
MEDIA BRIEFING

KELLOGG'S INTENTIONALLY ADDING ALLERGENS TO FOOD PRODUCTS

On March 30, 2016, The Kellogg Company quietly disclosed on a food allergy website that they would begin adding peanut flour to eight varieties of crackers that were previously considered safe by many with peanut allergy¹. The decision and relative silence surrounding the disclosure puts many with peanut allergies – especially children – **at significant risk for anaphylaxis, a severe, sometimes life threatening reaction.**

Though Kellogg's will not disclose their reason for adding peanut flour to products and endangering individuals with peanut allergy – asserting only that the change was “needed” and that it was a “hard decision” for them² – we surmise **the company is doing this to avoid the costs of complying with new directives of the Food Safety Modernization Act (FSMA) that become mandatory this September³.**

This briefing is intended to provide context for the media, parents, school nurses, teachers, and all others that care for children with food allergies so they fully appreciate the implications of Kellogg's decision.

What is the immediate concern?

Many in the food allergy community have considered these crackers safe for peanut allergies for years. They are often considered “go to” snacks at daycare facilities, preschools, and cafeterias where peanut and tree nut bans are in place to protect allergic students.

An individual with peanut allergy that ingests or comes in contact with the newly formulated crackers runs the risk of an anaphylactic reaction that may result in hospitalization or death.

We urge you to note this change and avoid these Keebler and Austin brand products if you or someone in your care has a peanut allergy. Note that these products are no longer safe for facilities that maintain a peanut-exclusion policy.

Which products are affected?

The firm's Keebler and Austin brand crackers will be affected, specifically⁴:

- Keebler® brand *Club® & Cheddar Sandwich Crackers, Cheese & Cheddar Sandwich Crackers, Pepper Jack Sandwich Crackers* and *Variety Pack Sandwich Crackers*;
- Austin® brand *Cheddar Cheese Cracker Sandwiches, Grilled Cheese Cracker Sandwiches, Pepper Jack Cracker Sandwiches*, and *Variety Pack Cracker Sandwiches*.