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Press Release

COMMISSIONER'S OFFICE

FOR IMMEDIATE RELEASE **No. 12-11**
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Creme Curls Bakery Recalls Vanilla Cream Puffs Due to Mislabeled Milk Allergen

(JUNEAU, AK) – Creme Curls Bakery, Inc. has issued a recall for 19.4 ounce cartons of Simply Enjoy Vanilla Cream Puffs and 13.2 ounce cartons of Creme Curls Bakery Vanilla Cream Puffs because the products contain sodium caseinate, which is listed on the label but not identified as a derivative of milk. People who have milk allergies that do not recognize sodium caseinate as a milk derivative run the risk of serious or life-threatening allergic reactions if they consume the product.

Vanilla Cream Puffs are sold in the freezer section of grocery stores and are packaged in one of the following cartons:

- Simply Enjoy Vanilla Cream Puffs, UPC Code #6-88267-12409-9, located on large back panel
- Creme Curls Bakery, UPC Code #0-70109-60055-5, located on large back panel

This recall applies to all sell-by dates and all lot codes. No other Creme Curls Bakery products are affected by this recall.

Alaska DEC has confirmed these products were distributed in Alaska. Nationally, there has been one reported allergenic reaction associated with the consumption of this product; however, no illnesses or reactions have been reported in Alaska.

Consumers with milk allergies who may have consumed this product or may be exhibiting symptoms of an allergic reaction should contact a health care provider immediately. Symptoms may include itching, hives, wheezing, vomiting, anaphylaxis and digestive problems, such as bloating, gas or diarrhea.

Consumers with questions about the recall, including refund information, can contact the Creme Curls Bakery Consumer Hot Line at 1-800-466-1219, Monday through Friday, 9 a.m. to 5 p.m. EDT. More information can be found at: http://www.fda.gov/Safety/Recalls/ucm298129.htm.

For more information on recalls affecting Alaskans, visit DEC's website: http://www.dec.alaska.gov/eh/fss/recalls/recallsalerts.html.

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