

Anthony Price

From: Valerie Gausemeier
Sent: Tuesday, April 21, 2015 7:53 AM
To: Boyd Rice; Natalie Parcus; Todd Williams; Kimberly Laughlin; Martha Westerman; Tammie Pitts; Alysha Willis; Regina Hargrow; Rhonda Ocanas
Cc: Landon Hengst; Anthony Price
Subject: FW: Blue Bell Total Recall 4.20.15
Attachments: Retailers Recall 4-20 (2).docx

Importance: High

Read the attached recall notice from Blue Bell. All of their products are being voluntarily recalled. This means that we cannot sell ice cream during lunch at this time. You are to hold all the products until a driver can come to pick them up. We will be issued a credit for the products that are returned.

Please confirm receipt of this email.

Thank you,
Valerie

From: Landon Hengst [mailto:Landon.Hengst@bluebell.com]
Sent: Tuesday, April 21, 2015 7:18 AM
To: Valerie Gausemeier
Subject: Blue Bell Total Recall 4.20.15

Ms. Gausemeier:

Please find attached a Blue Bell recall dated 4.20.15. Please read carefully. Please place a hold on all Blue Bell products until our Driver Salesman can get by your location(s) to pick it up. We are required to notify all customers regardless of the products purchased.

Please confirm receipt of this email and that it will be distributed to all campuses if you have multiple locations within your district.

Sincerely,

*Landon Hengst
Branch Manager
Blue Bell Creameries, L.P.
306 N. Robinson Dr.
Waco, TX 76706
254-662-6222*

April 20, 2015



Paul Kruse
CEO and President, Blue Bell Creameries

IMPORTANT VOLUNTARY RECALL INFORMATION FROM BLUE BELL

Blue Bell Ice Cream of Brenham, Texas, is voluntarily recalling all of its products currently on the market made at all of its facilities including ice cream, frozen yogurt, sherbet and frozen snacks because they have the potential to be contaminated with *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headaches, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infection can cause miscarriages and stillbirths among pregnant women.

The products being recalled are distributed to retail outlets, including food service accounts, convenience stores and supermarkets in Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Wyoming and international locations.

The recall was the result of an enhanced sampling program by Blue Bell which revealed that Chocolate Chip Cookie Dough Ice Cream half gallons produced on March 17, 2015, and March 27, 2015, contained the bacteria. This means we have now had several positive tests for *Listeria* in different places and plants, and as previously reported five patients were treated in Kansas and three in Texas after testing positive for *Listeria monocytogenes*.

We're committed to doing the 100 percent right thing, and the best way to do that is to take all of our products off the market until we can be confident that they are all safe. We are heartbroken about this situation and apologize to all of our loyal Blue Bell customers and consumers. Our entire history has been about making the very best and highest quality ice cream, and we intend to fix this problem. We want enjoying our ice cream to be a source of joy and pleasure, never a cause for concern, so we are committed to getting this right.

Customers are instructed to return all products to the place of purchase for a full refund. Please isolate all items and place them on hold until the driver salesman can remove the product from your location. Blue Bell will issue full credit to you on all items.

As your consumers ask questions, please direct them to bluebell.com where additional information will be available. Or, they may call 1-866-608-3940.

Anthony Price

From: Valerie Gausemeier
Sent: Thursday, April 09, 2015 7:59 AM
To: Boyd Rice; Natalie Parcus; Todd Williams; Alysha Willis; Regina Hargrow; Rhonda Ocanas
Cc: Anthony Price; Landon Hengst
Subject: FW: Final Blue Bell Recall Notice
Attachments: FINAL Product Recall Release 2015_04_07 (3).pdf

Importance: High

Attached is the final Blue Bell recall notice. None of the items listed in the notice were purchased by Rosebud-Lott ISD. Please print a copy of the notice and put it in your files should an FDA inspector ask for it.

