--|--|--|
| 3800004996 | Kellogg's® Frosted Mini-Wheats® Bite Size cereal | APR 01 2013 KB - SEP 21 2013 KB |
| 3800031828 | Kellogg's® Frosted Mini-Wheats® Bite Size cereal | APR 01 2013 KB - SEP 21 2013 KB |
| 3800031833 | Kellogg's® Frosted Mini-Wheats® Bite Size cereal | APR 01 2013 KB - SEP 21 2013 KB |
| 3800021992 | Kellogg's® Frosted Mini-Wheats® Bite Size cereal | AP 04013 - AP 09213 |
| 3800005337 | Kellogg's® Variety® Pak Assortment | FK 04013 - FK 09213 |
| 3800070418 | Kellogg's® Cereal Assortment Jumbo Pack, 30 ct | FK 04013 - FK 09213 |
| 3800022055 | Kellogg's® Cereal Assortment Family Pack | FK 04013 - FK 09213 APR 01 2013 HG - SEP 21 2013 HG |
| 3800038118 | Kellogg's® Cereal Assortment Wellness Pack | FK 04013 - FK 09213 APR 01 2013 HG - SEP 21 2013 HG |
| 3800007337 | Kellogg's® Cereal Assortment Favorite Pack | APR 01 2013 HG - SEP 21 2013 HG |
| 3800007338 | Kellogg's® Cereal Assortment Family Pack | APR 01 2013 HG - SEP 21 2013 HG |
| US Mini-Wheats Unfrosted | Product Name | Date Codes |
| 3800058689 | Kellogg's® Mini-Wheats® Unfrosted Bite Size cereal | APR 01 2013 KB - SEP 21 2013 KB |
| 3800021982 | Kellogg's® Mini-Wheats® Unfrosted Bite Size cereal | FK 04013 - FK 09213 |