

# handwashingforlife™

Brand Protection Nightmares  
What happens when food protection systems fail



# Brand protection nightmares...

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- Sick customers
- Recalled product
- Lost revenues
- Lost public confidence
- Lost market share
- Fines
- Closure

# Jack in the Box, 1993

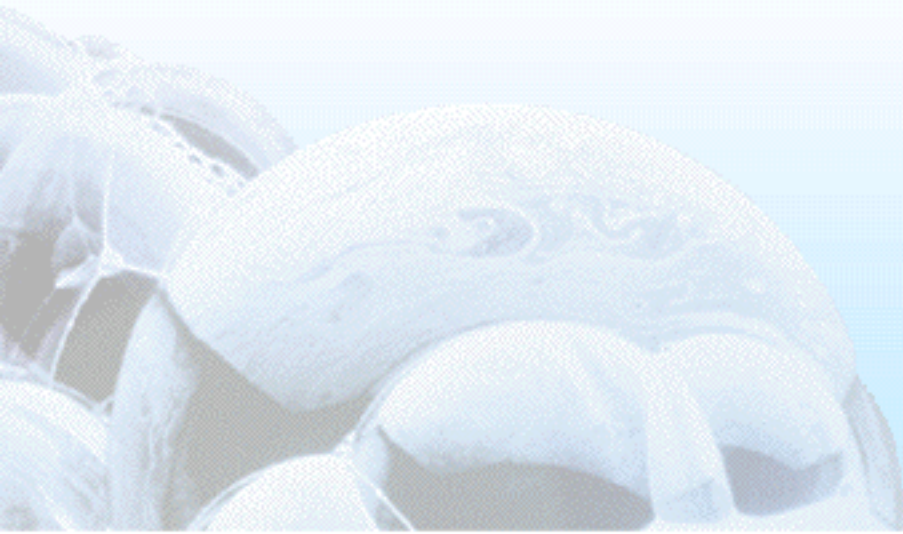
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- E. coli 0157:H7 outbreak
  - 4 children dead
  - > 600 sick
  - > \$100 m.
  - 20% sales drop

# Hudson Foods, 1995

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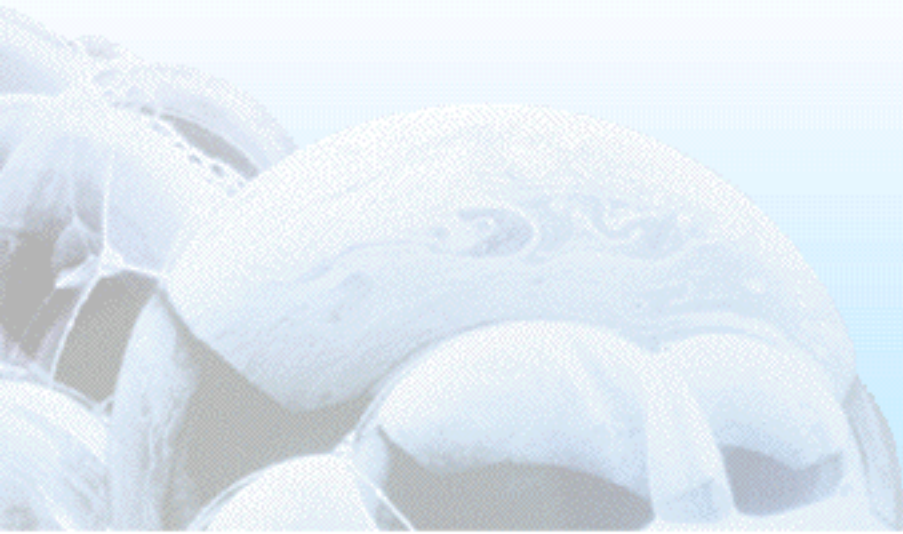
- E. coli contamination
  - Rework undermined batching
  - 20 m. pound recall
  - Company out of business



# Odwalla Juice, 1996

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- California Company
- Seattle Area outbreak
  - 1 child dead
  - 70 sick
  - \$15 m settlements
  - \$1.5 m fine