Valerie

Valerie Gausemeier

Rosebud-Lott ISD
Food Service Coordinator
Payroll Specialist
PO Box 638
Rosebud, TX 76570
254-583-2498 x-141

From: Landon Hengst [mailto:Landon.Hengst@bluebell.com]
Sent: Wednesday, April 08, 2015 12:33 PM
To: Valerie Gausemeier
Subject: Final Blue Bell Recall Notice

Ms. Gausemeier:

Please find attached the Final Blue Bell recall notice. We are required to send this notice to all customers whether they purchased any of these products or not. In fact, we need each campus to be able to provide a copy of the notice should a FDA inspector ask for it. We will send a Blue Bell representative to every customer we have to distribute a copy of the notice by end of business next Tuesday, April 14. As a backup, we would greatly appreciate it if you would forward a copy to each campus if you have multiple campuses

If you do not want a Blue Bell representative to contact each campus, I will need a return email from you stating "I do not want a Blue Bell representative to distribute the recall notice to our campuses and I will send it myself".

We appreciate your patience as we make our way through this difficult process.

Sincerely

Landon Hengst
Branch Manager

For Immediate Release

News Media Contact: Gene Grabowski, 202-270-6560

Consumer Contact: 979-836-7977

BLUE BELL CREAMERIES EXPANDS RECALL OF PRODUCTS PRODUCED IN BROKEN ARROW, OKLAHOMA DUE TO POSSIBLE HEALTH RISK

BRENHAM, Texas, April 7, 2015 – Blue Bell Creameries is expanding its recall of products that were produced in the Broken Arrow, Okla., plant to include Banana Pudding Ice Cream pints which tested positive for *Listeria monocytogenes*, and additional products manufactured on the same line. These items have the potential to be contaminated with *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria monocytogenes* infection can cause miscarriages and stillbirths among pregnant women.

The products being recalled are distributed to retail outlets, including food service accounts, convenience stores and supermarkets in Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and Wyoming.

No illnesses have been confirmed to date.

On April 3, 2015, Blue Bell Creameries voluntarily suspended operations at its Broken Arrow, Okla., plant to thoroughly inspect the facility due to a 3oz. institutional/food service chocolate cup that tested positive for *Listeria monocytogenes* and was immediately withdrawn from all outlets. That product was only available to Blue Bell’s food service and institutional accounts and was recalled along with 3oz. vanilla and strawberry institutional/food service cups.

On April 4, 2015, out of an abundance of caution, Blue Bell began working with retail outlets to remove all products produced in Broken Arrow, Okla., from their service area. These products are identified with a code date ending in O, P, Q, R, S or T located on the bottom of the carton and they are a part of the voluntary market withdrawal.

On April 7, 2015, the U.S. Food and Drug Administration notified Blue Bell that the Banana Pudding Ice Cream pint tested positive for *Listeria monocytogenes*. This pint was produced in the Broken Arrow, Okla., plant on February 12, 2015. Subsequently Blue Bell is recalling all products made on that one particular production line, from February 12, 2015 – March 27, 2015. These products were produced on that same line and have a code date ending in either S or T.

Recalled products produced in Oklahoma are identified by the code date on the bottom of the carton.

Ice Cream Pints:	UPC # 0 71899-05101 5	Code Date:
Ice Cream Banana Pudding pint		021217S
Ice Cream Butter Crunch pint		021917S

Ice Cream Mint Chocolate Chip pint	022017S
Ice Cream Cookies 'n Cream pint	030317S, 030617S
Ice Cream Homemade Vanilla pint	030417S
Ice Cream Dutch Chocolate pint	032317S
Ice Cream Moo-llennium Crunch pint	032417S, 032517S
Sherbet Pint: UPC # 0 71899-19990 8	
Rainbow Sherbet pint	021717S, 021817S, 022317S, 030217S
Sherbet Quarts: UPC # 0 71899-18992 3	
Orange Sherbet quart	032617S
Mixed Berry Sherbet quart	032717S
3 ounce Tab Lid Cup: Product # 136 *institutional/ food service cup only	
Rainbow Sherbet	022417S, 022617S, 022717S
Gold Rim Half Gallon: UPC # 0 71899-03720 0	
Ice Cream Homemade Vanilla half gallon	030917T, 031017T, 031117T, 031217T, 031617T, 031717T, 031817T
Brown Rim Half Gallon: UPC # 0 71899-83548 6	
Ice Cream Pistachio Almond half gallon	031317T
Light Half Gallon: UPC # 0 71899-73501 4	
Ice Cream Homemade Vanilla Light half gallon	031917T

Consumers who have purchased these items are urged to return them to the place of purchase for a full refund. For more information consumers with questions may call 979-836-7977, Monday – Friday 8 a.m. – 5 p.m. CST or go to bluebell.com.

