

Food and beverage solutions

Growers and manufacturers know the importance of maintaining stringent quality standards to minimize recall-related risk. From product retrieval and testing to call center support, Sedgwick's brand protection solutions include a suite of innovative services to protect brands from damage.

Food and beverage recalls

An effective product recall quickly removes impacted products from shelves and restores consumer confidence. If not executed properly, this step can expose companies throughout the supply chain to potential litigation and brand damage. Growers, processors, manufacturers and distributors rely on our comprehensive infrastructure and industry-leading expertise.

Recall management for food manufacturers, producers and growers

As supply chains and industry regulations increase in complexity, food recalls have become more prevalent than ever before. To compete in this ever-changing environment, manufacturers need a combination of unparalleled experience, field-based services and data-driven technology.

Sedgwick's brand protection solutions provide invaluable expertise and guidance with critical recall tasks such as:

- Satisfying complex regulatory compliance obligations
- Conducting on-site effectiveness checks and monitoring compliance with other product handling requirements through quality audits
- Identifying and notifying affected parties throughout the entire supply chain
- Coordinating seamless communication with all parties through a state-of-the-art communication center

Recall management for grocers

Grocers can ensure the quick removal of all affected products from stores by proactively defining a recall management process before

any events occur. A combination of notification services, contact center support, and an agile, global product removal team make the difference between a successful food and beverage recall and a brand in crisis.

Recall preparation is particularly important for grocers who make their own food under private labels. In the event of a product recall, grocers with their own private labels are held to the same standards as manufacturers. As an experienced solutions provider, Sedgwick's brand protection experts understand regulatory nuances and provide invaluable insight into the recall process, helping grocers quickly and efficiently execute recalls, while simultaneously protecting their brand.

Food and beverage remediation programs

When a consumer complains about a serious defect or problem with a product, manufacturers know that a swift response, rapid retrieval of the affected product, and appropriate testing are critical steps in minimizing damage to the brand.

But remediation programs are also necessary in the normal course of business. Companies in the food industry know the importance of keeping expired or recalled products off their shelves in order to protect brand integrity. Speed, accuracy, and quality control assurances are critical elements of successful product retrievals. Effective product remediation programs demonstrate a company's commitment to product safety and quality, strengthen quality systems to help forestall future crises, and maintain reputations with customers and market share.

When food quality and safety is on the line, growers, processors, manufacturers, and distributors rely on Sedgwick brand protection's comprehensive infrastructure and industry-leading expertise to remove products from shelves and worries from consumers' minds.

Customer and partner retention – centralized, multi-channel call centers

When it comes to food and beverages, certain brands and products can be intertwined with personal memories. That will never change. But don't be fooled into thinking that correlates to loyalty. Customers stay loyal to the companies that provide the best service and personal connection. Not the product label or what's in the box. That's true now more than ever before.

People want to know a person is on the other side of the phone or screen. They want a trustworthy connection. Our inbound and outbound contact center services enhance customer care by providing immediate, concise and helpful information. To eliminate miscommunications and opportunities for error, Sedgwick's brand protection solutions create a single point of contact for prospect management and customer interactions.

Our solutions

Every day, we help companies manage a wide range of in-market business and product crises. Whether you need scalability in your in-house capabilities or a complete end-to-end solution to your in-market challenge, we have the experience and resources you need.

- **Consulting, assessment and planning:** we help you go beyond simple implementation of current best practice. Together, we optimize resolution plans for each company's unique business risk profiles and needs.
- **Solutions and program management:** the notification, retrieval, processing, storage and disposal of recalled products are complex undertakings that require effective management of risks to minimize impacts and protect business/market value.
- **Compliance and regulatory reporting:** every data point from customer notification to the final point of product destruction is identified and tracked in our proprietary crisis management system for accurate agency reporting.
- **Notifications and actions (SaaS/portal/managed service):** a successful product recall or withdrawal depends on identifying and notifying all affected parties – whether consumers, grocers, food service companies or distributors. Our expertise and unique infrastructure allow us to target affected parties and drive response through multimodal traceable notification methods.

- **Multi-channel communications and data management:** every notification and subsequent communication is identified and tracked for a seamless experience for all stakeholders.
- **Product retrievals and processing:** our field team mobilizes quickly to retrieve products from consumers' homes, submit them for testing and deliver replacement products. Our team efficiently removes affected products throughout the supply chain, minimizing risk to manufacturers and grocers around the globe.
- **Replacements, remedies and reimbursements:** our experts work in partnership with growers, processors, manufacturers and retailers to manage risks and minimize reputational impacts of product recalls and remediation programs. We ensure customers receive timely replacements or refunds, which in turn protects customer retention, brand reputation and bottom-line results.
- **Recycling, repurposing and disposal:** whether recalled products need to be immediately consolidated and destroyed or returned for reconciliation and storage, Sedgwick's brand protection division provides flexible and compliant disposition services, including landfill, incineration and recycling services.
- **Customer loyalty and retention programs:** we deploy centralized, multi-channel contact centers that enable you to leverage a suite of strategic engagement and retention programs, transforming satisfied buyers into loyal brand advocates.

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To learn more about our recall, remediation and retention solutions for the food and beverage sector, contact us today.

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In an increasingly complex and regulated world, being prepared for risks is essential. Having the capabilities to act quickly and effectively is critical.

To learn more about our brand protection solutions, visit [SEDGWICK.COM/BRANDPROTECTION](https://www.sedgwick.com/brandprotection)