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**KRAFT FOODS GROUP VOLUNTARILY RECALLS SMALL QUANTITY OF VELVEETA ORIGINAL PASTEURIZED RECIPE CHEESE PRODUCT DUE TO LOW LEVELS OF PRESERVATIVE INGREDIENT**  
*Isolated Recall Limited to 260 Cases of Product Shipped to Select Walmart Stores in Midwest*

NORTHFIELD, Ill. – June 19, 2014 – Kraft Foods Group is voluntarily recalling 260 cases of *Velveeta* Original Pasteurized Recipe Cheese Product because it does not contain appropriate levels of sorbic acid, a preservative ingredient. While unlikely, the affected product could spoil prematurely and/or lead to food borne illness. Therefore, the company is issuing this recall as a precaution.

This recall affects one batch of product made on one manufacturing line during a few hours of production. The product was shipped to three Walmart distribution centers and may have been redistributed to stores in up to 12 Midwest states. The affected products may have been shipped to Walmart stores in Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. These products were not shipped outside of the U.S.

The following specific batch of product is being recalled:

Product Size	Name of Product	Units / Case	Case Code Date/Time Range	Case UPC Code	Consumer Package Code Date/Time Range	Consumer Package UPC Code
32 OZ(2 LB)	VELVEETA ORIGINAL PASTEURIZED RECIPE CHEESE PRODUCT	12	17 DEC 2014 10:54 – 14:35 ONLY	10021000611611	17 DEC 2014 09:34 – 13:15 ONLY	021000611614

Consumers can find the case code date on the side of the package. No other products outside this time period on this case code date are affected by this recall, nor are any other Kraft or *Velveeta* products affected.

The affected product was identified during a review of finished product samples. The company is taking action to ensure it doesn't happen again.

Consumers who purchased any of these products should not eat them. They should return them to the store where they purchased them for an exchange or full refund. Consumers also can contact Kraft Foods Consumer Relations at 1-800-310-3704 between 9 am and 6 pm (Eastern).

The product code date and time will appear as follows on the product:



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#### **ABOUT KRAFT FOODS GROUP**

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. The company's iconic brands include *Kraft*, *Capri Sun*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters* and *Velveeta*. Kraft's 22,500 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information, visit [www.kraftfoodsgroup.com](http://www.kraftfoodsgroup.com) and [www.facebook.com/kraft](http://www.facebook.com/kraft)