Anthony Price

From: Valerie Gausemeier
Sent: Tuesday, April 07, 2015 8:26 AM
To: Alysha Willis; Regina Hargrow; Rhonda Ocanas; Boyd Rice; Natalie Parcus; Todd Williams
Cc: Anthony Price; Landon Hengst
Subject: FW: Blue Bell Letter to Schools
Attachments: April 6th Letter to Schools.pdf

Importance: High

Please read the attached letter regarding the Blue Bell recall. As a follow up to my email and phone calls to Lott Elementary and Rosebud Primary yesterday. All vanilla ice cream cups are to be pulled and held for the driver who will pick them up. Sherbet cups are also recalled but I am not aware that we have purchased any of these cups. Please let me know ASAP if you have these in stock and pull them along with the vanilla cups.

Thank you,
Valerie

From: Landon Hengst [mailto:Landon.Hengst@bluebell.com]
Sent: Tuesday, April 07, 2015 8:21 AM
To: Valerie Gausemeier
Subject: Blue Bell Letter to Schools

Ms. Gausemeier:

Please find attached a letter from Blue Bell addressing the latest from Blue Bell. We are removing from the market any product manufactured in our Broken Arrow, OK plant as a precautionary measure. If you have any Homemade Vanilla 3 oz. cups or 3 oz. Rainbow Sherbet cups, please hold onto them and your Driver Salesman will give you full credit for them when he delivers this week.

Please reply with a confirmation email that:

- You have received this email and attachment
- All campuses in your district have received a copy of the letter (if you have multiple locations).

We appreciate your business as always.

Sincerely,

Landon Hengst
Branch Manager
Blue Bell Creameries, L.P.
306 N. Robinson Dr.
Waco, TX 76706
254-662-6222

Anthony Price

From: Valerie Gausemeier
Sent: Monday, April 06, 2015 11:34 AM
To: Anthony Price; Boyd Rice; Natalie Parcus; Todd Williams; Kimberly Laughlin; Tammie Pitts; Martha Westerman; Alysha Willis; Regina Hargrow; Rhonda Ocanas
Subject: FW: Blue Bell

This is the latest recall I have received from Blue Bell. It includes the 3 oz. vanilla ice cream cups that are carried at the Lott Elementary and Rosebud Primary campuses. I called the kitchens on both campuses as soon as I received this notice and told them to pull the ice cream from their freezers and instructed them not to sell any this item. Blue Bell will pick up the ice cream and give us a credit.

