



June 25, 2010

Dear Customer:

Kellogg is conducting a voluntary recall of certain retail grocery pack boxes skus of Corn Pops, Honey Smacks, Froot Loops and Apple Jacks cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package. **Traditional single serve pack formats including cup, single serve individual boxes and bowls are NOT affected by this recall.** While the potential for serious health problems is low, some consumers are sensitive to the uncharacteristic off-taste and smell and should not eat the recalled products because of possible temporary symptoms, including nausea and diarrhea.

Only retail grocery pack products with the letters "KN" following the Better If Used Before Date are included in the recall. Products with a "KM" designation are NOT included in the recall.

Kellogg's® Apple Jacks®

- 3800039130: 8.7 ounce packages with Better if Used Before Dates between JUN 03 2011 and JUN 22 2011
- 3800039135: 17 ounce packages with Better if Used Before Dates between APR 10 2011 and JUN 22 2011

Kellogg's® Corn Pops®

- 3800039108: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- 3800039110: 17.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- 3800039114: 9.2 ounce packages with Better if Used Before Dates between APR 05 2011 and JUN 22 2011
- 3800039507: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

Kellogg's® Froot Loops®

- 3800039117: 12.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- 3800039119: 17 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- 3800039124: 8.7 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- 3800039503: 12.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

Kellogg's® Honey Smacks®

- 3800039101: 15.3 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

To effectively execute this voluntary recall please follow the steps detailed below:

- 1.) Check warehouse inventory for the affected items.
- 2.) Locate products in your control, remove from inventory and destroy.
- 3.) Destroy product via a compactor or in a landfill. Obtain a witness signature.
- 4.) Complete the Wholesaler Product Disposition Form and fax to # 800-500-3698.
- 5.) The Kellogg credit process is deduction, to process your deduction Kellogg must receive the Product Disposition form completed and signed. Submit your deduction via the normal process.
- 6.) Immediately contact your customers that have purchased the impacted products and ask them to destroy it.
 - a. Please send these impacted customers the Press Release and the Retailer Product Disposition form for specific instructions.

If you have any questions, please feel free to contact your Kellogg Sales Representative or your Kellogg Customer Service Representative. We apologize for any inconvenience and are working diligently to ensure that the affected products are rapidly removed from the marketplace. We appreciate your cooperation in this matter.

Sincerely,

Jim Johnson
Vice President, Sales
Kellogg Company

Kellogg Company Voluntarily Recalls Select Packages of Kellogg's® Corn Pops®, Kellogg's® Honey Smacks®, Kellogg's® Froot Loops® and Kellogg's® Apple Jacks®

PR Newswire
BATTLE CREEK, Mich., June 25

BATTLE CREEK, Mich., June 25 /PRNewswire-FirstCall/ -- Working in consultation with the United States Food and Drug Administration (FDA), Kellogg Company is implementing a voluntary recall of certain breakfast cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package.

Only products with the letters "KN" following the Better If Used Before Date are included in the recall. Products with a "KM" designation are NOT included in the recall. In addition, no products in Canada are affected.

Kellogg's® Apple Jacks®- UIN 675330 & 675348

- UPC 3800039136 1: 17 ounce package with Better if Used Before Dates between APR 10 2011 and JUN 22 2011
- UPC 3800039132 3: 8.7 ounce packages with Better if Used Before Dates between JUN 03 2011 and JUN 22 2011

Kellogg's® Corn Pops®- UIN 675504, 675512, 675264 & 675298

- UPC 3800039109 5: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039111 8: 17.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039116 3: 9.2 ounce packages with Better if Used Before Dates between APR 05 2011 and JUN 22 2011

Kellogg's® Froot Loops®- UIN 675082, 675553, 675017, 675546 & 675108 **CC- 059405**

- UPC 3800039118 7: 12.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039120 0: 17 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039125 5: 8.7 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

Kellogg's® Honey Smacks®- NONE

- UPC 3800039103 3: 15.3 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

While the potential for serious health problems is low, some consumers are sensitive to the uncharacteristic off-flavor and smell and should not eat the recalled products because of possible temporary symptoms, including nausea and diarrhea.

No other Kellogg's products are part of this recall. The recalled products were distributed nationwide.

"We apologize to our consumers and our customers and are working diligently to ensure that the affected products are rapidly removed from the marketplace," said David Mackay, president and chief executive officer, Kellogg Company.

Those with questions or who would like a replacement may contact the Kellogg Consumer Response Center at 888-801-4163 from 8 am to 8 pm Eastern time.