



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.