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# Jeanne Colleluori

## Communications Specialist

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Wegmans Food Markets

[jeanne.colleluori@wegmans.com](mailto:jeanne.colleluori@wegmans.com)

February 21, 2008



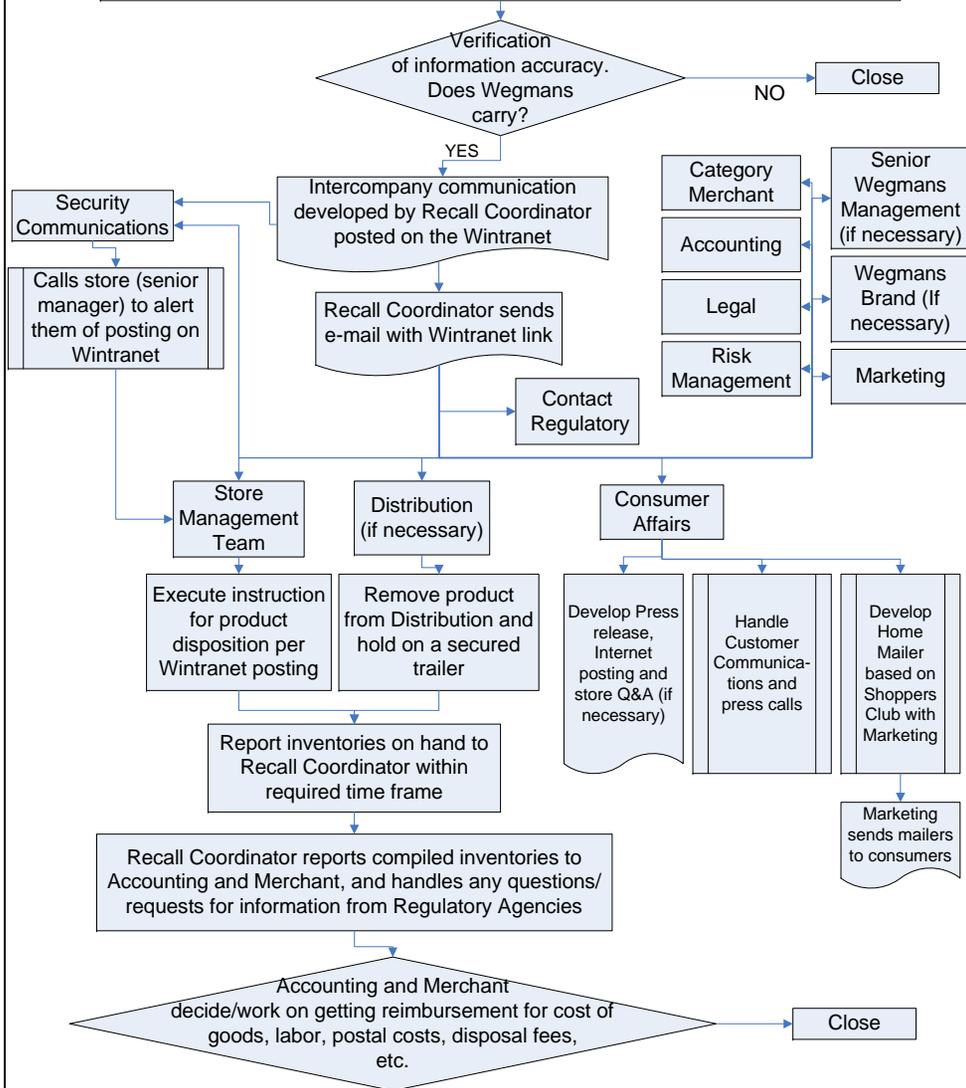
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# Anatomy of a Recall: A Retailer's Perspective

