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**Common Market for Eastern
and Southern Africa**

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9 APRIL 2025

WARNING NOTICE TO THE GENERAL PUBLIC

VOLUNTARY PRODUCT RECALL OF ALL CEREAL PRODUCTS MANUFACTURED BY HEARTLAND FOODS

The COMESA Competition Commission (**the “Commission”**) has become aware of a voluntary recall by Shoprite, Checkers, Usave and OK Foods supermarkets, of all cereal products manufactured by their supplier, Heartland Foods.

In a media statement by the National Consumer Commission of South Africa, (the “NCC”)¹, it was reported that the products “do not provide the nutritional benefits as claimed on the packaging”. NCC further reported that some of the products contain slightly higher sugar levels than stated, which could be of concern for individuals with diabetes, if the products were specifically selected based on the sugar content in the nutritional information.

Shoprite Group in its recall statement on 20 March 2025², indicated that the recall was undertaken due to inaccurate nutritional labelling on the products by the manufacturer, and that there were no complaints received. However, following numerous interventions with the supplier, they decided to issue a voluntary product recall. The Manufacturer, Heartland Foods, has also confirmed the recall indicating that it was necessitated due to potential nutritional discrepancies on the pack, and that they were re-testing all products and reviewing the nutritional information with independent laboratories³.

The following products are affected:

1. Corn Flakes (Morning Mills, Ubrand, Housebrand, Ritebrand, OK Foods)
2. Bran Flakes (Morning Mills, Housebrand, Ritebrand)

¹ <https://thencc.org.za/media-statement-recall-of-all-cereal-products-manufactured-by-heartland-foods/>

² <https://www.shopriteholdings.co.za/newsroom/2025/heartland-food-recall.html>

³ <https://www.heartlandfoods.co.za/re-call>

3. Muesli (Morning Mills, Ubrand)
4. Instant Oats (Morning Mills)
5. Multi Grain Flakes (Heartlands)
6. Crunchy Flakes (Heartlands)
7. Wheaty Flakes (Heartlands)
8. Granola (Heartlands)
9. Corn Flakes (Heartlands)
10. Bran Flakes (Heartlands)

Shoprite Group has urged customers who may have purchased the aforementioned products to return them to their nearest supermarket for a full refund. Customers will not be required to have proof of purchase and opened products may also be returned. For any assistance with returning a product, customers may contact **0800 01 07 09**.

The products were exported to Malawi, Eswatini and Zambia within the Common Market.

Pursuant to Article 30(1)(b) of the COMESA Competition Regulations, the Commission hereby informs the public of the risks associated with the recalled products and wishes to advise consumers to avoid purchasing or using these products. The Commission has engaged the manufacturer of the products, and Shoprite Group on recalling the affected products from the Common Market. The Commission has further engaged authorities in the affected Member States and the companies involved to ensure coordinated recall process.

Should you require more information or clarification on the matter, you may contact the undersigned, or Mr. **Steven Kamukama, Director Consumer Welfare and Advocacy Division** on: skamukama@comesacompetition.org.



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