

Flour recall

Gold Medal, Gold Medal Wondra, and Signature Kitchens flour recalled due to possible *E. coli* O121 contamination

May 31, 2016

MINNEAPOLIS, Minnesota – General Mills is collaborating with health officials to investigate an ongoing, multistate outbreak of *E. coli* O121 that may be potentially linked to *Gold Medal* flour, *Wondra* flour, and Signature Kitchens flour (sold in Safeway, Albertsons, Jewel, Shaws, Vons, United, Randalls, and Acme). Out of an abundance of caution, a voluntary recall is being made. To date, *E. coli* O121 has not been found in any General Mills flour products or in the flour manufacturing facility, and the company has not been contacted directly by any consumer reporting confirmed illnesses related to these products.

State and federal authorities have been researching 38 occurrences of illnesses across 20 states related to a specific type of *E. coli* (*E. coli* O121), between December 21, 2015, and May 3, 2016. While attempting to track the cause of the illness, CDC found that approximately half of the individuals reported making something homemade with flour at some point prior to becoming ill. Some reported using a General Mills brand of flour.

Based on the information that has been shared with General Mills, some of the ill consumers may have also consumed raw dough or batter. Consumers are reminded to not consume any raw products made with flour. Flour is an ingredient that comes from milling wheat, something grown outdoors that carries with it risks of bacteria which are rendered harmless by baking, frying or boiling. Consumers are reminded to wash their hands, work surfaces, and utensils thoroughly after contact with raw dough products or flour, and to never eat raw dough or batter.

“As a leading provider of flour for 150 years, we felt it was important to not only recall the product and replace it for consumers if there was any doubt, but also to take this opportunity to remind our consumers how to safely handle flour,” said Liz Nordlie, president of General Mills Baking division.

Although most strains of *E. coli* are harmless, others can make you sick. *E. coli* O121 is a potentially deadly bacterium that can cause bloody diarrhea and dehydration. Seniors, the very young, and persons with compromised immune systems are the most susceptible to foodborne illness.

Any consumers concerned about an illness should contact a physician. Anyone diagnosed by a physician as having an illness related to *E. coli* O121 is also urged to contact state and local public health authorities.

Consumers: Please [open this page](#) to ask additional questions of our consumer relations team, or call us at 1-800-230-8103.

The recall affects the following retail flour products that could be currently in stores or in consumers' pantries. It includes six SKUs (stock keeping units or UPC codes) of *Gold Medal* flour, 2 SKU's of Signature Kitchens flour and 1 SKU of *Gold Medal Wondra* flour.

- If you have any of the products listed below, they should not be used.
- **Consumers**, please [visit this page](#) to ask additional questions of our consumer relations team or you can also call us at 1-800-230-8103
- For additional information on this recall, please visit the [General Mills blog](#).
- **Media** can reach the General Mills communications team at 763-764-6364 or at media.line@genmills.com

The specific products in the recall include:

- **13.5 ounce Gold Medal Wondra**

Package UPC 000-16000-18980

Recalled Better if Used by

Dates 25FEB2017 thru 30MAR2017



- **2 pound *Gold Medal* All Purpose Flour**

Package UPC 000-16000-10710

Recalled Better if Used by
Dates 25MAY2017KC thru
03JUN2017KC



- **5 pound *Gold Medal* All Purpose Flour**

Package UPC 000-16000-10610

Recalled Better if Used by
Dates 25MAY2017KC,
27MAY2017KC thru
31MAY2017KC, 01JUN2017KC,
03JUN2017KC thru 05JUN2017KC,
11JUN2017KC thru 14JUN2017KC

- **10 pound *Gold Medal* All Purpose Flour**

Package UPC 000-16000-10410

Recalled Better if Used by Dates
02JUN2017KC,03JUN2017KC

- **10 pound *Gold Medal* All Purpose Flour- Banded Pack**

Package UPC 000-16000-10410

Recalled Better if Used by
Dates 03JUN2017KC,
04JUN2017KC, 05JUN2017KC

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- **5 pound *Gold Medal* Unbleached Flour**

Package UPC 000-16000-19610

Recalled Better if Used by
Dates 25MAY2017KC,
27MAY2017KC, 03JUN2017KC,
04JUN2017KC



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- **5 pound Signature Kitchens All Purpose Flour Enriched Bleached**
 - **Package UPC 000-21130-53001**

Recalled Better if Used by
Dates BB MAY 28 2017



- **5 pound Signature Kitchens Unbleached Flour All Purpose Enriched**

Package UPC 000-21130-53022

Recalled Better if Used by
Dates BB MAY 27 2017



- **2 pound Gold Medal Self Rising Flour**

Package UPC 000-16000-11710

Recalled Better if Used by
Dates 23AUG2016KC

