

By: Kolkhorst

H.R. No. 10

R E S O L U T I O N

1 WHEREAS, The year 2007 marks the 100th anniversary of that
2 renowned Texas company, Blue Bell Creameries of Brenham; and

3 WHEREAS, Founded as a Washington County dairy cooperative
4 called the Brenham Creamery Company, the firm took over an
5 abandoned cotton gin and began making butter from excess cream in
6 1907; and

7 WHEREAS, The creamery made its first ice cream four years
8 later, at the rate of two gallons a day; packed in wooden tubs
9 filled with ice and salt, the ice cream was delivered to local
10 residents by a horse-drawn wagon; and

11 WHEREAS, The popularity of the product spread quickly by word
12 of mouth, and the creamery increased production; renamed Blue Bell
13 Creameries in 1930, after the beloved Texas wildflower, the company
14 began distributing its ice cream in refrigerated trucks to grocery
15 stores in 1936; and

16 WHEREAS, Under the leadership of E. F. Kruse, who served as
17 general manager from 1919 to 1951, and thereafter under the
18 leadership of his sons, Ed and Howard, Blue Bell Creameries has
19 expanded throughout the south-central and southeastern United
20 States; now distributed in 16 states, Blue Bell is one of the top
21 three best-selling ice cream brands in the United States; and

22 WHEREAS, Still purchasing its raw materials from local
23 farmers' cooperatives, Blue Bell manufactures more than 20 flavors
24 year-round and 20 seasonal flavors, and the Blue Bell factory in

1 Brenham draws 117,000 visitors each year; and

2 WHEREAS, Blue Bell is celebrating its centennial throughout
3 2007 with a traveling ice cream caravan, a flavor-naming contest,
4 and, in July, a three-day birthday party in Brenham; the summer will
5 also bring the unveiling of two new bronze sculptures in Brenham,
6 one depicting the company's famous logo of a girl leading a cow and
7 the other portraying original company manager E. F. Kruse; and

8 WHEREAS, Living up to its motto of "We eat all we can and sell
9 the rest," Blue Bell has brought sweetness and joy to generations of
10 Texans and other lovers of ice cream across the South with its
11 century-long commitment to quality and to innovative marketing;
12 now, therefore, be it

13 RESOLVED, That the House of Representatives of the 80th Texas
14 Legislature hereby congratulate Blue Bell Creameries on its 100th
15 anniversary and extend best wishes to the company and its employees
16 for continued success; and, be it further

17 RESOLVED, That an official copy of this resolution be
18 prepared for Blue Bell Creameries as an expression of high regard by
19 the Texas House of Representatives.