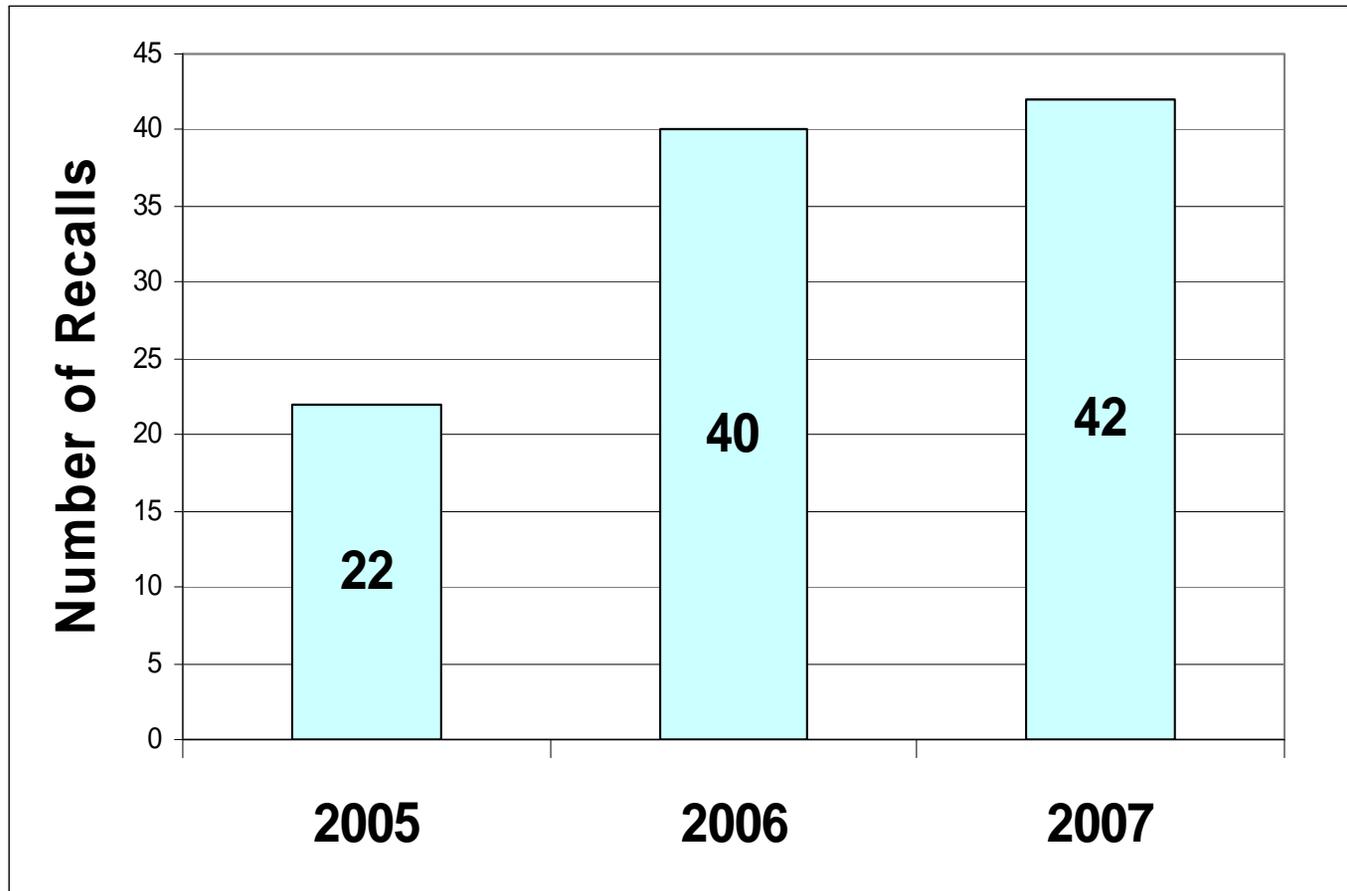
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# Wegmans Food Markets, Inc. Handling Product Recalls

Communication of potential product recall received through FoodTrack, Consumer Complaints, QA Analysis, Regulatory Memo, Notification from Manufacturer, etc.

