



DATE: March 12, 2010

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

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

SUBJECT: Ventura Foods, LLC Recall

SUGGESTED

ACTION: **Unclassified Recall; Dean's® Dip products because it has the potential to be contaminated with *Salmonella*; Recommend notification of affected stores via phone, fax or e-mail.**

From the information provided by FDA, the products being recalled were distributed in the State of Indiana. Products subject to this recall were distributed nationwide. Detail information is not available at this time. In addition, if any recalled product is found, please notify this office at 317-233-7360.

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.

Ventura Foods, LLC Voluntarily Recalls Seven Varieties of Its Dean's® Dip Products As A Precautionary Measure

Consumer Contact:

Dean's Dip,
Tel: 800-339-1957
www.deansdip.com¹

Media Contact:

Brian Pia,

Tel: 205-877-9870
brian.pia@luckie.com

Media Contact:

Lori Merricks,
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FOR IMMEDIATE RELEASE - March 05, 2010 - Brea, Calif – Ventura Foods, LLC is voluntarily recalling seven of its Dean's® Dip products, with specific production dates, because a flavor enhancer may be contaminated with salmonella.

The flavor enhancer is made by an ingredient supplier, Basic Food Flavors, Inc., in Las Vegas. This is the same ingredient linked to the Food & Drug Administration's recall announcement Thursday.

"There have been absolutely no reports of illness associated with any Dean's Dip products, and we intend to keep it that way," said Chris Furman, President & CEO of Ventura Foods. "We decided to issue our own recall purely as a precautionary measure because consumer safety is our No. 1 priority."

Ventura Foods is advising consumers not to eat any of the recalled Dean's Dip products. Consumers should dispose of or return the recalled products to the store where they bought them for a full refund. Consumers can call (800) 339-1957 for more information about the recall, or visit www.fda.gov² or www.deansdip.com.³

Dean's Dip is a registered mark used by Ventura Foods and licensed from Dean Intellectual Property Services, a subsidiary of Dean Foods Company. This recall only affects Dean's Dip products which are manufactured by Ventura Foods. It does not affect any Dean Foods products, including dairy products carrying the Dean's® brand.

The voluntary recall involves a flavor enhancer called hydrolyzed vegetable protein (HVP), which is used to make Dean's Creamy Taco Dip. The other six Dean's Dip products were manufactured on the same equipment, at about the same time, so they're being recalled as well. There is no evidence of salmonella in any Dean's Dip product or in any other Ventura Foods products.

Ventura Foods is working closely with the FDA, as well as with state and local authorities and retailers, to administer the recall.

The Dean's Dip recall impacts only the products listed below with the specific UPC code and "Sell By" dates. This recall does not affect any other Dean's Dip products or other Ventura Foods Brands.

Dean's 8 oz. Creamy Taco Dip (UPC 026700-12910-0)

Media Contact:

Brian Pia,

Sell By Dates: MAR 27 10 1545 17-536, APR 29 10 0120 17-536, JUN 02 10 1849 17-536

Dean's 16 oz. Green Onion Dip (UPC 026700-12919-3)

Sell By Date: APR 30 10 1141 17-536

Dean's 16 oz. Ranch Dip (UPC 026700-12916-2)

Sell By Dates: MAR 27 10 2020 17-536, MAR 28 10 0600 17-536

Dean's 12 oz. Guacamole Dip (UPC 026700-12912-4)

Sell By Dates: MAR 28 10 0255 17-536, MAR 29 10 0608 17-536

Dean's 18 oz. Guacamole Dip (UPC 026700-32600-4)

Sell By Dates: MAR 29 10 2131 17-536, MAR 30 10 1014 17-536

Dean's 12 oz. Zesty Guacamole Dip (UPC 026700-12913-1)

Sell By Dates: MAR 29 10 0113 17-536, MAR 30 10 0600 17-536

Dean's 18 oz. Zesty Guacamole Dip (UPC 026700-32601-1)

Sell By Date: MAR 29 10 2330 17-536

Dean's 8 oz. French Onion Dip (UPC 026700-12903-2)

Sell By Dates: APR 29 10 0335 17-536, APR 30 10 0602 17-536

Dean's 16 oz. French Onion Dip (026700-12915-5)

Sell By Dates: MAR 28 10 0647 17-536, APR 30 10 1254 17-536, MAY 01 10 0600 17-536, MAY 02 10 0600 17-536, JUN 02 10 2218 17-536, JUN 03 10 0607 17-536

Dean's 8 oz. French Onion w/Bacon Dip (UPC 026700-12908-7)

Sell By Dates: MAR 27 10 1701 17-536, APR 29 10 0220 17-536

Dean's 16 oz. French Onion w/Bacon Dip (UPC 026700-12917-9)

Sell By Dates: MAR 27 10 1826 17-536, JUN 02 10 2010 17-536

Salmonella is an organism that can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy people infected with salmonella often experience fever, diarrhea (which may be bloody, nausea, vomiting and abdominal pain).

For more information about Ventura Foods, visit www.venturafoods.com.⁴

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