

Who Needs Product Recall Insurance?

Consumable Products

A product recall event can have devastating consequences on a company's balance sheet and brand name. Great American Insurance Group provides Product Recall Insurance reimbursing first and third party recall costs, crisis consultant costs, replacement costs, loss of gross profit, rehabilitation costs, extra expenses, product extortion and optional third party consequential loss.

Top Reasons for a Recall: salmonella, listeria, undeclared ingredient (milk, allergens, peanuts, sulfites, soy, wheat, eggs, nuts), clostridium botulinum, unapproved new drug, manufacturing problem, particulate matter, e-coli, incorrect ingredient levels, metal fragments, mislabeling, sterility, bottles or packaging breaks.

The following are Product Recall loss scenarios for consumable products:

- **Bakery:** accidental contamination, mislabeling, undeclared nuts/egg/wheat
- **Beverages:** packaging breaks, mold
- **Candy:** undeclared nuts, salmonella
- **Cosmetics and Personal Care:** accidental contamination
- **Dairy:** accidental contamination, undeclared allergens
- **Fruits and Vegetables:** accidental contamination, salmonella, listeria
- **Meat/Seafood/Poultry:** clostridium botulinum, e-coli
- **Nuts and Snacks:** undeclared milk and allergens/sulfites
- **Prepared Sauces, Broths, and Condiments:** manufacturing problem, particulate matter
- **Prescription and OTC Drugs:** accidental contamination, mislabeling, sterility, incorrect ingredient levels, packaging
- **Spices and Herbs:** salmonella, metal fragments, particulate matter
- **Nutraceuticals:** mislabeling, accidental contamination, packaging, malicious product tampering

Covered Insured Event:

Accidental contamination, adulteration, mislabeling, malicious product tampering, or product extortion that has resulted in or would result in Bodily Injury or Property Damage.



Do your clients have a Product Recall exposure?

If your insured is a manufacturer, co-packer, processor, service provider, assembler, importer, exporter, distributor or supplier of consumable products, then the answer is likely yes.

Submissions:

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Scan the QR code with your mobile camera.