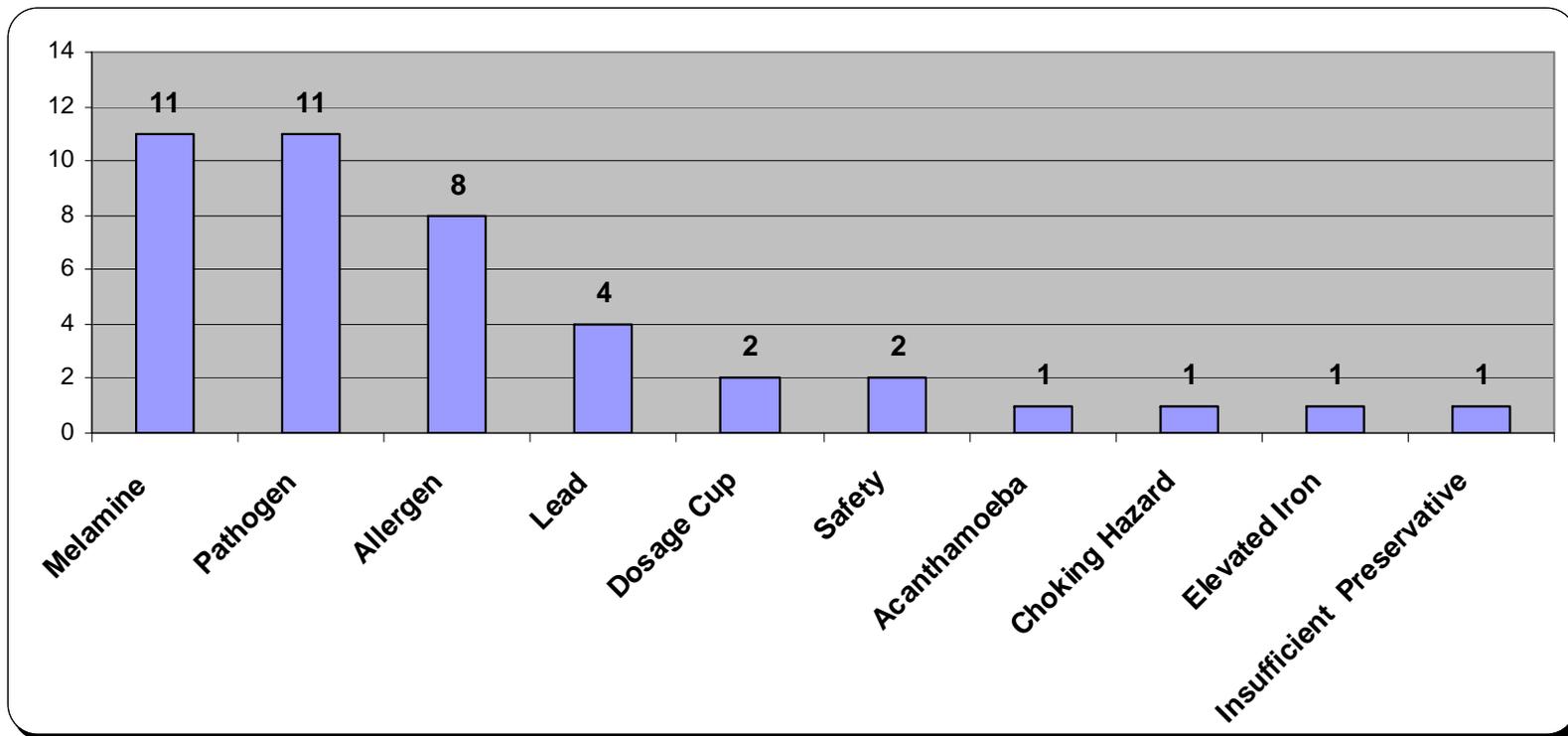


# 2005-2007 Recalls



# 2007 Recall Overview

- 42 recalls categorized into 10 different groups.



<b>Date</b>	<b>Product</b>	<b>Reason</b>	<b>Dept</b>
01/24/07	Weg Garden French Dressing	Mislabel--Allergen	Grocery
02/01/07	Knorr Chicken Bouillon	Allergen	Grocery
02/06/07	Gerber Lil Entrees	Allergen	Grocery
02/15/07	Conagra Foods Peter Pan Peanut Butter Crunchy	Pathogen--Salmonella	Grocery
02/15/07	Conagra Foods Peter Pan Peanut Butter Smooth	Pathogen--Salmonella	Grocery
02/15/07	FisherPrice Bunny toy	Safety	GM
02/22/07	Conair curling iron	Safety	GM
03/06/07	B & L Renu Moisture Plus	elevated trace iron	HBC
03/12/07	Flora Olives	Pathogen--C. bot.	Grocery
03/16/07	Bruiser dog food	Melamine	Grocery
03/16/07	Iams Dog-Cat	Melamine	Grocery
03/17/07	Iams Dog	Melamine	Grocery
03/17/07	Iams Cat	Melamine	Grocery
03/21/07	Wegmans Cat Food	Melamine	Grocery
03/21/07	Mighty Dog	Melamine	Grocery
03/31/07	Alpo Dog Food	Melamine	Grocery
04/03/07	DelMonte Pet Treats	Melamine	Grocery
04/06/07	AM Cookie Co 50-50 Oatmeal Cookies	Allergen	Grocery
04/12/07	Listerine Agent Cool	insufficient preservative	HBC
04/18/07	Menu Natural Life petfood	Melamine	Grocery
05/01/07	Sierra Pet Products Harmony Farms	Melamine	Grocery
05/02/07	Wegmans beef and gravy cat food	Melamine	Grocery
05/26/07	AMO Complete MoisturePlus	Acanthamoeba	HBC
06/29/07	Veggie Booty Snack	Pathogen--Salmonella	Nature's Market
07/05/07	Thomas Tank Engine Toy (DVD)	Excessive lead	GM
07/14/07	Gerber Organic baby cereal	Choking hazard--clumping	Grocery
07/19/07	Castleberry's Chili Sauce	Pathogen--C. botulinum	Grocery
07/22/07	Castleberry's Chili Sauce (expanded)	Pathogen--C. botulinum	Grocery
07/31/07	Fisher Price Dora and Sesame Street Toys	Excessive lead	GM
08/14/07	Mattel Sarge Toy	Excessive lead	GM
09/17/07	Dole Hearts Delight Salad	Pathogen--E.coli O157:H7	Produce
10/03/07	Wegmans FYFGA Wheat Sandwich rolls	Allergen	Bakery
10/09/07	Banquet Pot Pies	Pathogen--Salmonella	Frozen Foods
10/10/07	Various OTC Infant cough & cold medications	Dosage abuse concerns	HBC
10/11/07	Banquet Pot Pies (expanded)	Pathogen--Salmonella	Frozen Foods
10/25/07	Fisher Price Go Diego Go Boat Toy	Excessive lead	GM
10/30/07	Wyeth-Robitussin/Dimetapp Children's C&C medication	Dosage cup defect	HBC
11/03/07	Wegmans Ground Beef	Pathogen--E.coli O157:H7	Meat
12/05/07	Soma Metromint Beverages	Pathogen--B. cereus	Grocery
12/07/07	Wegmans Wreath Kuchen	Mislabel--Allergen	Bakery
12/12/07	Wegmans Bouillabaisse Seafood Sauce	Mislabel--Allergen	Prepared Foods
12/13/07	Cedarlane burritos	Mislabel--Allergen	Frozen Foods

