

Crisis Management

In the food industry, product complaints are not unusual. GSGLA and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or was found damaged when the package was opened. Occasionally, there are reports of foreign objects in the product. Customers may mistake crystallized sugar for glass or oat hulls and nutshells for wood. Containment - confining a difficult incident to the situation and the locale in which it took place - is the key to the successful resolution of product complaints.

Immediately notify your Service Unit Cookie Program Chair of any irregularities with cookies or any other situation to ascertain a course of action - whether an exchange of cookies or a refund is appropriate. Whenever possible, take pictures and get the lot number of the cookies to add to your report. Contact your Product Programs Manager as needed.

If a customer approaches you at a booth with a package of damaged or compromised cookies, take the cookies and exchange them at a cupboard.

Customers may call Little Brownie Bakers at 800-962-1718 or visit www.littlebrowniebakers.com to file a complaint about a product.

Any and all media contact must be handled by GSGLA staff. Do not respond to media questions or inquiries but refer them to the External Relations Department, who will work with the Product Programs Team. Media inquiries may be directed to call Kenya Yarbrough, Marketing Director, at 626-677-2266.

Copy your SUCPC and PPM on any crisis communication.