

# Continental Mills Recalls Blueberry Pancake Mix Because of Possible Health Risk

## For Immediate Release

July 9, 2016

## Contact

## Consumers

Continental Mills Consumer Recall Phone Hotline

[Email](#)

1-800-457-7744

## Media

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## Announcement

Continental Mills has issued a recall affecting only retail Krusteaz Blueberry Pancake Mix, which involves product manufactured between April 2016 and June 2016. The company was notified by our supplier that their product, a blueberry nugget, is made with a small percentage of affected flour which was recalled by General Mills because it may be contaminated with E. coli O121. This is an isolated issue, and only affects specific lots of Krusteaz Blueberry Pancake Mix. Food Safety is our highest priority and this has caused us to take action for the safety of our consumers.

Most strains of E. coli are harmless, however, others can make you sick. E. coli O121 is a potentially deadly bacterium that can cause bloody diarrhea and dehydration. People who experience these symptoms should seek emergency medical care immediately. The very young, seniors, and those with compromised immune systems are the most susceptible to foodborne illness. Anyone diagnosed by a physician as having an illness related to E. coli O121 should contact state and local public health authorities.

## **No illnesses have been reported to date.**

FDA and the Centers for Disease Control (CDC) continues to warn that consumers should refrain from consuming any raw products made with flour. E. coli O121 is eliminated by heat through baking, frying, sautéing or boiling products made with flour. All surfaces, hands and utensils should be properly cleaned after contact with flour or dough.

Product was distributed nationwide where consumers purchased product through retail stores.

If you have recently purchased **Krusteaz Blueberry Pancake Mix 28 oz. carton** with a best by date code between **3/30/2018 and 6/16/2018**, and a UPC code 041449001289, please contact our Consumer Relations Team at 1-800-457-7744 for information to receive a full refund. Please dispose of the product.

If you have recently purchased **Krusteaz Blueberry Pancake a 3.5 lb. bag**, with a best by date code between of **4/27/2018 to 4/28/2018**, with a UPC code 041449001487, please contact our Consumer Relations Team at 1-800-457-7744 for information to receive a full refund. Please dispose of the product.

“The quality and safety of our products is of the utmost importance and we are doing everything possible to ensure our customers have all of the pertinent information,” said Andy Heily, Continental Mills’ president.

At Continental Mills, we care deeply about people, our consumers, our employees and our supplier partners. We are working with our Retail Customers and the FDA to ensure any affected product is removed from the marketplace immediately. We thank you for your patience while we solve this issue, and appreciate your continued trust that we will do the right thing for our consumers.

This recall is being made with the knowledge of the U.S. Food and Drug Administration.

**For more information, please call our Recall Phone Hotline at 1-800-457-7744 Monday – Friday 7 am to 4 pm PT.**

[FDA Investigates Multistate Outbreak of E. coli O121 Infections Linked to Flour](#)

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#### **About Continental Mills, Inc.**

Continental Mills, Inc. is a third generation, family-owned maker of some of the best-loved breakfast, baking and snack brands. Under the portfolio of breakfast and baking we have our flagship brand Krusteaz®. Continental Mills headquarters is located in Tukwila, WA and products are sold through retail, foodservice, and club store channels throughout the United States.

#### **Product Photos**

New & Improved

# KRUSTEAZ

Light & Fluffy

# Blueberry

ARTIFICIALLY  
FLAVORED

WITH IMITATION BLUEBERRIES

COMPLETE PANCAKE MIX • JUST ADD WATER



**KRUSTEAZ**

*Light & Fluffy*

**Blueberry** ARTIFICIALLY  
FLAVORED

WITH IMITATION BLUEBERRIES  
**COMPLETE PANCAKE MIX • JUST ADD WATER**

**Family Size**

**MAKES 72 PANCAKES • 3.5 LB BAG**



**NET WT 56 OZ (3 LB 8 OZ) (1.58 kg)**