## Check List

	Communication of potential product recall received through FoodTrack, Consumer Complaints, QA Analysis, Regulatory Memo, Notification from Manufacturer, or other means. Any one receiving such notification is to contact the Recall Coordinator. During off hours calls are made to Security Communications Center (429-3030), who then contacts the recall coordinator on duty.		
√	What	Who	Task
	Verify that Wegmans carries the item(s). If yes, did we get the affected lot?	Recall Coordinator	<b>RC:</b> If product UPCs are available use WBA look up. If specific lots are recalled contact Category Merchant to research if Wegmans Received affected lot. Ask for written documentation.
	Gather information for inter-company communication (Wintranet)	Recall Coordinator	<b>RC:</b> Get complete product description, size, UPC, item number, affected lot, any special product disposal information, manufacturer consumer contact information, reason for recall from manufacturer, category merchant or WBA.
	Alert Security Communications Center	Recall coordinator	<b>RC:</b> Give SCC basic product information and may have them begin making calls to senior store manager.
	Should product be stopped from scanning at store registers	Recall Coordinator	<b>RC:</b> Deactivate/ Change UPC code to reflect that product does not scan because it has been recalled. UPC remains deactivated as long as necessary to assure no customer gets recalled product.
	Gather information and materials for contact with Regulatory (only for Wegmans Brand)	Recall Coordinator	<b>RC:</b> Coordinate Preparation of materials for communicating with FDA, USDA or CPSC. (i.e. press release, notification to stores, product photo.
	Determine if Press release is needed	Recall Coordinator	<b>RC:</b> All Wegmans Brand, either Class I & II gets a press release, unless there is a compelling reason not to do so. For National Brands, product manufacturer usually will do their own press release. Press Releases for recalls involving food allergens must include Allergens in the tagline (headline).
	Compose and post Recall notice to the Wintranet	Recall Coordinator	<b>RC:</b> Use Teamsite nsus 709 (Wintranet tool): Open a New File Form Entry in File. Type information in required fields, <b>Preview</b> document, make necessary changes, <b>Save</b> the File Form Entry, then <b>Submit</b> .
	Determine if product description needs to be pulled from Wegmans.com shopping list	Recall Coordinator	<b>RC:</b> Product is made unavailable as long as necessary to assure customers don't get affected product. Recall Coordinator will contact Catalog Coordinator to make product available again.
	Send e-mail containing Wintranet Link	Recall coordinator	<b>RC:</b> Send to store manager, area managers, and service desks and copy in category merchant, accounting, legal, risk management, merchandising support, consumer affairs specialists, warehouse and distribution, senior management (if necessary), Wegmans Brand (if necessary) Set up Outlook QA folder and Email response to store
	Communicate with Regulatory agencies (Wegmans Brand Only)	Recall Coordinator	<b>RC:</b> Provide Regulatory representative with a copy of the press release, current picture of the label and the recall posting off of the Wintranet. <b>Wait for approval on press release</b>

# Wintranet Communication

## Wintranet

- Quicklinks -



Delivering incredible customer service every day.

### this week's

**Wegmans Tobacco Decision**  
Receiving Lots Of Press On The  
[more](#)

**Holiday Visits - Danny and The Company**  
See photos from their stops along

**One Can Make A Difference**  
Wegmans employees participated  
[read more](#)

**Listen To An Interview With Legends of Success Host John**  
about Wegmans stores [read more](#)

- Advertising Tools ▶
- Emergency Planning ▶
- Fiscal Calendars
- Food Safety Recall
- Food Security
- Forms ▶
- Good Retail Practices
- Message Center
- Newsletters & Reports ▶
- Policies and Manuals
- Produce Hotline ▶
- Product Recalls
- References ▶
- Store Locator
- Transportation Request
- 100 Best Logos

### extra express

- 01/08: [Danny Wegman Honored](#)
- 01/07: [Brooks Chili Store](#)
- 01/07: [Store Personnel Changes](#)

### jack's idea exchange

- Jack's Q&A - [01/07](#)
- A note from Jack - [01/04](#)
- [Submit a Question](#)

### wegmans in the news

- RBW named to SN Hall of Fame
- [Alumni Honor Robert Wegman](#)

### project updates

- [Simplification Project](#)

### store communications

- [Message Center](#)
- [Newsletters & Reports](#)

### phone directory

Last Name  First Name

### market report



September Market Report

### experience the benefits



End of Year Reminders

### eat well live well



The Principles

### learn and grow



Learn and Grow



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Questions on this website, [wintranet@wegmans.com](mailto:wintranet@wegmans.com).

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# Wintranet Communication

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Wednesday, February 06, 2008

Wintranet

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## Product Recall Information

10/09/2007

Banquet has initiated a recall on the following product(s).

