

Asian Traders Ltd recalls Parle Premium Rusk because of undeclared milk

Asian Traders Ltd is recalling Parle Premium Rusk because it contains milk which is not mentioned on the label. This means the product is a possible health risk for anyone with an allergy or intolerance to milk or milk constituents.

Product details

Parle Premium Rusk

| | |
|-------------|--------------|
| Pack size | 200g |
| Batch code | PA ATL/3694 |
| Best before | 04 June 2022 |

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

Asian Traders Ltd is recalling the above product from customers and have been advised to contact the relevant allergy support organisations, which will tell their members about the recall. The company has issued a point-of-sale 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: Asian Traders - Parle Premium Rusk as pdf\(Open in a new window\)](#)
(291.06 KB)

Our advice to consumers

If you have bought the above product and have an allergy or intolerance to milk or milk constituents do not eat it. Instead return it to the store from where it was bought for a full refund. For more information contact the business at sales@asiantraders.co.uk reference PRPPR/0406

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 Then it might be 'withdrawn' (taken off the shelves) or 'recalled' (when customers are asked to return the product). Sometimes foods have to be withdrawn or recalled if there is a risk to consumers because the allergy labelling is missing or incorrect or if there is any other food allergy risk.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-20-2022

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