

Recall -- Firm Press Release

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Georgia Agriculture Department Finds Listeria in Sample of Eggo Buttermilk Waffles at Atlanta Plant

FOR IMMEDIATE RELEASE -- September 2, 2009 - A laboratory test by the Georgia Department of Agriculture (GDA) found *Listeria monocytogenes* in a sample of Kellogg's Buttermilk Eggo Waffles manufactured at an Atlanta plant. The sample was taken as part of a routine inspection by GDA of the Kellogg's plant at 5601 Bucknell Dr. SW, Atlanta. This product was not shipped into the marketplace. While no illnesses have been reported, out of an abundance of caution, Kellogg is voluntarily recalling a limited number of the following products produced in the same facility:

- o Kellogg's® Eggo® Cinnamon Toast waffles, 10-count package, UPC code 3800040440 with "Best If Used Before" dates beginning with: NOV22 10 EA, NOV23 10 EA and NOV24 10 EA.
- o Kellogg's® Eggo® Toaster Swirlz™ Cinnamon Roll Minis eight-count package, UPC code 3800023370 with a "Best If Used Before" date beginning with NOV15 10 EA.

Kellogg voluntarily ceased production at the plant, began an investigation to determine a possible cause of contamination and began a regimen of cleaning and sanitizing. Kellogg will execute its hygienic restoration plan under GDA before it resumes production at the plant. Consumption of food contaminated with *Listeria monocytogenes* can cause listeriosis, an uncommon but potentially serious disease. The most common manifestation of listeriosis is meningitis, which has symptoms of high fever, severe headache, neck stiffness and nausea. Listeriosis can also cause miscarriages and stillbirths, as well as serious and sometimes fatal infections to infants, the elderly and those with weakened immune systems such as persons with chronic diseases or taking chemotherapy for cancer.

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