<b>PRODUCT:</b>	<b>Banquet Chicken Vegetable Pot Pie</b>
<b>PRODUCT SIZE:</b>	<b>7 oz.</b>
<b>COMMODITY CODE:</b>	<b>83894</b>
<b>UPC:</b>	<b>0-31000-10101-5</b>
<b>CODES:</b>	<b>All</b>

<b>PRODUCT:</b>	<b>Banquet Turkey Vegetable Pot Pie</b>
<b>PRODUCT SIZE:</b>	<b>7 oz.</b>
<b>COMMODITY CODE:</b>	<b>83895</b>
<b>UPC:</b>	<b>0-31000-10103-9</b>
<b>CODES:</b>	<b>All</b>

<b>PRODUCT:</b>	<b>Banquet Chicken and Broccoli Pot Pie</b>
<b>PRODUCT SIZE:</b>	<b>7 oz.</b>
<b>COMMODITY CODE:</b>	<b>322685</b>
<b>UPC:</b>	<b>0-31000-10100-8</b>
<b>CODES:</b>	<b>All</b>

### REASON:

The US Department of Agriculture (FSIS) is warning consumers not to consume Banquet brand pot pies as they investigate reports of Salmonella infection that may be linked to Banquet Turkey or Chicken pot pies. Consumers who have Banquet or other brands of pot pies with a code beginning with 5009 in their freezer should not eat them and may return them for a full refund.

**Consumers with questions should contact 1-(866) 484-8671.**

# Wintranet Communication

## INSTRUCTIONS:

1. **CHECK** inbound shipments, retail shelves, freezers, and reshop carts for this product.
2. **REMOVE** from sale and inventory **IMMEDIATELY!!!**
3. **SECURE and HOLD the product until further notice--DO NOT DISCARD !.**
4. Make a **Copy** of this notice, **Cut out** the portion in the box above and **post** it at the point of sale.
5. **COMPLETE** the table below to report inventories.
6. Click the **Generate E-Mail** button at the bottom of the page, then go to Outlook to send the e-mail addressed to Quality Assurance. Click the **Send** button at the top left corner of the screen to send the e-mail with your inventories.
7. **We MUST receive your inventories by midnight October 9, 2007.** **You must report inventory, even if zero (0), to get proper credit.**
8. Accept all consumer returns and give a full refund. Place a "defective product" sticker on the product and **Secure and Hold** until further notice--**DO NOT DISCARD!!**

## PRODUCT INFORMATION:

Employee Name: Store #: 

UPC Code	Product	Size	Codes	Quantity (units)
0-31000-10101-5	Banquet Chicken Vegetable Pot Pie	7 oz.	All	<input type="text"/>
0-31000-10103-9	Banquet Turkey Vegetable Pot Pie	7 oz.	All	<input type="text"/>
0-31000-10100-8	Banquet Chicken and Broccoli Pot Pie	7 oz.	All	<input type="text"/>
Comments:	<input type="text"/>			

If you have any questions, please call Geoff Grebel or Ken Webster at ext. 4797 or 6156;

THANK YOU



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Who We Are  
Caring  
High Standards  
Make A Difference  
Respect  
Empower

Sitemap

FORTUNE  
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COMPANIES  
TO WORK FOR 2008

talkreply@wintranet EMPLOYEE NAME: Adam Frandemont STORE: 90 QUANTITY: 6	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:58 PM	▼
talkreply@wintranet EMPLOYEE NAME: Jim Bure STORE: 84 QUANTITY: 6	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:53 PM	▼
talkreply@wintranet EMPLOYEE NAME: chris depumpo STORE: 14 QUANTITY: 10	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:52 PM	▼
talkreply@wintranet EMPLOYEE NAME: Ken Kinslow STORE: 98 QUANTITY: 11	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:52 PM	▼
talkreply@wintranet EMPLOYEE NAME: Donni Burke STORE: 61 QUANTITY: 0	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:51 PM	▼
talkreply@wintranet EMPLOYEE NAME: John Cocco STORE: R5C QUANTITY: 0	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:50 PM	▼
talkreply@wintranet EMPLOYEE NAME: WESLEE DELKER STORE: 78 QUANTITY: 0	Product Recall- Annie's Naturals 8 fl oz Shiitake Sesame Vinaigrette (Natures)	Mon 2/11/2008 4:49 PM	▼

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# Ground Beef Recall

- Notification – Supplier and FoodTrackAlert
  - Assemble Team- Merchants, QA, PR
  - Determine Scope-What product is affected?
  - Notify Stores- Loss prevention and Wintranet
  - Reconcile Store Response- Check response
  - Notify Customers- Press release and direct notification
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*“My wife was ill during the time frame that you were selling bad beef. It can’t be proven that it was the reason but that is what we are going to think.”*

