



General Mills, Inc.
One General Mills Blvd.
Minneapolis, MN 55426

Class I Product Recall - Notification to Customers

Honey Nut Cheerios and Cheerios

October 5, 2015– General Mills announced today that they are voluntarily recalling several days of production of **Honey Nut Cheerios** and **Cheerios** cereal products produced at our Lodi, California production facility on certain dates in July of this year because of an undeclared allergen – wheat- with the potential for adverse health effects. Because this recall relates to an undeclared allergen, this is a Class I product recall.

Cheerios and Honey Nut Cheerios produced on these dates at the company's Lodi, California facility are being recalled because an isolated incident resulted in wheat flour being inadvertently introduced into the gluten free oat flour system at its Lodi facility. As a result, the products may contain an undeclared allergen – wheat – in products labeled as gluten-free.

Only the UPC's and date codes listed below are included in the recall:

Honey Nut Cheerios 12.25 oz

Case UPC	100-16000-27527
Package UPC	000-16000-27527
Recalled BIUB Dates	12 JULY 2016 to 18 JULY 2016

Honey Nut Cheerios 17 oz

Case UPC	100-16000-27571
Package UPC	000-16000-27571
Recalled BIUB Dates	20 JULY 2016 to 25 JULY 2015

Honey Nut Cheerios 55oz

Case UPC	000-16000-41404
Package UPC	000-16000-40106
Recalled BIUB Dates	15 JULY 2016 to 25 JULY 2016

Honey Nut Cheerios 48oz

Case UPC	100-16000-48665
Package UPC	000-16000-48665
Recalled BIUB Dates	12 JULY 2016 to 15 JULY 2016

Honey Nut Cheerios 48oz

Case UPC	000-16000-44393
Package UPC	000-16000-48665
Recalled BIUB Dates	15 JULY 2016

Cheerios 12oz

Case UPC	100-16000-48772
Package UPC	000-16000-48772
Recalled BIUB Dates	14 JULY 2016 to 17 JULY 2016

Cheerios 18oz

Case UPC	100-16000-27528
Package UPC	000-16000-27528
Recalled BIUB Dates	14 JULY 2016 to 17 JULY 2016

This recall only applies to the specific products and date codes listed above.

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 on hold for destruction.
2. Communicate to your retailers to remove the specific affected consumer packages from store shelves immediately.
3. Please advise your stores to direct any consumer inquiries to the special consumer hot line at 1 (800) 775-8370. We also realize that some consumers may return product directly to stores. Please have your retailers retain the upc code off the package. They can then contact General Mills at 1 (800) 249-0562 for instructions on reimbursement.

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.