



DATCP Issues Public Health Alert for Nilssen’s Market Bacon Cheddar Beef Burgers Due to Misbranding and Undeclared Allergens

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MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is issuing a public health alert for Bacon Cheddar Beef Burgers produced by Nilssen’s Foods in Clear Lake. This alert is due to the product being misbranded and containing undeclared allergens.

The aforementioned product contains two known allergens, hydrolyzed soy protein and anchovies, which are not declared on the product label. Product was sold at Nilssen’s Market and at grocery stores in Burnett, Pierce, Polk, St. Croix, and Washburn counties on or before February 27, 2024.

DATCP is issuing this public health alert to ensure consumers with an allergy to soy and/or fish are aware that this product should not be consumed. No illnesses have been reported as a result of consuming this product. Anyone with signs or symptoms of a foodborne illness or allergic reactions should contact their doctor. Consumers who have this product can discard it. Consumers and media with questions about this public health alert can contact Jordan Nilssen, Nilssen’s, Inc., at (715) 263-2513.

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