

Sunflower kernel recall impacts Nature Valley Protein Chewy Bars & Nature Valley Simple Nut Bars

For Immediate Release

June 24, 2016

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Announcement

General Mills announced today a voluntary national recall of four specific flavors of Nature Valley Protein Chewy Bars and Nature Valley Simple Nut Bars. The recall is being issued as part of sunflower kernel supplier SunOpta's ongoing national recall for the potential presence of *Listeria monocytogenes*. General Mills has not received any direct consumer reports of confirmed illnesses related to this supplier issue.

The four flavors of Nature Valley bars that are part of the recall were distributed to retail establishments throughout the United States. Consumers are asked to check their pantries and dispose of the products affected by this recall, regardless of when they were purchased or what date is on the package.

Consumers who have had to discard products covered by this recall may contact General Mills Consumer Relations at 1-866-896-4365 for a replacement.

This recall only affects four flavors of Nature Valley's nearly 40 different products. Nature Valley's other products are not affected by this recall.

"We know this is inconvenient for consumers who love these four flavors," said Anton Vincent, President of General Mills Snacks Division. "We promise they will return as soon as it is safe to do so."

Other General Mills products that use sunflower kernels have not been impacted. SunOpta announced the expansion of their sunflower kernel recall yesterday (June 1, 2016) which impacted these four specific flavors of Nature Valley bars.

This voluntary recall includes the following products currently in stores or consumers' pantries:

Nature Valley Protein Chewy Bar -Honey, Peanut & Almond with Pumpkin Seeds - 5 count

Package UPC: 000-16000-47196

Nature Valley Protein Chewy Bar-Peanut, Almond & Dark Chocolate - 5 count

Package UPC: 000-16000-45724

Nature Valley Simple Nut Bar - Roasted Peanut & Honey - 4 count

Package UPC: 000-16000-46475

Nature Valley Simple Nut Bar - Roasted Peanut & Honey - 16 count

Package UPC: 000-16000-41308

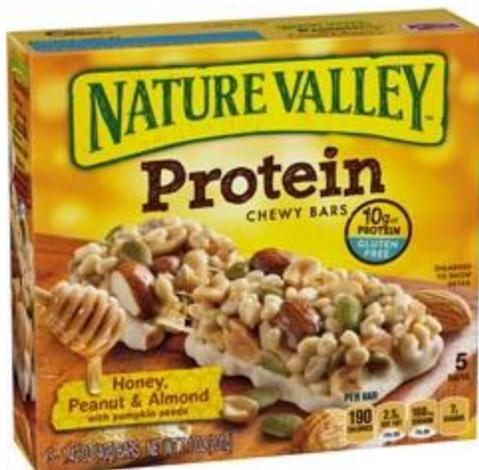
Nature Valley Simple Nut Bar – Almond, Cashew & Sea Salt - 4 count

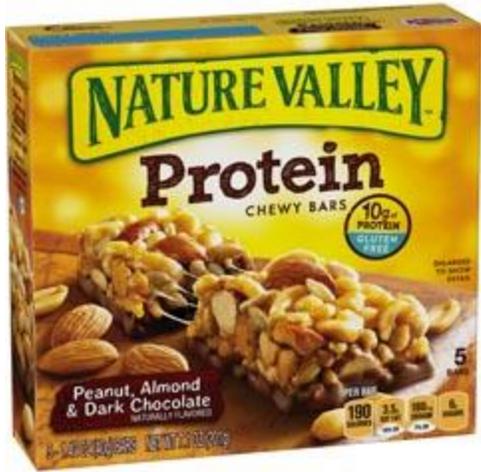
Package UPC: 000-16000-46474

Nature Valley Simple Nut Bar-Almond, Cashew & Sea Salt - 25 count

Package UPC: 000-16000-41301

For more information on this recall, please visit www.generalmills.com/sunflowerseeds





NATURE VALLEY

NEW



SIMPLE NUT BAR almond, cashew & sea salt

Made of Nuts, Seeds, Honey, Tapioca Syrup & Sea Salt

SIMPLE
INGREDIENTS
FROM NATURE

GLUTEN FREE
NO HIGH FRUCTOSE
CORN SYRUP

PER BAR

180 CALORIES	1.5 SAT FAT g/100g	120 SODIUM mg/100g	6 SUGARS g/100g
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4 bars

4 - 1.17 OZ (33g) BARS
NET WT 4.68 OZ (132g)



NATURE VALLEY

NEW



SIMPLE NUT BAR

roasted peanut & honey

Made of Nuts, Seeds, Honey, Tapioca Syrup & Sea Salt

SIMPLE
INGREDIENTS
FROM NATURE

GLUTEN FREE
NO HIGH FRUCTOSE
CORN SYRUP

PER BAR

180 CALORIES	1.5 SAT FAT g	115 SODIUM mg	6 SUGARS g
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4 bars

4 - 1.17 OZ (33g) BARS
NET WT 4.68 OZ (132g)



16
bars

NATURE VALLEY



SIMPLE
NUT BAR
roasted peanut & honey

Made of Nuts, Seeds, Honey, Tapioca Syrup & Sea Salt



7 SIMPLE INGREDIENTS
GLUTEN FREE
NO HIGH FRUCTOSE
CORN SYRUP

PER BAR

180 CALORIES	1.5 SAT FAT g	115 SODIUM mg	6 SUGARS g
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16 - 1.17 OZ (33g) BARS
NET WT 1 LB 2.72 OZ (18.72 OZ) 530g

NATURE VALLEY

SIMPLE
NUT BAR
almond, cashew
& sea salt



BETTER IF USED BY

25
bars

NATURE VALLEY

SIMPLE
NUT BAR
almond, cashew
& sea salt

NATURE VALLEY



HAZEL #
10055262

SIMPLE
NUT BAR
almond, cashew & sea salt

Made of Nuts, Seeds, Honey, Tapioca Syrup & Sea Salt



