



# Customized Recall Policy for Small to Mid-Sized Manufacturers Highlight Sheet

## PROBLEM

Do your clients have the resources and expertise to handle a product recall?

## SOLUTION

Crisis Management included in the policy:

- Nationally Ranked Certified Crisis Managers, HACCP Certified – Specialty Risk Management, Inc.® (SRM®)
- No deductible applies to Crisis Management
- Media / Public Relations
- Help with governmental agencies during the recall (FDA, FSIS, USDA and more)
- Assistance with government compliance with onerous pre- and post-recall reporting
- 24/7 real time / live response support throughout the policy period
- 1-800 support hotline to assist consumers

**Service outside the policy:** On-site inspection by SRM

## EXPOSURE

Do your clients know they are legally responsible for the safety of food and beverage products they manufacture? Governmental agencies do NOT discriminate based on the size of a manufacturer!

## POTENTIAL RECALL OUTCOME

National adverse media, loss of contracts, cancelled orders, drop in sales, customer dissatisfaction and possible closure of your client's business...

## SOLUTION

RCR - THE FOOD AND BEVERAGE RECALL CONTAMINATION INSURANCE POLICY

Limits up to \$5M

No minimum premium

Triggers:

- Accidental Contamination
- Malicious Contamination
- Products Extortion

Reimbursement Coverage for:

- Gross or Net Profits
- Extra Expense
- Rehabilitation—retrieving, destroying, reworking, and transportation
- Loss of revenues due to loss of contracts

Additional Features:

- 48 Hour Turnaround Time
- Direct Access to experienced Underwriters – HACCP Certified
- Customized marketing / tools available to assist with the sales process
- Experienced and nationally recognized In-house claims administrators



**Professional Liability Insurance Services, Inc.®  
Underwriting Facilities**

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