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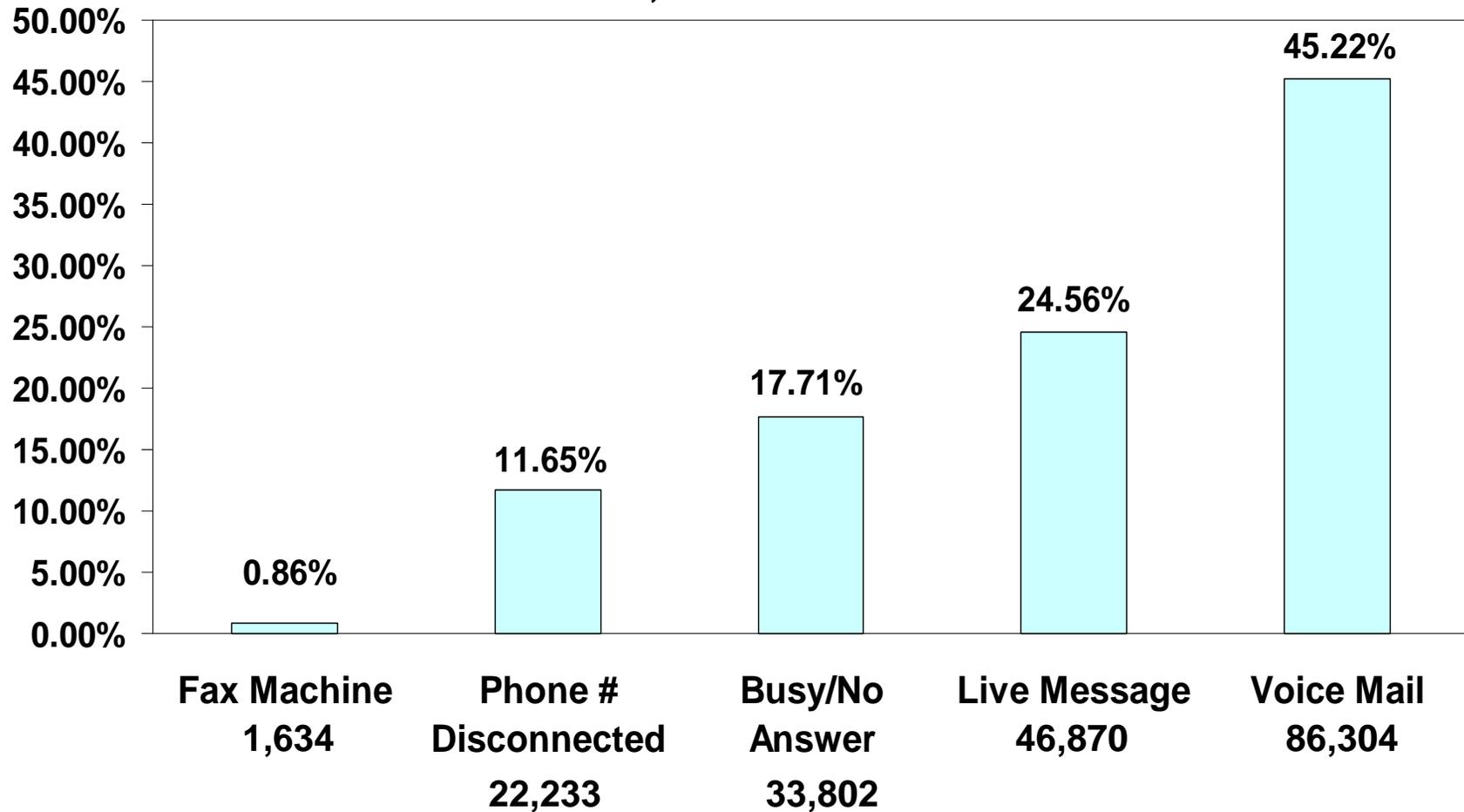
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*“This really shocked me. I thought Wegmans was more exclusive about who you picked to supply your meat. I am very wary and disappointed.”*

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## Smart Reply Phone Call Stats for Ground Beef Recall

190,843 Phone Calls



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*“I just received a phone call, the technology is great that you can identify the customers who have purchased this product.”*

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*“Thank you for the phone message and for providing the service that you do...so caring.”*

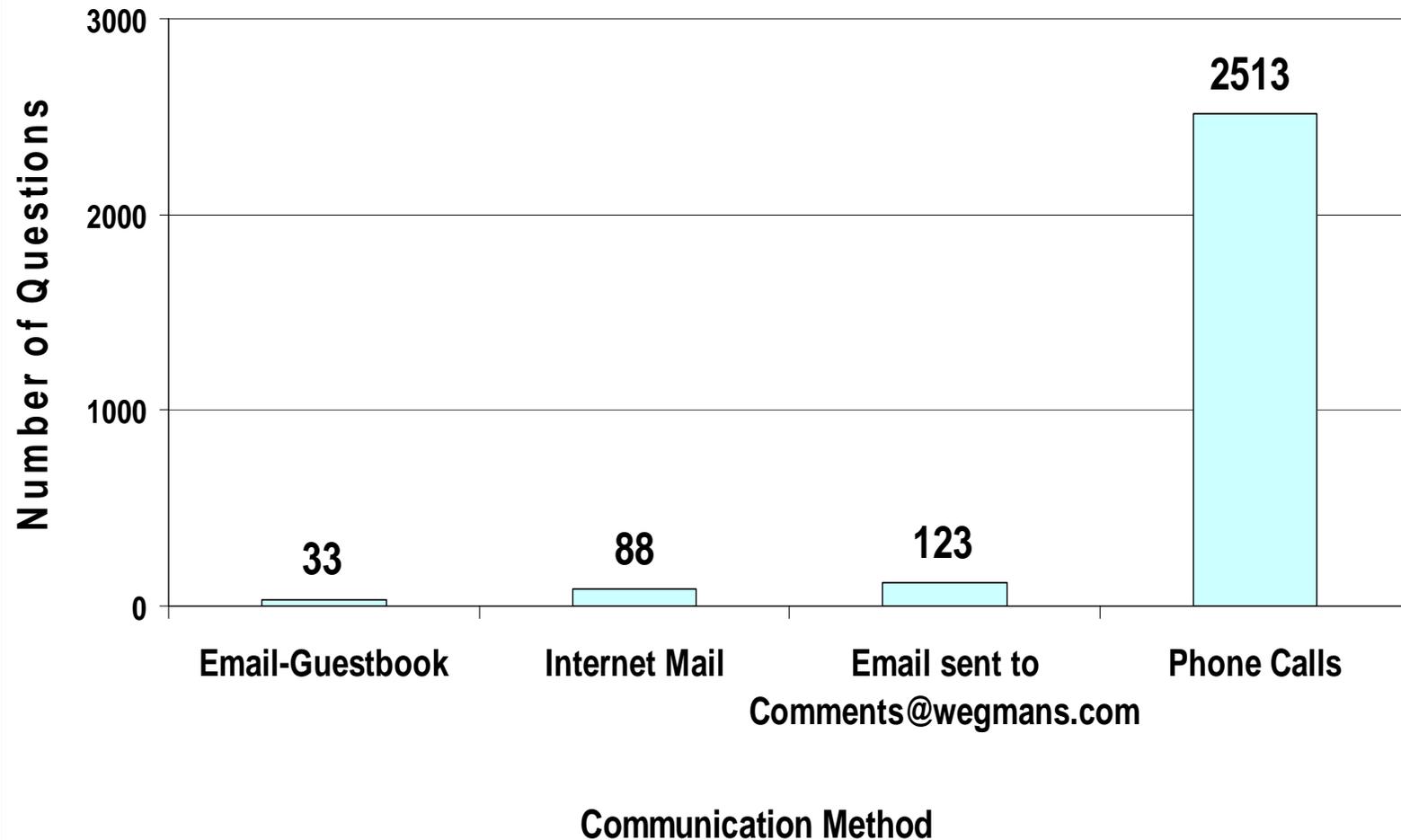
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*"I cannot tell you how impressed and thankful I am that you were proactive in calling me... This is truly above and beyond what I expect from a store."*

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# Ground Beef Customer Questions



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# Fresh News Email

- Fresh News Email delivered on Thursday, December 27, 2007



## ***What's Your Opinion on Product Recalls?***

It seems like there are more and more issues with products that necessitate an official recall for one reason or another. As a responsible and caring retailer, we are committed to making sure you know what's going on as soon as we do! That's why we would like to find out how you want us to communicate this kind of information with you: via email, regular mail, or maybe both to be safe. Any feedback you can offer will help us get the word out the best way possible.

You only need about two minutes to complete the survey, but please take the time to completely answer all the questions. We truly appreciate your feedback. As a thank-you, Wegmans will randomly draw three names from the list of participants at the completion of the survey period. We'll award 3 Wegmans gift cards in the amount of \$100. Good luck!

[Take the Survey!](#)

[Opinion Panel FAQs](#)

[Opinion Panel Rules](#)

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## Survey Objective

Objective:

Deliver an internet survey to all Wegmans Opinion Panel subscribers to determine the preferred method of communication to customers if Wegmans needs to contact them in the event of a product recall.

