
Firm Press Release

Mars Chocolate North America Issues Allergy Alert Voluntary Recall on Undeclared Peanuts, Wheat and Egg Ingredient for DOVE® Chocolate Assortment Snowflakes, 24.0 oz. Bag, Sold Only at One Major Retailer with Stores Across the U.S.

Today, Mars Chocolate North America announced a voluntary recall of its **DOVE® Chocolate Assortment Snowflakes, 24.0 oz. bag** - this is a seasonal item only sold at one major retailer with stores across the U.S.

Item# 10139802 - UPC# 400050521

LOT CODE: 537CG4PA30, 537DG4PA30, 538AG4PA30, 538AM4PA30, 541AG4PA20, 542EM4PA20

This item is a purple 24 oz. bag clearly marked with DOVE® Chocolate Assortment Snowflakes branding on the front of packaging. The code dates and UPC code are located on the back of the packaging on the lower right side.

Approximately 6,700 cases of this item may contain some SNICKERS®, MILKY WAY® and TWIX® pieces that contain peanuts, wheat and/or eggs, but these ingredients are not listed on the outer package ingredient label. People who have allergies to peanuts, wheat and/or eggs have the risk of serious or life-threatening allergic reaction if they consume these products. No adverse reactions have been reported to date.

This item was shipped and distributed to only one retailer and sold at retail food stores starting September 19, 2015 through December 1, 2015 to the following locations: AZ, GA, MA, MS, OH, VA, CA, IA, MD, NH, OK, VT, CO, IL, ME, NJ, OR, WA, CT, IN, MI, NM, PA, WI, DE, KS, MN, NV, RI, WY, FL, KY, MO, NY and TX.

The issue was identified after a consumer notified Mars Chocolate North America of finding a SNICKERS® piece in this Dove Chocolate Assortment Snowflakes, 24.0 oz. bag.

Mars Chocolate is working with the impacted retailer to ensure that the recalled product is removed from sale. In the event that consumers believe they have purchased this item and have allergy concerns, they should return this product to the store where they purchased it for a full refund. Consumers with questions or concerns may call our toll-free number at 1-800-551-0907.

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Product Photos



