

Mastermedia UK recalls European Food Viva Cream Snacks because of undeclared milk

Mastermedia UK is recalling European Food Viva Cream Snacks because they contain milk which is not mentioned on the label. This means the products are a possible health risk for anyone with an allergy or intolerance to milk or milk constituents.

Product details

European Food Viva Cream Snacks Cocoa

Pack size	200g
Best before	All dates up to 22 November 2026

European Food Viva Cream Snacks Hazelnut

Pack size	200g
Best before	All dates up to 22 November 2026

European Food Viva Cream Snacks Strawberry

Pack size	200g
Best before	All dates up to 22 November 2026

European Food Viva Cream Snacks Vanilla

Pack size	200g
Best before	All dates up to 22 November 2026

Risk statement

Allergen(s): Milk

This product contains milk making it a possible health risk for anyone with an allergy or intolerance to milk or milk constituents.

Action taken by the company

Mastermedia UK is recalling the above products from customers and has been advised to contact the relevant allergy support organisations, which will tell their members about the recall. The company has also issued a point-of-sale notice to its customers. These notices explain to customers why the products are being recalled and tell them what to do if they have bought the products. Please see the attached notice.

PDF

[Gweld FSA-AA-41-2025 point-of-sale notice as pdf\(Open in a new window\)](#) (370.84 KB)

Our advice to consumers

If you have bought any of the above products and have an allergy or intolerance to milk or milk constituents, do not eat them. Instead return them to the store from where they were bought for a full refund.

About allergy alerts

Sometimes there will be a problem with a food product that means it should not be sold. Then it might be 'withdrawn' (taken off the shelves) or 'recalled' (when customers are asked to return the product). Sometimes foods have to be withdrawn or recalled if there is a risk to consumers because the allergy labelling is missing or incorrect or if there is any other food allergy risk. When there is a food allergy risk, the FSA will issue an Allergy Alert.

Ref: FSA-AA-41-2025

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