



GENERAL MILLS

General Mills

Class 1 Voluntary Product Recall - Notification to Customers

Nature Valley “Nut Lovers” Granola Nut Clusters

“Nut Lovers” Flavor Only

No Other Nature Valley Products Are Involved

July 8, 2009

General Mills announced today a voluntary recall of a limited quantity of the “Nut Lovers” flavor of Nature Valley Granola Nut Clusters containing pecans. No illnesses have been reported in connection with the Nature Valley “Nut Lovers” Granola Nut Clusters flavor product, and no other types, varieties or flavors of Nature Valley products are being recalled.

This action is being taken as a precaution because pecans received from a supplier and used in the product may be tainted with salmonella. No other types of nuts are impacted.

No other General Mills products are involved.

This product is a new bite-size cluster sold in a stand up bag, and is sold in grocery stores, convenience stores, and vending outlets. Nature Valley granola bar products are not involved.

The specific products in this recovery include ONLY products with a best if used by date of:

07MAR2010

10MAR2010

08MAR2010

11MAR2010

09MAR2010

Nature Valley Granola Nut Lovers Clusters

Nature Valley Special Packs: THESE CONTAIN A COMBINATION OF PRODUCTS.

ONLY THE SKU'S IDENTIFIED ABOVE ARE BEING RECALLED. ALL OTHER SKU'S SHOULD BE RETAINED FOR RESALE.

Consumer Unit		Pouch Code	Sleeve Code	Case Code
Retail Case	10 - 5 oz pouches	16000 28917		100 16000 28917 5
Food Service	7 - 3.5 per sleeve, 8 sleeves per case	16000 50661	16000 35772	100 16000 35772 0
Special Pack			Spec Pack - Unit Code	
5 oz	NV Nut Clusters DS		16000 65423 2	100 16000 65423 2
5 oz	NV Clusters Peanut/Nut Lvr/Alm		16000 65424 9	100 16000 65424 x
5 oz	NV Nut Clusters Alm/Cash Lovers		16000 65426 3	100 16000 65426 3
3.5 oz	NV Nut Clusters Nut Lovers / Almond Counter Display		16000 65445 4	100 16000 65445 x
5 oz	R2 NV Nut Cluster w/Free Sample Dump Bin DSMO		16000 66007 3	100 16000 66007 3
5 oz	NV Clst4/NVChewy/FXF2		16000 66138 4	100 16000 66138 4
5 oz	Clust MDS/Ice Age Fruit Snack / New Fruit Snack		16000 66432 3	100 16000 66432 3
5 oz	NV Crunch(2)/Chew(2)/CLSTR Walmart		16000 66734 8	100 16000 66734 x

We are asking your immediate help to do the following:

1. Please review your inventory and communicate to your warehouse to place the affected cases of Nature Valley Granola Nut Clusters on HOLD.
2. Arrangements will be made by your GMI Customer Service Rep to return full case quantities > **50 cases** of this product from your warehouse. For quantities <**50 cases**, please send this product to reclamation or destroy it, and advise this customer service rep of quantities. This Rep will also work with you in replenishing your new product when available.
3. Please direct your retail stores to return the affected bags to your reclamation center for destruction. A Reclamation Center invoice for this specific product should be sent to your GMI Customer Service Rep. If you are interested in a 3rd party retail recovery service, please contact your local sales representative.
4. For non-reclamation locations - Please communicate to your retail locations/consumer outlets to immediately remove and destroy the specific affected consumer units from store shelves, back room and display. Please send a store invoice with package count of the units destroyed to:

**General Mills, Inc
P.O. Bag 200-NV
Minneapolis, MN 55440-0200**

General Mills will then send the retail location a check for this product.

If you have questions regarding this process, please call: 1 (800) 245-5804

5. Please advise your stores to direct any consumer inquires to the special Nature Valley consumer hot line at 1 (800) 231-0308. We also realize that some consumers may return product directly to stores/consumer outlets. Please have these locations follow the instructions in #4. If you have shipped product to other customers/consignees, please direct them to take action consistent with our instructions.

We apologize for any inconvenience this situation may cause your organization. If you have any immediate questions, please contact your General Mills sales representative or your GMI customer service representative.

Thank you very much for your attention to this matter.

**UPON RECEIPT OF THIS LETTER, PLEASE SEND AN E-MAIL CONFIRMATION TO AOS@Genmills.com
BY 5 PM CENTRAL TIME on [07/09/2009](#)**

Please include:

**CUSTOMER NAME:
DIVISION(S)/SUB-ACCOUNTS**

CONTACT NAME/ TITLE: