**MASTER EVENTS LIST**

**Version-1.5 - S-Unclass-Food Health Crisis-EF-1**

26/04/2023 12:36:00

# Click to Play

| Serial | Timing | Event | Description | Discussion | Responsible | Tasks & Data |
| --- | --- | --- | --- | --- | --- | --- |
| 1 |  | Set-up |  |  |  |  |

# Crisis

| Serial | Timing | Event | Description | Discussion | Responsible | Tasks & Data |
| --- | --- | --- | --- | --- | --- | --- |
| 2 |  | Customer complaints received | • Player receives three Consumer Complaints on same product, same alleged complaint• Product: McNiel's Mac and Cheese• Issue: Alleged illness (cramps, nausea and diarrhea)• 2 consumers report same use by date, 1 consumer threw away, so they don’t have use by date | • Do you need additional information?• What records will you review?• Who’s help do you need?• Based on your procedures would you take any action at this time? Why?[10 MINS TO DISCUSS AS GROUP] |  |  |
| 3 |  | Customer responses to survey | • Assume you reached out to the 3 consumers to have them complete a food intake survey.• 2 reply, 1 doesn’t.• Consumer A from Ohio replies:o Added chicken to the mac and cheese for extra proteino Cooked chicken in pan on stove top ,once cooked, added mac and cheese until warmo Symptoms onset : 6 hrso Reported BBD 3/15/2023• Consumer B from Michigan replies:o Microwaved the producto Cannot remember if they microwaved for the second cycle per cooking instructions, but the product was “warm” when consumedo Symptom onset : 2hrso No BBD, discarded packagingo Also alleged a rash in addition to initial claim of stomach cramps, nausea, diarrhea• Consumer C from IL:• Reported BBD of 3/15/23 in initial complaint call; doesn’t reply to food intake survey | • Does this change your thinking / actions?• What do you do next?• How much time do you need? |  |  |
| 4 |  | Complaints go viral | Someone in Marketing just sees a social media “complaint”A consumer posts image of the McNiel's Mac and Cheese product, indicating theypurchased at a local supermarket, claims became ill after eating; warns others not to eat | What additional information do you need? Go get it! |  |  |
| 5 |  | The issue grows | • Assume in process of initial investigation you discover that your sales account manager for Marshalls Foods just had a meeting with them where they raised concerns about the Neumann’s mac & cheese product in 5 lb bags.• Marshall’s contact states that they received 3 complaints from residents -the common thread was they all reported consuming mac and cheese at various foodservice venues, that appear tolink back to Marshalls.• Patrons alleging illness with cramps, nausea, vomiting.• One patron reported going to the doctor with shortness of breath. | Does this change your assessment?Now what?Need more time? |  |  |
| 6 |  | Supplier provides information | McNiel's Foods (or auditor on its behalf) performs an annual audit at supplier. Auditor witnesses standing water, and insanitary conditions |  |  |  |
| 7 |  | Consumer C resurfaces | • Consumer C finally responds to food intake survey• Reported• Cramps• Nausea• Diarrhea• Hives• Wheezing• Shortness of breath• That they have an egg allergy and are convinced their reaction wascommensurate with their typical allergic response | Now what? |  |  |
| 8 |  | FSA gets involved | • Food Safety Agency indicates that it investigated 7 consumer complaints for alleged illness relating to your McNiel's Mac & Cheese product.• FSA tested products from the same use by date and confirmed the presence of egg allergen.• FSA requests production and quality and testing records from producing facility for last 3 months. | • Now what?• What information do you need?• Who do you notify?• What other steps will you take? |  |  |
| 9 |  | Media Inquiry | Media reporters from Yorkchester Gazette are contacting player. Request received for an interview with CEO and Communications team | What Actions do you take now? |  |  |
| 10 |  | Time to Investigate & Report Back | • What could the alleged illness be causedby?• Hypothesis for root cause & why• What decision making process/tools didyou use?• What information did you rely on?• What questions / additional information doyou need?• How do you know what questions to ask? /What resources can you tap into?• Based on your procedures would you takeany action at this time? Why?• Is there any other actions that should betaken? |  |  |  |