



Seattle-King County Department of Public Health

Information Sheet

**Joint News Conference on the E. Coli Outbreak
Seattle-King County Department of Public Health
and Washington State Department of Health**

October 30, 1996, 4:30 PM

A. Key Points

1. The Seattle-King County Department of Public Health and the Washington State Department of Health issue the following advisory:

- **The public is advised not to drink any Odwalla brand fruit juices, until further notice. In addition, the public is advised to not drink any unpasteurized fruit juices until further notice.**

2. The Seattle-King County Department of Public Health has asked Odwalla to pull all its products from the retail market until further notice. Odwalla has agreed to comply and is now in the process of working through its distribution channels.

3. The U.S. Food and Drug Administration (FDA) has begun its investigation at Odwalla's production plant in California. They are inspecting the plant and initiating testing of samples which were routinely saved from the production line during the period of time in question.

B. Background

The Seattle-King County Department of Public Health has identified unpasteurized fruit juice, particularly unpasteurized apple juice, as the source of the current ongoing E. coli outbreak. Further investigation has identified the Odwalla brand as being most closely associated with this outbreak. The public is advised to NOT drink Odwalla products, or other unpasteurized fruit juices, until further investigation and further notice.

The Department of Public Health is in contact with Odwalla officials and the FDA about this association. Odwalla has agreed to withdraw its products from retail stores while this investigation continues.