# Bauer Meat, 1988

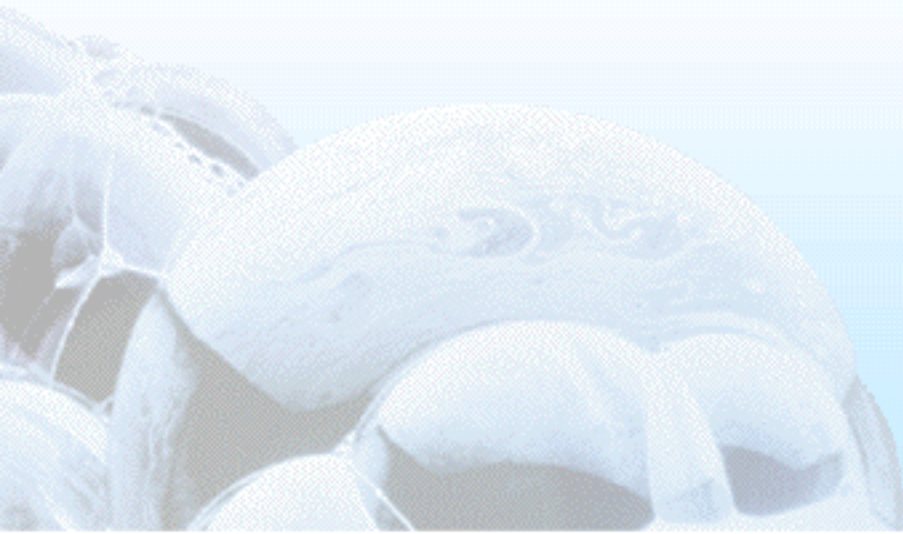
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- Florida company
- E. coli outbreak in Georgia schools
  - 1 child with HUS
  - 38,000 pounds burger recalled
  - Company closed
  - President committed suicide

# Subway, 1999

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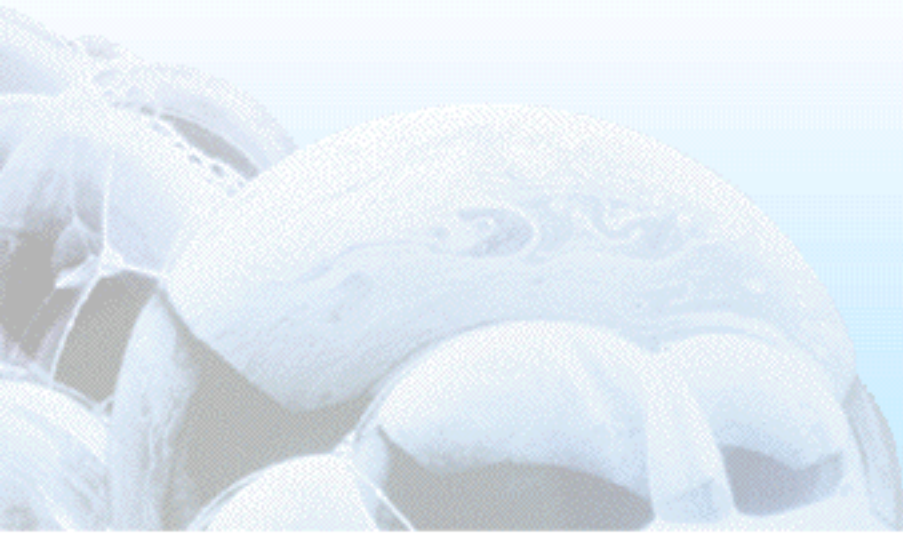
- Seattle area
- Hepatitis A outbreak
  - Previous 1996 outbreak
  - 31 affected
  - \$1.6 million settlement (MarlerClark)



# Crab House, 2001

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- Orlando, FL
  - Hepatitis A outbreak
  - Worker-to-worker
  - Worker-to-customer
  - At least 29 sick; 1 death
  - Patrons from 8 states plus Canada & France (4)





