



## Missouri Department of Health and Senior Services Advisory Alert

The Missouri Department of Health and Senior Services received the following news release regarding the recall of Blue Bunny® Personals® ice cream due to undeclared wheat.

### **[BEHS] Wells Enterprises Issues Allergy Alert and Voluntary Recall due to Undeclared Wheat in some Blue Bunny(r) Personals(r) Ice Cream**

**Contact:**

Consumer:  
1-800-331-0830

**Media:**

712-548-5522

**FOR IMMEDIATE RELEASE - October 27, 2011 - Le Mars, Iowa – Wells Enterprises, Inc.,** in cooperation with the U.S. Food and Drug Administration (FDA) is voluntarily recalling a limited number of packages of its Blue Bunny® Personals® ice cream 5.5 fl oz. because it was mispackaged and contains undeclared wheat. People who have an allergy or severe sensitivity to wheat and/or have gluten sensitivities may be at risk from consuming these products.

On a limited number of packages, the lid describes the product as Blue Bunny Super Chunky Cookie Dough ice cream, and the carton portion of the package describes the product as Blue Bunny Peanut Butter Panic ice cream. The product inside the carton is Super Chunky Cookie Dough. The ingredient statement on the carton does not declare wheat, which is an ingredient in the Super Chunky Cookie Dough product.

The affected mispackaged product was distributed in 5.5 fl oz. Personals cartons, with Lot Number 10009 “Best Used By” date 10/1/2012, - UPC 0 70640 00463. The lot number and UPC can be found printed on the side of the carton.

The affected product was shipped to the following states: Kansas, Minnesota, Mississippi, Missouri, Iowa, Oklahoma, Nebraska, North Dakota, Tennessee, Florida, Wisconsin, Oregon, Pennsylvania, Indiana, Massachusetts, and Texas.

Wells Enterprises, Inc. became aware of the packaging error after receiving a report from a store that the lid and cup were for different products.

The allergy alert and recall relates only to the above mentioned mispackaged Blue Bunny ice cream. No other Blue Bunny ice cream products are affected.

No adverse reactions have been reported to date.

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 Wells consumer affairs at 1-800-331-0830 between the hours of 8am and 5pm CST Monday-Friday.

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