# Iceland recalls sub rolls over undeclared barley allergy risk



Iceland Foods has issued a urgent warning regarding the recall of its Daily Bakery 4 Sub Rolls after failing to include barley in the product's ingredients list, which poses a significant health risk for individuals with allergies or intolerances. The Food Standards Agency (FSA) has advised customers not to consume the affected rolls, which are identifiable by their best before date of June 2. Customers are encouraged to return any purchased rolls for a full refund, with no receipt necessary.

This incident highlights the broader issue of allergen mismanagement in food products, as barley can cause severe reactions in those affected. Symptoms can range from gastrointestinal discomfort and bloating to more serious issues like joint pain and fatigue. For individuals with Coeliac disease, the presence of gluten in barley can lead to severe intestinal damage, preventing proper nutrient absorption and resulting in various distressing symptoms. The FSA's alert underscores the importance of accurate labelling, particularly for products containing common allergens.

Product recalls are not uncommon in the food industry. Similar cases have arisen where companies like James Hall & Co and Clayton Park Bakery recalled products due to undeclared barley. In 2018, multiple bakery products faced recalls as routine checks revealed undeclared allergens, emphasizing the need for rigorous monitoring and transparency in allergen information. Fortunately, consumers were also advised in those instances to return the products for full refunds to mitigate health risks.

The recall of Iceland's sub rolls is framed within an ongoing trend of allergen-related product recalls across the supermarket industry, particularly given recent alerts about other products lacking proper allergen disclosures. In June 2024, Iceland recalled Golden Savoury Rice Steam Bags due to undeclared allergens such as crustaceans and fish, while December 2022 saw other products recalled for failing to list egg and sesame among their ingredients. These cases illustrate a recurring issue that food safety officials are actively trying to combat.

While Iceland has established protocols for addressing labeling errors, the frequency of such recalls raises concerns about the effectiveness of allergen management practices within the food sector. With increasing numbers of people diagnosed with food allergies, it is imperative for companies to adhere strictly to labelling regulations to prevent serious health risks. Regular audits and consumer education are vital in the fight against allergen-related health issues.

As this situation unfolds, customers are reminded of the importance of checking product labels before purchasing, particularly for those with known food allergies or intolerances. The FSA continues to monitor the situation, issuing public alerts to ensure consumer safety and advocating for transparency within the food industry.

## Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/news/uk/home-news/iceland-bread-roll-recall-allergy-b2759849.html), [[2]](https://www.food.gov.uk/news-alerts/alert/fsa-aa-62-2018)
* Paragraph 2 – [[1]](https://www.independent.co.uk/news/uk/home-news/iceland-bread-roll-recall-allergy-b2759849.html), [[3]](https://www.food.gov.uk/news-alerts/alert/fsa-aa-61-2018-update-1)
* Paragraph 3 – [[4]](https://www.food.gov.uk/news-alerts/alert/fsa-aa-25-2024), [[5]](https://www.food.gov.uk/news-alerts/alert/fsa-aa-66-2022)
* Paragraph 4 – [[6]](https://www.food.gov.uk/news-alerts/alert/fsa-aa-39-2024), [[7]](https://www.foodmanufacture.co.uk/Article/2024/09/13/lidl-and-iceland-announce-product-recalls/)
* Paragraph 5 – [[1]](https://www.independent.co.uk/news/uk/home-news/iceland-bread-roll-recall-allergy-b2759849.html), [[2]](https://www.food.gov.uk/news-alerts/alert/fsa-aa-62-2018)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/news/uk/home-news/iceland-bread-roll-recall-allergy-b2759849.html> - Please view link - unable to able to access data
2. <https://www.food.gov.uk/news-alerts/alert/fsa-aa-62-2018> - In August 2018, James Hall & Co recalled their take-away sandwich rolls due to the presence of barley, which was not declared on the label. This posed a health risk for individuals with allergies or intolerances to barley or gluten. Consumers were advised to return the product for a full refund. The recall was initiated after the company identified the undeclared allergen during routine checks. The Food Standards Agency (FSA) issued an alert to inform the public and prevent potential health issues. The recall affected specific batches with certain best before dates.
3. <https://www.food.gov.uk/news-alerts/alert/fsa-aa-61-2018-update-1> - In August 2018, Clayton Park Bakery recalled various bakery products, including Small Brown Rolls, due to the presence of barley, which was not declared on the label. This posed a health risk for individuals with allergies or intolerances to barley or gluten. Consumers were advised to return the product for a full refund. The recall was initiated after the company identified the undeclared allergen during routine checks. The Food Standards Agency (FSA) issued an alert to inform the public and prevent potential health issues. The recall affected specific batches with certain best before dates.
4. <https://www.food.gov.uk/news-alerts/alert/fsa-aa-25-2024> - In June 2024, Iceland recalled their 4 Golden Savoury Rice Steam Bags due to undeclared allergens, including crustaceans, fish, milk, and molluscs. These allergens were not mentioned on the label, posing a health risk for individuals with allergies or intolerances to these substances. Consumers were advised to return the product for a full refund. The recall was initiated after the company identified the undeclared allergens during routine checks. The Food Standards Agency (FSA) issued an alert to inform the public and prevent potential health issues. The recall affected specific batches with certain best before dates.
5. <https://www.food.gov.uk/news-alerts/alert/fsa-aa-66-2022> - In December 2022, Iceland Foods recalled their Takeaway Pilau Rice due to undeclared allergens, including egg, sesame, soya, and wheat. These allergens were not mentioned on the label, posing a health risk for individuals with allergies or intolerances to these substances. Consumers were advised to return the product for a full refund. The recall was initiated after the company identified the undeclared allergens during routine checks. The Food Standards Agency (FSA) issued an alert to inform the public and prevent potential health issues. The recall affected specific batches with certain best before dates.
6. <https://www.food.gov.uk/news-alerts/alert/fsa-aa-39-2024> - In September 2024, Iceland Foods Ltd recalled their 2 Vegetable Balti Bakes due to undeclared milk, which was not mentioned on the label. This posed a health risk for individuals with allergies or intolerances to milk or milk constituents. Consumers were advised to return the product for a full refund. The recall was initiated after the company identified the undeclared allergen during routine checks. The Food Standards Agency (FSA) issued an alert to inform the public and prevent potential health issues. The recall affected specific batches with certain best before dates.
7. <https://www.foodmanufacture.co.uk/Article/2024/09/13/lidl-and-iceland-announce-product-recalls/> - In September 2024, both Lidl and Iceland announced product recalls due to allergen labelling errors. Iceland recalled various products, including the 2 Vegetable Balti Bakes, due to undeclared milk, posing a health risk for individuals with milk allergies or intolerances. Consumers were advised to return the product for a full refund. The recall was initiated after the company identified the undeclared allergen during routine checks. The Food Standards Agency (FSA) issued an alert to inform the public and prevent potential health issues. The recall affected specific batches with certain best before dates.