

By: Goolsby

H.R. No. 1712

R E S O L U T I O N

1 WHEREAS, Blue Bell Ice Cream is justly renowned as the
2 producer of a line of frozen dairy products so compellingly
3 scrumptious that not even the far-flung borders of the Lone Star
4 State could contain them; and

5 WHEREAS, Founded in August 1907 as the Brenham Creamery
6 Company, the struggling enterprise reached a pivotal moment in its
7 history in 1919 when president H. F. Hohlt brought in E. F. Kruse as
8 manager; although the company has changed its name more than once,
9 and has expanded from a cherished local secret to a household word
10 in several states, it has remained in the Kruse family since that
11 time; and

12 WHEREAS, The current company officers, including chairman of
13 the board Ed Kruse, president and CEO Howard Kruse, vice president
14 Paul Kruse, vice president and general sales manager Melvin
15 Ziegenbein, regional manager Harold Gilson, and Darrell Schulte,
16 reflect that continuing family commitment, and they are working to
17 maintain the exceptional level of quality that has always been
18 synonymous with Blue Bell Ice Cream; and

19 WHEREAS, Now available in Texas, Oklahoma, Louisiana,
20 Mississippi, Arkansas, New Mexico, Missouri, Kansas, Alabama,
21 Florida, Georgia, South Carolina, Kentucky, and Tennessee, the Blue
22 Bell line boasts more than 250 products, including 45 flavors of
23 Blue Bell Ice Cream as well as Blue Bell Light Ice Cream, Blue Bell
24 Lowfat and Nonfat Yogurts, and a variety of other frozen snacks; and

1 WHEREAS, For decades the name "Blue Bell Ice Cream" has
2 brought broad smiles and contented memories to all those who have
3 had the great pleasure of enjoying the company's truly delicious
4 products; countless Americans have repeatedly raised their spoons
5 as a ringing endorsement of Blue Bell Ice Cream, and the members of
6 this chamber take great pleasure in honoring this truly Texan
7 enterprise; now, therefore, be it

8 RESOLVED, That the House of Representatives of the 78th Texas
9 Legislature hereby congratulate the management and staff of Blue
10 Bell Ice Cream on the company's well-deserved success and extend to
11 them sincere best wishes for continued good fortune; and, be it
12 further

13 RESOLVED, That an official copy of this resolution be
14 prepared for Blue Bell Ice Cream as an expression of high regard by
15 the Texas House of Representatives.