



Wells' Dairy, Inc. · 1 Blue Bunny Dr · P.O. Box 1310 · Le Mars, IA 51031 · 712:546-4000 · bluebunny.com

Ice Cream & Frozen Novelties

February 18, 2009

Dear Valued Customer,

From: Mike Crone, Sr. V.P. Sales

Re: Expanded Peanut and Peanut Related Product Recall - URGENT

In response to the ongoing investigations of Peanut Corporation of America (PCA) and its Texas facility, Wells' Dairy, Inc., is expanding its recall and response to include a recall of select Blue Bunny® ice cream products. These products may contain peanuts from the PCA Texas facility.

Wells' Dairy will continue to monitor this matter, provide additional direction and information as it becomes available, and take any and all expanded action as may be necessary.

PCA is no longer a supplier of any product for Wells' Dairy, and all product orders from this date forward, including for those listed below, will contain peanuts and peanut based products from approved manufacturers, none of which will be associated or affiliated with PCA.

The expanded product recall includes **SELECT PRODUCTS WITH "BEST USED BY" DATES PRIOR TO 2/4/2010 (ALL LOT NUMBERS) AND SELECT BULK ITEMS WITH JULIAN CODE 9035 AND PRIOR (for example 9034, 9033, 9032...). JULIAN CODE IS LOCATED ON OUTSIDE OF SHIPPING CONTAINER.**

Expanded product listing includes:

Blue Bunny Hot Fudge Sundae original packaged ice cream square paperboard package 1.75 quarts. **Product UPC 70640 05056 - UIN 103119**

Blue Bunny Caramel Lovers Champ Cone 2 Dozen  
**Product UPC 70640 40075 Shipping Container (Box) UPC 70640 40087 – UIN 429415, 561654**

Blue Bunny Vanilla Champ Cone 2 Dozen  
**Product UPC 70640 40072 Shipping Container (Box) UPC 70640 40078 UIN 509042, 561621**

Blue Bunny Big Dipper Vanilla Cone 2 Dozen  
**Product and Shipping Container (Box) UPC 70640 40110**

Blue Bunny Champ Variety Pack 2 Dozen  
**Shipping Container (Box) UPC 70640 40079  
Vanilla Product UPC 70640 40072**

**Hot Fudge Product UPC 70640 40073  
Caramel Lovers Product UPC 70640 40075**

Blue Bunny Vanilla Nutty Sundae Cone 2 Dozen  
**Product UPC 70640 63007 Shipping Container (Box) 70640 40084  
UIN 917013**

Blue Bunny Classic Vanilla Sundae Cone 8-Pack **Product UPC 70640 63023**

Blue Bunny Caramel Lovers Champ Cone 6-Pack **Product UPC 70640 40080**

Blue Bunny Vanilla Champ Cone 6-Pack **Product UPC 70640 40074, UIN 645077**

Blue Bunny Champ Cone Variety Pack 6-Pack **Product UPC 70640 40076**

Blue Bunny Sweet Freedom Vanilla Sundae Cone 6-Pack **Product UPC 70640 63021**

Blue Bunny Light Cone Variety Pack 6-Pack **Product UPC 70640 30112**

**All products with Best Used By Dates of February 5, 2010 or beyond were produced with peanuts from a different supplier than PCA and are safe for consumption and are not impacted by this recall.**

Blue Bunny® Hot Fudge Sundae  
Recalled 1.75 quarts



UPC Code: 70640 05056



Blue Bunny® Recalled Cones  
Bulk 2 dozen



Shipping Container  
UPC Codes:  
70640 40087  
70640 40078  
70640 40110  
70640 40079  
70640 40079  
70640 40079  
70640 40084

Product  
UPC Codes:  
70640 40075  
70640 40072  
70640 40110  
70640 40072  
70640 40073  
70640 40075  
70640 63007

Product  
Name:  
Blue Bunny® Champ!® Caramel Lovers Cone  
Blue Bunny® Champ!® Vanilla Cone  
Blue Bunny® Big Dipper® Vanilla Cone  
Blue Bunny® Champ!® Variety Pack - Vanilla  
Blue Bunny® Champ!® Variety Pack - Hot Fudge  
Blue Bunny® Champ!® Variety Pack - Caramel Lovers  
Blue Bunny® Vanilla Nutty Sundae Cone

Julian Code 9035 and Prior



Blue Bunny® Recalled Cones  
6 & 8 Pack

Product UPC Codes:  
70640 63023  
70640 40080  
70640 40074  
70640 40076  
70640 63021  
70640 30112

Product Name:  
Blue Bunny® Classic Vanilla Sundae Cone  
Blue Bunny® Champ!® Caramel Lovers Cone  
Blue Bunny® Champ!® Vanilla Cone  
Blue Bunny® Champ!® Variety Pack  
Blue Bunny® Sweet Freedom® Vanilla Sundae Cone  
Blue Bunny® Light Cone Variety Pack

**UNLESS OTHER ARRANGEMENTS ARE MADE WITH WELLS' DAIRY PLEASE FOLLOW THESE CUSTOMER DISPOSAL INSTRUCTIONS**

- Immediately remove the product from sale and cease distribution.
- Destroy all impacted product in your warehouse and sign Wells' Dairy's Certificate of Destruction. (attached)
- Give signed certification to your Wells' Dairy sales representative.
- Remove product in store from shelf and place in back room freezer. WDI representative will be dispatched to the store providing instructions for the destruction of the product and will provide reimbursement.
- Product returned by consumers place in back room freezer, keeping it separated from other product. We will reimburse full retail for this product.

FOR ANY QUESTIONS YOU OR YOUR STAFF MAY HAVE PLEASE CONTACT:

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WELLS' DAIRY  
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