

PRODUCT RECALL NOTICE
URGENT

Date: September 30, 2011

To: Kraft Foods Customers

Re: Recall Notice – Select Varieties of *Velveeta* Shells & Cheese Microwaveable Cups with Limited Code Dates

Kraft Foods is voluntarily recalling three varieties of *Velveeta* Shells & Cheese Single Serve Microwaveable Cups with limited code dates as a precaution due to the possible presence of small, thin wire bristle pieces.

No other varieties or code dates of Velveeta Shells & Cheese Single Serve Microwaveable Cups or other Kraft products are impacted by this recall.

Case/Package Information

Name of Product	Code Date Range	Package UPC	Case UPC
<i>Velveeta</i> Shells & Cheese Original Microwaveable Cups	16 MAY 2012	2100002322	00-2100002322-00
<i>Velveeta</i> Shells & Cheese Original Four Pack Microwaveable Cups	24 APR 2012 to 16 MAY 2012	2100002339	00-2100002339-00
<i>Velveeta</i> Shells & Cheese Made with 2% Milk Microwaveable Cups	25 MAR 2012 to 30 MAR 2012	2100002323	00-2100002323-00
<i>Velveeta</i> Shells & Cheese Made with 2% Milk Four Pack Microwaveable Cups	29 MAR 2012 to 12 APR 2012	2100002946	00-2100002946-00
<i>Velveeta</i> Rotini & Cheese Broccoli Microwaveable Cups	29 APR 2012 to 14 MAY 2012	2100002318	00-2100002318-00

We have not received any consumer complaints or reports of injuries and we are voluntarily recalling these products out of an abundance of caution.

Please hold this product at the warehouse and remove it from retail store shelves. Your Kraft sales representative will be contacting the appropriate people within your organization to complete the recall as soon as possible and make arrangements for product disposition.

If you have shipped this product to other locations either within your own system or externally, please send this recall notice to them.

We are sorry for the inconvenience and we appreciate your assistance in helping us complete the warehouse and store level recall. If you have additional questions, please contact your Kraft account representative. If you get questions from consumers, please ask them to contact our consumer response center at **1-800-308-1841**.