



Michael R. Pence
Governor

Jerome M. Adams, MD, MPH
State Health Commissioner

DATE: January 28, 2016
TO: All Local Health Departments
Attr: Chief Food Inspection Officer
FROM: *Kristin Gasper*
Laurie Kidwell, RRT Supervisor
Food Protection Program
SUBJECT: House of Flavors, Inc. - RECALL [Food]

AFFECTED PRODUCT: Purple Cow Limited Edition Cookie Butter Ice Cream, 8 oz. cups

SUMMARY: Unclassified Recall; The recall has been initiated because Purple Cow Limited Edition Cookie Butter Ice Cream actually contains 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.

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 Indiana, Illinois, Kentucky, Michigan, and Ohio.

SUGGESTED ACTION: Recommend notification of affected parties via phone, fax, or e-mail. 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). Furthermore, if any recalled products are found, notify this office at 317-233-8475.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

House of Flavors Issues Allergy Alert on Undeclared Pecans in Purple Cow Cookie Butter Ice Cream
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To promote and provide
essential public health services.

For Immediate Release

January 27, 2016

Contact

Consumers

House of Flavors
1-800-930-7740, ext. 2229

Media

Tom Watkins
231-845-7369 ext. 2229

Firm Press Release

[View Product Photos](#)

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).

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Product Photos



