



DATE: April 4, 2011

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

FROM: ^{ASB} A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Sassy Cow Creamery, LLC Recall

SUGGESTED

ACTION: **Unclassified Recall; Blueberry Cheesecake and Butter Pecan Ice Cream because it may contain undeclared peanuts or egg and soy; Information provided in case of consumer inquiry.**

From the information provided by FDA, the product being recalled was distributed in the neighboring State of Illinois. Ice creams were distributed in Wisconsin and Illinois through retail stores. Products affected are Blueberry Cheesecake and Butter Pecan ice cream in Quart and Half Gallon cartons which have a 'Best By' date of 9/17/11 or earlier. Detail information is not available at this time. In addition, if any recalled products are 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.

**Sassy Cow Creamery, LLC Issues Allergy Alert On Peanut Oil In Butter Pecan Ice Cream
And Egg And Soy In Blueberry Cheesecake Ice Cream**

Contact:
Sassy Cow Creamery, LLC
608-837-7766

FOR IMMEDIATE RELEASE - March 23, 2011 - Sassy Cow Creamery, LLC of Columbus, WI is recalling Blueberry Cheesecake and Butter Pecan Ice Cream because it may contain undeclared peanuts or egg and soy. People who have an allergy or severe sensitivity to egg, soy, or peanuts run the risk of serious or life-threatening allergic reaction if they consume these products.

Ice cream was distributed in Wisconsin and Illinois through retail stores.

Products affected are Blueberry Cheesecake and Butter Pecan ice cream in Quart and Half Gallon cartons which have a 'Best By' date of 9/17/11 or earlier.

No illnesses have been reported to date.

The recall was initiated after it was discovered that product containing peanuts or egg, and soy was distributed in packaging that did not state the presence of peanuts or egg, and soy. Subsequent investigation indicates the problem occurred because labeling was not updated when a supplier changed ingredients.

Anyone who has these products should call the creamery for instructions on what to do with it. Customers who have questions can call 608-837-7766 Monday through Friday from 10:00AM to 5:00 PM.

###

RSS Feed for FDA Recalls Information¹ [what's this?²]

Photo: Product Labels