

# Italian Beverage Company recalls Simply Cookies and Cream Frappe Powder because of incorrect gluten-free labelling.

Italian Beverage Company is recalling Simply Cookies and Cream Frappe Powder because the packaging shows a gluten-free symbol while the product contains wheat (gluten). This means the product is a possible health risk for anyone with coeliac disease, and/or an allergy or intolerance to wheat or gluten.

## Product details

### Simply Cookies and Cream Frappe Powder

Pack size	1.75kg
Batch code	102025 and 112025
Best before	31 October 2025 and 30 November 2025

## Risk statement

**Allergen(s):** Wheat (gluten)

This product contains wheat (gluten) making it a possible health risk for anyone with coeliac disease, and/or an allergy or intolerance to wheat or gluten.

## Action taken by the company

Italian Beverage Company is recalling the above product from customers and has contacted the relevant allergy support organisations, which will tell their members about the recall. The company has also issued a recall notice to its customers. These notices explain to customers why the product is being recalled and tell them what to do if they have bought the product. Please see the attached notice.

PDF

[View Customer notice: Simply Cookies and Cream Frappe Powder 1.75KG as pdf\(Open in a new window\)](#) (177.67 KB)

## Our advice to consumers

If you have bought the above product and have coeliac disease, and/or an allergy or intolerance to wheat or gluten, do not eat it. Instead, return it to the company you purchased from for a full refund, with or without a receipt. For more information contact the Italian Beverage Company on

0208 634 7020 (select option 1) or email [recalls@ibcsimply.com](mailto:recalls@ibcsimply.com).

## **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 Then it might be 'withdrawn' (taken off the shelves) or 'recalled' (when customers are asked to return the product). Sometimes foods have to be withdrawn or recalled if there is a risk to consumers because the allergy labelling is missing or incorrect or if there is any other food allergy risk.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-13-2024

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