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## Press Release

COMMISSIONER'S OFFICE

No. 11-43

**FOR IMMEDIATE RELEASE: September 26, 2011**

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### **Pepperidge Farm Recalls Baked Naturals Sesame Sticks**

(JUNEAU, AK) – Pepperidge Farm, Inc. has issued a recall for a limited quantity of 10.2-ounce boxes of Baked Naturals Sesame Sticks due to the possible presence of small, thin pieces of wire.

The affected product is marked with a yellow banner across the top of the package that reads, "20% More" and the top package flap has the following "Sell By" codes:

- W07\*1781 Sell by 11/20/2011
- W07\*1891 Sell by 11/27/2011
- W07\*1921 Sell by 12/4/2011
- W07\*2041 Sell by 12/11/2011
- W07\*2061 Sell by 12/13/2011
- W07\*2221 Sell by 1/1/2012

No other Pepperidge Farm products are affected.

Alaska DEC has confirmed the distribution of this product in Alaska.

A small number of consumers have reported minor scrapes in and around the mouth.

Consumers who have purchased this product should not eat it. They should return affected product to the store of purchase or contact Pepperidge Farm Monday through Friday between the hours of 9:00 a.m. and 5:00 p.m. EDT at (866) 535-3774.

For more recall details, please visit

<http://www.fda.gov/Safety/Recalls/ucm273049.htm>.

For more information on recalls affecting Alaskans, visit DEC's website:

<http://www.dec.alaska.gov/eh/fss/recalls/recallsalerts.html>.

DEC is now on Twitter. Follow updates at <http://twitter.com/AKDEC>.

TO OPEN SLIT TEAR OPEN THE AND LIFT CENTER

RECOMMENDED USE BY: 02.49  
SELL BY 12/18/11  
WGT# 2081  
12.26

PEPPERIDGE FARM  
Baked Naturals  
**sesame sticks**  
Toasted Sesame  
Baked with a touch of Garlic

**20% MORE!** VS. 8.5 OZ. BOX

PEPPERIDGE FARM  
Baked Naturals™  
**sesame sticks**  
Toasted Sesame  
Baked with a touch of Garlic

Re-defining real goodness...

- Natural
- No Preservatives
- Real Ingredients
- Always Baked
- Toasted Sesame Seeds with a Touch of Garlic

Try more of our delicious varieties...



Visit our website [www.bakednaturals.com](http://www.bakednaturals.com)

ENLARGED TO SHOW TEXTURE

NET WT 10.2 OZ (289g)

PEPPERIDGE FARM  
Baked Naturals™  
**sesame sticks**  
Toasted Sesame

LABELS FOR EDUCATION

14 100 09725 9  
PROOF OF PURCHASE  
Toasted Sesame Sticks

Satisfaction guaranteed. For questions or comments, please call 1-800-421-7374. -Thank you

Recycle symbol: Please recycle.

Carton Made from 100% Recycled Paperboard Minimum 30% Post-Consumer Content