

Doctor's CarbRite Diet Expands Allergy Alert on Certain Flavored Bars

Contact:

Consumer:
(732) 545-3130

FOR IMMEDIATE RELEASE - May 10, 2011 - Doctor's CarbRite Diet of New Brunswick, NJ is voluntarily recalling certain flavors of 2 oz. Doctor's CarbRite Diet Bars and 3 oz. Universal Hi Protein bars because they may contain undeclared peanuts due to possible peanut allergen cross-contamination and may be missing the allergy alert, "Made on equipment that also processes soy, milk, egg, peanuts and tree nuts" or "This product may contain traces of nuts". The allergy alert statement would be found at the end or of the Ingredients list or immediately prior to the Ingredients list. People who have an allergy or severe sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they consume these products. Anyone with an allergy to peanuts is recommended not to consume these products.

The recalled lots of the Doctor's CarbRite Diet Bars and Universal Hi Protein Bars extend to all fifty states and the bars were offered through a variety of distribution channels including health food stores, gyms, and internet-based e-commerce sites.

This recall affects only bars expiring on or before June 30, 2012 (EXP 063012):

- 2 oz. Chocolate Brownie flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 39442 08112 4
- 2 oz. Toasted Coconut flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208102 5
- 2 oz. Frosted Cinnamon Bun flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208110 0
- 2 oz. Chocolate Mint Cookie flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208113 1
- 2 oz. S'mores flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208114 8
- 2 oz. Raspberry Chocolate Truffle flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208115 5
- 2 oz. Chocolate Banana Nut flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208118 6
- 2 oz. Blueberry Cheesecake flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208119 3
- 2 oz. Cookie Dough flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208186 5
- 2 oz. Lemon Meringue flavor for Doctor's CarbRite Diet Bars, marked with the UPC # 0 3944208189 6
- 3 oz. Chocolate Brownie for Universal Hi Protein Bars, marked with the UPC # 0 3944208052 3

3 oz. S'mores flavor for Universal Hi Protein Bars, marked with the UPC # 0 3944208053
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These bars have been produced for over 10 years for sale with no serious adverse events or allergic reactions reported in the United States.

The recall was initiated after it was discovered that the certain Chocolate Brownie flavored bars were distributed in packaging that omitted the appropriate allergen warnings: "Allergy Alert: Made on equipment that also processes soy, milk, egg, peanuts and tree nuts."

This recall is being conducted with the knowledge of the Food and Drug Administration.

Consumers who purchased any one of the affected lot numbers in question are asked to return the product to the place of purchase for a full refund or credit. Consumers with questions may contact Doctor's CarbRite Diet directly at (732) 545-3130, Monday through Friday, from 9:00 AM to 5:00 PM, Eastern Standard Time.