**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 protein  o Cooked chicken in pan on stove top ,once cooked, added mac and cheese until warm  o Symptoms onset : 6 hrs  o Reported BBD 3/15/2023  • Consumer B from Michigan replies:  o Microwaved the product  o Cannot remember if they microwaved for the second cycle per cooking instructions, but the product was “warm” when consumed  o Symptom onset : 2hrs  o No BBD, discarded packaging  o 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 they  purchased 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 to  link 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 was  commensurate 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 caused  by?  • Hypothesis for root cause & why  • What decision making process/tools did  you use?  • What information did you rely on?  • What questions / additional information do  you need?  • How do you know what questions to ask? /  What resources can you tap into?  • Based on your procedures would you take  any action at this time? Why?  • Is there any other actions that should be  taken? |  |  |  |