



Department of
Agriculture

Ohio Department of Agriculture
and
Ohio Department of Health



Ohio
Department of Health

Governor
John R. Kasich

Lieutenant Governor
Mary Taylor

ODA Director
David T. Daniels

ODH Director
Richard Hodges

DATE: January 29, 2016
TO: Health Commissioners, Directors of Environment Health and Interested Parties
RE: Recall Announcement (ODA/ODH) 2016-12

House of Flavors Issues Allergy Alert on Undeclared Pecans in Purple Cow Cookie Butter Ice Cream

January 27, 2016 - House of Flavors, Inc. is voluntarily recalling a small batch of 8 oz. cups of Purple Cow Limited Edition Cookie Butter Ice Cream, sold at Meijer stores, that contain Purple Cow Butter Pecan Ice Cream with a Purple Cow Butter Pecan lid. Consumers who may have a severe allergy or sensitivity to nuts run the risk of potentially life-threatening allergic reaction if they consume this product.

For consumers who are not allergic to nuts, there is no safety issue with this product. The company is conducting an internal audit to determine possible cause. To date, there has been one complaint and no illnesses reported related to the recalled product.

Only 8 oz. cups of Purple Cow Limited Edition Cookie Butter that contain Purple Cow Butter Pecan Ice Cream with a Purple Cow Butter Pecan lid sold at Meijer with UPC Code 13733 61945 and marked Best By November 21, 2016 are affected by the recall. The product was sold at Meijer stores in Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin. No other Purple Cow products sold at Meijer stores are involved in the recall.

House of Flavors and Meijer are taking precautionary steps, including removing all potentially-impacted products from Meijer shelves and the entire distribution system.

Consumers who have purchased the recalled products should return them to the store where they were purchased for a full refund. Anyone requiring more information should contact House of Flavors consumer affairs at **1-800-930-7740, extension 2229**, Monday through Friday 7 a.m. until 5 p.m. (EST).