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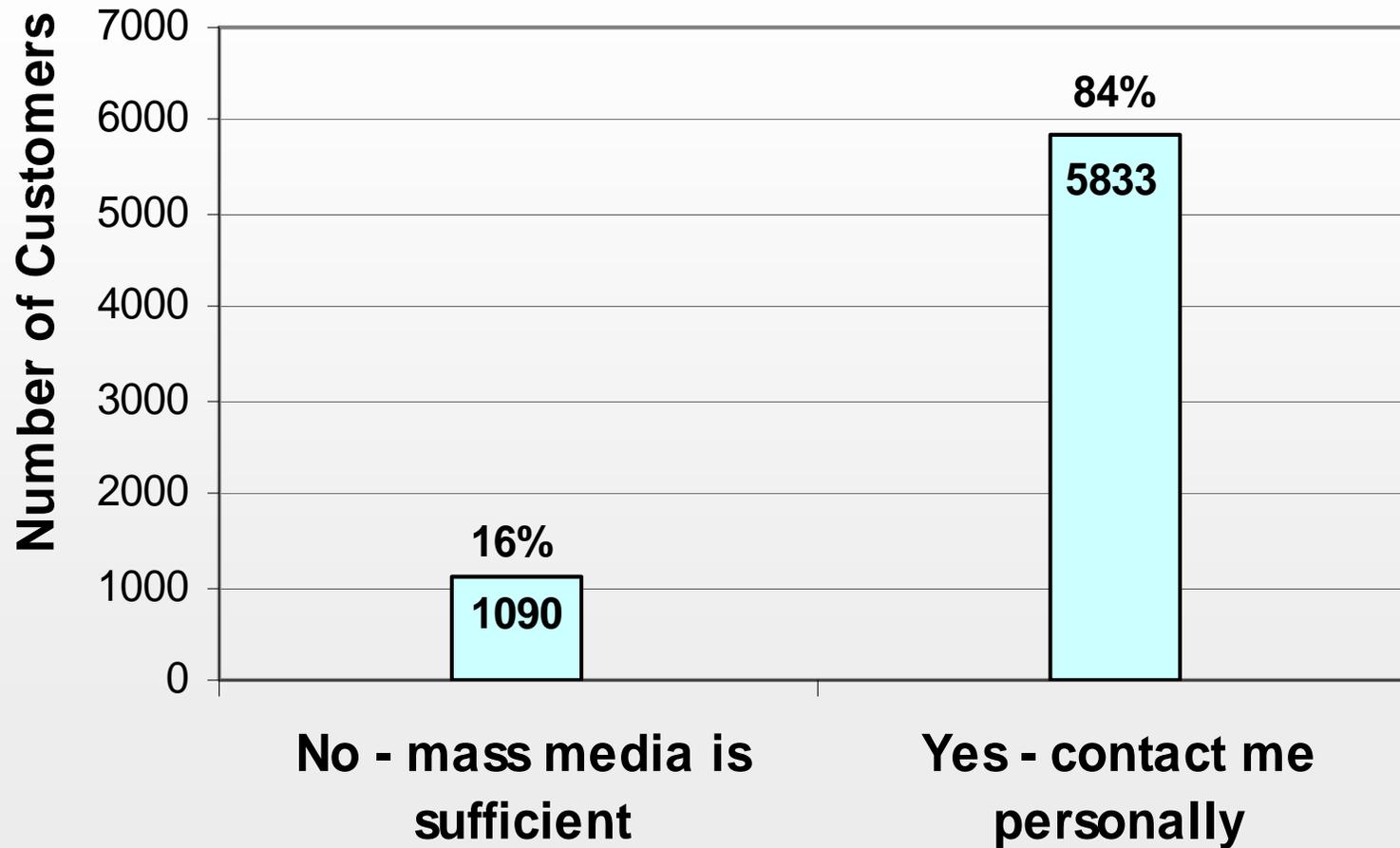
# Survey Methodology

## Methodology

- **Primary Research – Internet Survey**
    - Delivered via Fresh News Email to all Wegmans Opinion Panel subscribers in all stores.
    - Survey Dates: 12/27/07 – 1/3/08
  
  - Email Statistics:
    - 64,907 Emails Delivered
    - 14,013 Opened (21.6% open rate)
    - 6,923 Total Responses (10.7% completion rate)
-

## Notification Preference

6,923 customers surveyed



# Rate the Methods of Communication

*1 = Worst Method of Communication for me*

*5 = Best Method of Communication for me*

- Of the 5,833 (84%) that want Personal Communication...

	Average
• Receive an Email to your <u>home</u> inbox	4.6
• Receive a Phone Call on your <u>home</u> phone (landline)	3.3
• Receive a Post Card from Wegmans in the postal mail	3.1
• Receive and Email to your <u>work</u> inbox	2.5

n=5,833

\* **Important Note:** The survey was delivered via email to all survey respondents, so the results for "Email at Home" and "Email at Work" may be slightly inflated.

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# Rate the Methods of Communication

(continued)

- **Of the 5,833 (84%) that want Personal Communication...**

	Average
• Receive a <u>no charge/free</u> Text Message on your mobile phone	2.5
• Receive a Phone Call on your <u>mobile</u> phone (cellular)	2.3
• Receive a Phone Call on your <u>work</u> phone (landline)	1.8
• Receive a Text Message on your mobile phone (note: the text message <u>may cost</u> \$ based on your mobile plan)	1.7

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# General Observations

- **Customers want Personal Communication about recalls**
  - **84% of survey respondents wanted to be contacted personally**

**Customers want personal communication at Home...**

**Customers prefer to be contacted at Home via:**

- **Home – Email (87% rated 4 or 5)**
- **Home – Phone (49% rated 4 or 5)**
- **Home – Post Card (39% rated 4 or 5)**

**Due to the number of methods of communications available, customers can benefit by having a choice in the best way to contact them.**

## **Important Note**

- **The survey was delivered via email to all survey respondents, so the results for “Email at Home” and “Email at Work” may be slightly inflated.**
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**Questions?**

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