



Mitchell E. Daniels, Jr.  
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.  
State Health Commissioner

**DATE:** May 21, 2010

**TO:** All Local Health Departments  
Attn: Chief Food Inspection Officer

**FROM:** A. Scott Gilliam, MBA, CP-FS  
Director, Food Protection Program

**SUBJECT:** Rise 'N Roll Bakery Recall

**SUGGESTED**

**ACTION:** Unclassified Recall; All varieties of its 20 ounce jars of Rise 'N Roll Specialties "Gourmet Cookie Mixes" because they may contain undeclared Milk products; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. The recalled "Gourmet Cookie Mixes" were distributed throughout the Midwest in retail stores and through mail orders. Detail information is not available at this time. In addition, if any recalled product is found, please notify this office at 317-233-7360.

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**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.

**Rise 'N Roll Bakery Issues Allergy Alert on Undeclared Milk in "Gourmet Cookie Mixes"**

**Contact:**  
Tom Hart  
574-825-4032

**FOR IMMEDIATE RELEASE** - May 20, 2010 - Rise 'N Roll Bakery of Middlebury, IN, is recalling all varieties of its 20 ounce jars of Rise 'N Roll Specialties "Gourmet Cookie Mixes" because they may contain undeclared **Milk** products. People who have allergies to **Milk** run the risk of serious or life-threatening allergic reaction if they consume these products

The recalled "Gourmet Cookie Mixes" were distributed throughout the Midwest in retail stores and through mail orders.

The Rise 'N Roll Specialties "Gourmet Cookie Mixes" are packaged in 20 ounce glass jars. The products do not bear UPC codes. The varieties affected by this recall are:

**CHEWY OATMEAL GOURMET COOKIE MIX**  
**CHOC-CHOCOLATE DELIGHT GOURMET COOKIE MIX**  
**HINT O' MINT GOURMET COOKIE MIX**  
**INCREDIBLE CHOCOLATE CHIP GOURMET COOKIE MIX**  
**OAT-RAGEOUS 'N SWEET GOURMET COOKIE MIX**  
**REESES' TREAT GOURMET COOKIE MIX**

No illnesses have been reported to date in connection with this problem

The recall was initiated after it was discovered that the milk-containing product was distributed in packaging that did not reveal the presence of milk. Subsequent investigation indicates the problem was caused by a temporary breakdown in the company's production and the packaging processes.

Production of the product was suspended until FDA and the company are certain that the problem has been corrected.

Consumers who have purchased the 20 ounce jars of Gourmet Cookies Mixes are urged to contact Rise 'N Roll Bakery at 1-574-825-4032, Monday - Friday, 8:00 am to 5:00 pm Eastern Standard Time.

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