

## Recall -- Firm Press Release

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### **Mars Chocolate North America Issues Allergy Alert Voluntary Recall On Undeclared Peanut Butter In M&M's® Brand Milk Chocolate Theater Box**

#### **Contact**

Consumer:  
1-800-627-7852

Media:  
1-973-691-3536

**FOR IMMEDIATE RELEASE** – September 19, 2014 – Today, Mars Chocolate North America announced a voluntary recall of its M&M'S® Brand Theater Box 3.40 oz UPC #40000294764 with the following lot numbers:

417DH4JP 417EM4JP 417FM4JP 418AG4JP 418BG4JP 418CG4JP 418DM4JP 418EG4JP 419AM4JP  
09 10 09 10 10 10 09 10 09  
417EG4JP 417FG4JP 417FM4JP 418AM4JP 418BM4JP 418CM4JP 418DM4JP 418EM4JP 419AM4JP  
09 09 10 09 10 10 10 09 10  
417EG4JP 417FG4JP 418AG4JP 418AM4JP 418CG4JP 418DG4JP 418EG4JP 418EM4JP 419BM4JP  
10 10 09 10 09 10 09 10 10

This theater box item within these lot codes may contain product containing peanut butter without listing on the ingredient label on the outside cardboard box. The inside package is correctly labelled with ingredients and allergy information.

People who have allergies to peanuts run the risk of serious or life-threatening allergic reaction if their theater box contains an inner M&Ms Brand Peanut Butter bag and they consume the product. No adverse reactions have been reported to date.

The issue was identified after a consumer notified us of a M&M'S® Brand Peanut Butter package containing peanut butter M&M'S® inside a M&M'S® Brand Milk Chocolate Theater Box.

These specific lot codes were shipped and distributed to our customers' warehouses between May 8 and July 1, 2014, located in: NC, TX, MN, IL, FL, KY, MS, AZ, GA, AI, CA NJ, PA, WA NY, CO, MO, MI, NH, CT, TN, MD, SC, OH, ME, VA, RI, WI, WV, IA, LA, OK, MA, NE, OK, AR, VT, ID and IN . These customers then redistribute products for retail sale nationwide.

The M&M'S® Brand Milk Chocolate Theater Box comes in a 3.40 oz brown, 3 inch x 6.5 inch cardboard box stamped on the right-hand side panel with the lot number and best before date.

Mars Chocolate will work with retail customers to ensure that the recalled product is not on store shelves. 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: 1-800-627-7852. This number will be operational Monday through Friday, 8:30 am to 5:00 pm (EST).