# BilMar Meats, 1998

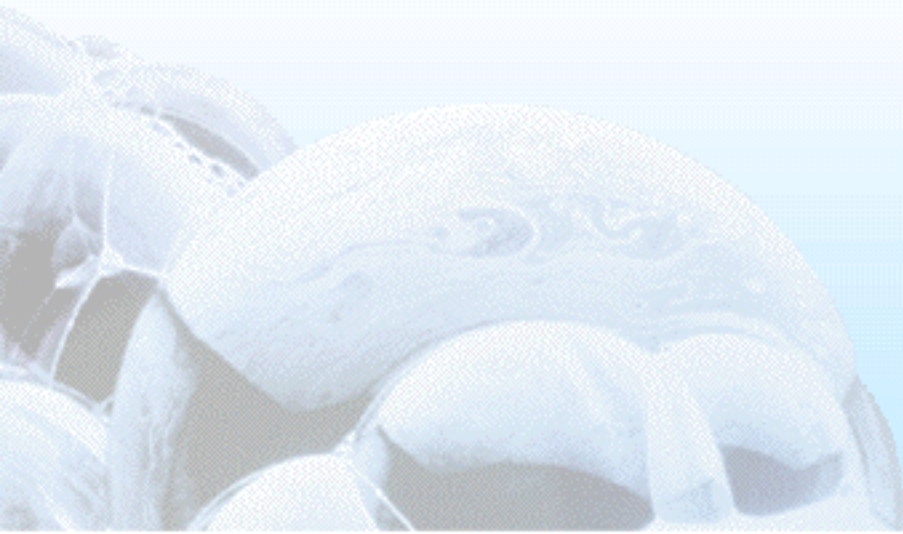
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- SaraLee owned
  - Listeria outbreak
  - 21 people died
  - > 100 sick
  - 22 states
  - 35 m. pound recall of hot dogs

# Ball Park Franks, 2000

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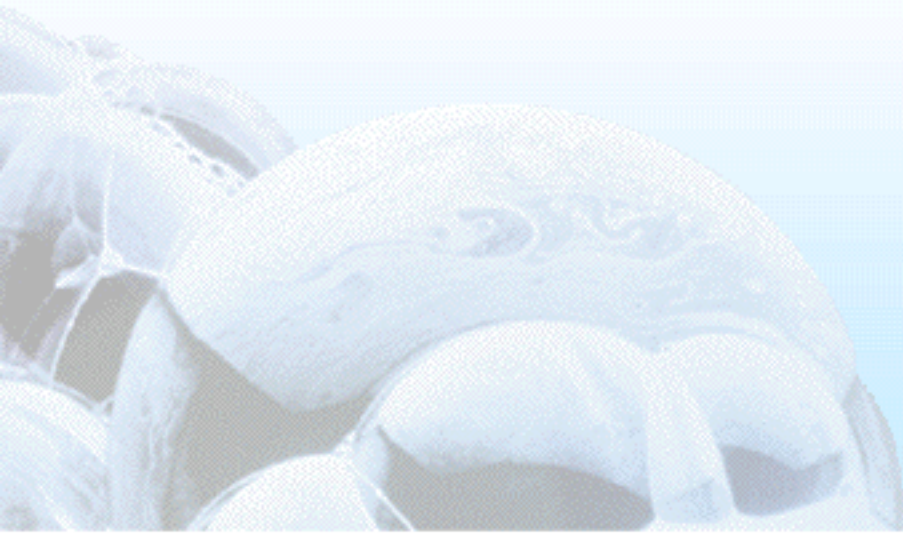
- SaraLee owned
  - Listeria
  - NO illnesses
  - 34,500 pound recall
  - 15 states



# Iwan's Deli, 1998

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- Chicago neighborhood institution
  - 18 years in business
  - 5200 sick with E. coli
  - \$3 m. + settlement
  - Business closed



# Cecil's B-B-Q Hut, 1996

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- Buck's County, PA
- Neighborhood institution, 27 years
  - Newspaper reports worker w/ Hep A
  - Business plummets
  - Newspaper reports worker NOT sick
  - Business closes anyway

# Contact us:

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