

Missouri Department of Health and Senior Services Recall Alert

To: Local Public Health Agencies
From: Mary Glassburner, Bureau Chief
Date: August 25, 2009
Subject: Recall Notification

FOR IMMEDIATE RELEASE – CINCINNATI, Ohio – August 21, 2009 – The Kroger Co. said today it is recalling Kroger brand Super Kids Enriched White Sandwich Bread sold in 13 states because it may contain milk not listed on the label. Customers should return the product to stores for a refund or replacement.

People who are allergic to milk could have a serious or life-threatening reaction if they consume this product. For consumers who are not allergic to milk, there is no safety issue with the product.

Kroger stores in the following states are included in this recall: Alabama, Georgia, Illinois, Indiana, Kentucky, Michigan, Missouri, North Carolina, Ohio, South Carolina, Tennessee, Virginia and West Virginia. Kroger (stores in Arkansas, Louisiana, Mississippi and Texas are not included in the recall).

The recall also includes Jay C Food stores in Indiana and Food 4 Less stores in Illinois and Indiana. Other stores Kroger operates under different banner names are not included in this recall.

Item Description:

Kroger is recalling the following item:

- Kroger Super Kids Enriched White Sandwich Bread sold in 20-ounce packages with the following UPC number: 1111000831 that list various “Best If Used By” dates.

Kroger is utilizing its Customer Recall Notification system that alerts customers who may have purchased recalled Class 1 products through register receipt tape messages and phone calls.

Consumers who have questions about the recall may contact Kroger toll-free at (800) 632-6900. For more information, please visit www.kroger.com/recalls.