From: Randy Lewis [mailto:Randy.Lewis@region10.org]
Sent: Monday, April 06, 2015 11:25 AM
To: Advantage Academy; Anna ISD (mitchell.burney@annaisd.org); Avalon ISD; Bells ISD (shannon.gamble@bellsisd.net); Boles ISD, Tim; Caddo Mills ISD; Carolyn Smith (csmith@radallas.org); Carrollton Farmers Branch; cathy.harrell@covingtonisd.org; Cohnie Harris (harrisc@rcisd.org); Community ISD (cindy.lewis@communityisd.org); Crandall ISD; Denise Richardson (drichardson@vanalstyneisd.org); dgreenhouse@princetonisd.net; dguerrero@olphdallas.org; Dorcas Simmons (dsimmons@iltexas.org); Duncanville ISD; Evolution Academy; Ferris ISD; Forney ISD (tracy.money@forneyisd.net); Gayle Stinson (gstinson@dallascenter.org); Glory Stevens (glory.stevens@novaacademy.org); Greenville ISD; Gunter ISD; Harneem Cansler (hcansler@att.net); Honey Grove ISD; jjones@rylieffa.com; Kemp ISD, Larhesa; LBrookover@uplifteducation.org; Life Schools; Linda Carlisle (linda@thepaperplate.com); Lone Oak ISD; Melody.Millican@commerceisd.org; mvelazquez@goldencharter.org; Nova Academy (Bruton), Melvin; Nova Charter-Scyene; Nova Charter-Scyene; Palmer ISD (tchapman@palmer-isd.org); pamela.brown@novaacademy.org; Pottsboro ISD; Quinlan ISD; Rockwall ISD, Kim; Savoy ISD; St Anthony School; Terrell ISD, Debbie; Texans Can Academy; Tom Bean ISD; Trinity Basin Preparatory; Uplift Education; Uplift Education; Whitewright ISD (zahira.marrouche@wwisd.com); Wolfe City ISD; Wylie ISD; Wylie ISD, Theresa; Aledo ISD; Alvord ISD; Amy Bentley (abentley@cisdtx.net); Arlington ISD; bberryman@ponderisd.net; ben@bdisd.net; bernadettebermudez@sbcglobal.net; Billie Griffin (vicky.kenney@pcreek.net); Boyd ISD; Brenda Cervantez (bcervantez@ascsfw.org); Castleberry ISD, Rebecca; Chapel Hill Academy; connie.sink@krumisd.net; Decatur ISD, Shelly; Diane Hutto (srsbusofc@yahoo.com); dnoble@pisd.net; Dublin ISD, Dorothy; Dublin ISD, Nocona; ejones@bisdmail.net; esmith@keeneisd.org; Everman ISD; Garner ISD; gaynell.holt-Logan@fwisd.org; Glen Rose ISD; Gordon ISD (phopkins@gordonisd.net); Granbury ISD, Ami; Granbury ISD, Linda; Granbury ISD, Shauna; Grandview ISD (lbretton@gvisd.org); Janet Moss (jmoss@springtownisd.net); Joshua ISD, Kriss; Joshua ISD, Zoe; kchambless@strawnschool.net; Keene Adventist Elem.; kim.chance@cleburne.k12.tx.us; Lipan ISD; llandes@mmisd.us; Marlani (Micki) Hewett (mhewett@springtownisd.net); Marlene Baldwin (mbaldwin@hisd.us); mherndon@burlesonisd.net; Millsap ISD; mmarcus@brockisd.net; Muenster ISD; nalexander@tolarisd.org; Peaster ISD; Penny Chesshir (pchesshir@godleyisd.net); phachmeister@sangerisd.net; plackey@poolville.net; Poolville ISD, Alice; Richard Rainey (rrainey@poolville.net); ROY.HEADLEE@fwisd.org; Santo ISD; Sivells Bend ISD; SMcDaniel@chico.k12.tx.us; Springtown Alt email; sreed@grafordisd.net; Stephenville ISD; Teresa Mahan (tmahan@palopintoisd.net); The Education Centr - Little Elm; Three Way ISD, Jennifer; Tina Robinson - Lake Worth ISD (trobinson@lwisd.org); tmccormick@venusisd.net; tmiller@fwdioc.org; Valley Mills, Kristi; Walnut Bend ISD; Weatherford ISD; ahyatt@evantisd.org; amandakern@mullinisd.net; baileyja@whitney.k12.tx.us; brenda.hodges@saladoisd.org; Bruceville-Eddy ISD (lisam@mail.eddy-isd.net); Bynum ISD; Carla Sliber (carla.silber@orendaeducation.org); Charlotte Winkler (charlotte.winkler@dewisd.org); Clifton ISD; Corsicana ISD; Cynthia Kirgis (cynthia.kirgis@worthamisd.org); Dawson ISD, Lori; Deana Neyland (deana.neyland@jonesboroisd.net); Denise Cook (dcook@rogers.k12.tx.us); dfisher@lometaisd.net; dholomek@rieselisd.org; EOAC Waco Charter School; Fairfield ISD; Groesbeck ISD; Hamilton ISD; Heleana White (hwhite@hollandisd.org); Hubbard ISD; Itasca ISD; jamaro@axtellisd.net; Kathy Haggerton (kathy.haggerton@blumisd.net); Kerens ISD; Keyon Mckinney

