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Press Release

COMMISSIONER'S OFFICE

FOR IMMEDIATE RELEASE

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Coconut Chocolate Chip CLIF® Bars Recalled for Mislabeled Ingredients and Coconut Allergy Alert

(JUNEAU, AK) – Clif Bar & Company has issued a recall for 6-packs of Coconut Chocolate Chip CLIF Bars inadvertently packaged in White Chocolate Macadamia CLIF Bar wrappers. A number of these mislabeled bars were placed inside Coconut Chocolate Chip 6-pack boxes. People with an allergy or severe sensitivity to coconut should not consume any White Chocolate Macadamia CLIF Bars found inside Coconut Chocolate Chip 6-pack boxes. Doing so may run the risk of a serious or life-threatening allergic reaction.

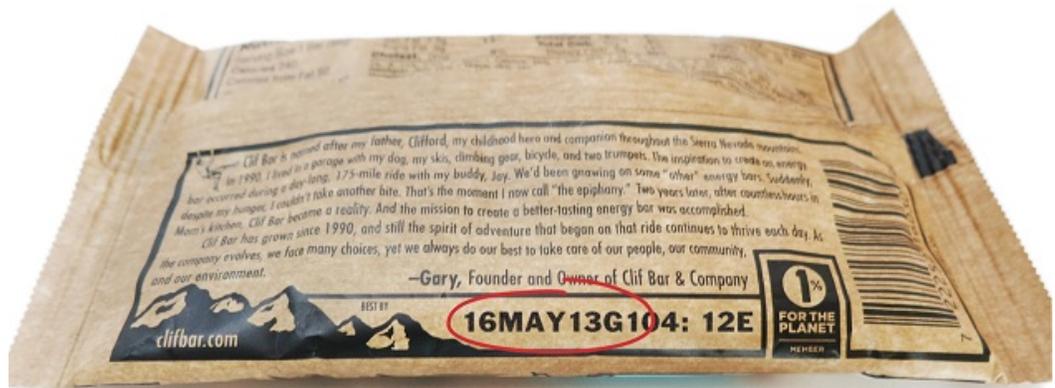
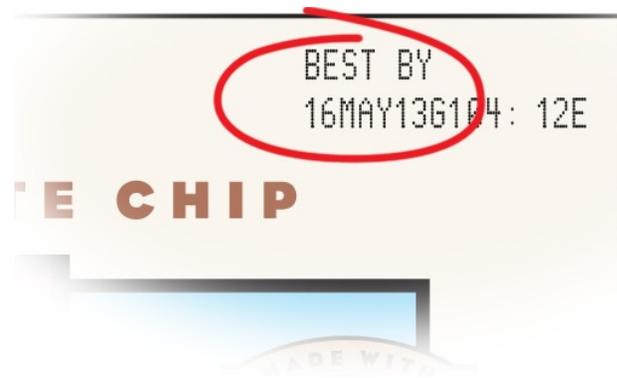
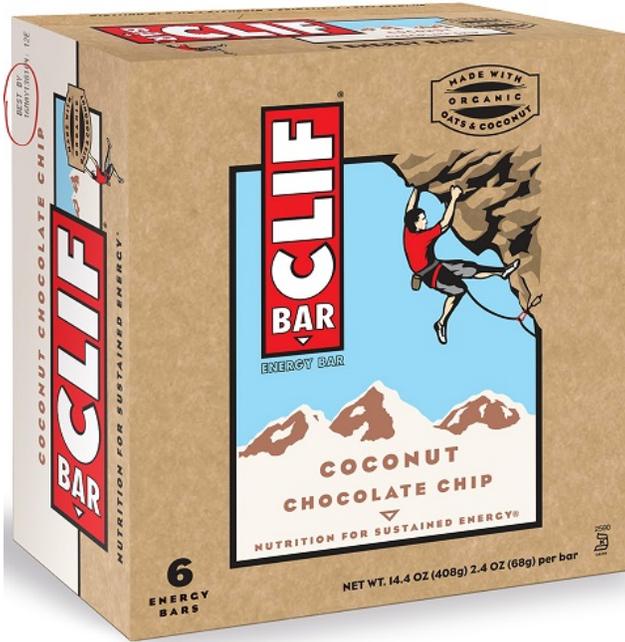
- The recalled Coconut Chocolate Chip CLIF 6-pack boxes contain a “Best By” date 16MAY13G1 and UPC code 7-22252-66030-5.
- The Coconut Chocolate Chip CLIF Bars mislabeled in White Chocolate Macadamia CLIF Bar individual wrappers found in the Coconut Chocolate Chip 6-pack box are marked with the same “Best By” date, 16MAY13G1.

No other CLIF Bar products, pack sizes, flavors or “Best By” date codes are affected.

Alaska’s DEC has confirmed these products were distributed in Alaska. To date, there have been no reports of adverse reactions or illness in any state.

Consumers with questions or who would like replacement coupons may contact 1-888-851-8456, 8 a.m. to 5 p.m. PDT, Monday through Friday. Details also can be found at www.clifbar.com/coconut.

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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