(keyon.mckinney@co.bell.tx.us); Killeen ISD, Dawn Evans; Killeen ISD, Purchasing; Killeen ISD, Steve; Kopperl ISD; kzapata@bgrove.org; Lampasas ISD; Lidia Alonzo (lidia.alonzo@morganisd.org); liz.pierce@cranfillsgapisd.net; Lorena, Jeff; lthedford@rice-isd.org; Malone ISD; McGregor ISD; Meridian ISD; mynarma@bosqueville.k12.tx.us; Oglesby ISD; p_murphy@iredell-isd.com; pchavers@marlinisd.org; Penelope ISD; Priddy ISD; Rapoport Academy; rgraves@martisd.org; Shanda Houghton (shanda_houghton@moodyisd.org); St. Mary's School (Temple); sue.bass@mtcalmisd.org; Teague ISD (dlively@teagueisd.org); Temple Education Center; Temple ISD, Angie; terrigholson@live.com; Troy ISD; Valerie Gausemeier; Walnut Springs ISD; angel.estes@bangsisd.net; Blanket ISD; Brady ISD; Cherokee ISD; Diane Wood (dwood@san-saba.net); donna.butler@ballingerisd.net; Early ISD; marsha.ray@colemanisd.net; Olfen ISD; Paint Rock ISD; Richland Springs ISD; Santa Anna ISD; TLC Academy (David.morales@tlca-sa.com); Winters ISD (june.watson@wintersisd.org); wshannon@cherokeesisd.net; Abbie Hanke; Sheree Satcher; Angela Vera (VeraA@whitehouseisd.org); ccarter@jisd.org; Charlie Combs; Tanya Berry (tanya.berry@malakoffisd.org); Whitehouse ISD (wilson@whitehouseisd.org); Alejandro, Lori (Lori.Alejandro@killeenisd.org); Ft Worth ISD, Cecilia; Ft Worth ISD, Sarah; Killeen ISD, Janelle; Temple ISD, Lisa; Temple ISD, Peggy

Cc: Brett Epperson, Blue Bell; Marissa Bell

Subject: FW: Blue Bell

Hi everyone,

I'm forwarding you an email from Blue Bell with more information on the Ice Cream recall. Let your route sales driver know if you have any product you need to get credit for.

See below email from Brett Epperson. Give me a call if you have any questions or if you need anything else. Thanks

From: Brett Epperson [<mailto:Brett.Epperson@bluebell.com>]

Sent: Monday, April 06, 2015 9:30 AM

To: Randy Lewis

Subject: Blue Bell

Randy,

The only bulk items made at the Broken Arrow facility are:

- Vanilla, Chocolate and Strawberry Ice Cream Cups – these were the cups that were recalled a few weeks ago and any that were at the schools have been removed. To my knowledge all districts have confirmed that those cups have been removed.

The only other bulk items made in Oklahoma are:

- Rainbow Sherbet 3 oz Cups
- Homemade Vanilla Ice Cream 3 oz Cups

The code dates on the bottom of these cups will end with the letter O,P,Q,R,S or T if they were made in Oklahoma.

All other bulk items are made in Brenham, not in Oklahoma. Rainbow Sherbet Pop Ups are made in Brenham.

Although there is not a recall on these items, we understand the concern about them as they were produced at our Oklahoma plant.

Please ask all schools to set aside any Rainbow Sherbet Cups. Other sherbet cup flavors, such as Lime and Orange, are not included as they are made in Brenham.

Please ask all schools to set aside any Homemade Vanilla Ice Cream Cups.

Our route salesman will issue full credit the next time they deliver.

Lowfat Ice Cream Cups and Yogurt Cups are made in Brenham and are not affected.

Brett Epperson

Branch Manager | South Dallas Branch

Blue Bell Creameries

3009 Wintergreen Road Lancaster, Texas 75134-1841

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brett.epperson@bluebell.com | www.bluebell.com

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Blue Bell Creameries, L.P.
P.O. Box 1807
Brenham, Texas 77834-1807
www.bluebell.com
(979) 836-7977

April 6, 2015

We have suspended operations in our Broken Arrow facility to investigate the possible problems that may have led to the contamination of our ice cream there. We are removing any products manufactured in Broken Arrow in an abundance of caution.

The following items may have been produced in our Broken Arrow facility:

- Product #122: Single Serve Homemade Vanilla Cups
- Product #136: Single Serve Rainbow Sherbet Cups

We ask that you please hold these items, and your delivery person will issue full credit for them this week.

Please be assured that our Brenham creamery will continue to provide you with the freshest and finest ice cream every day. We apologize for the inconvenience this may cause you, and thank you again for your valued partnership.

If you have any additional questions or concerns, do not hesitate to contact the corporate office at (979) 836-7977.

Sincerely,

A handwritten signature in black ink, appearing to read 'Grant Stotz', written in a cursive style.

Grant Stotz
Food Service and International Manager