Yum! Brands – Foodborne Illness Prevention and Response

Conference for Food Protection Workshop

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History

- Former PepsiCo Restaurant Group
- 1997 Tricon formed (KFC, Pizza Hut, Taco Bell)
- 2002 Yum! formed (A&W and Long John Silver's addition).
- YRI - Yum Restaurants Intl., ~14, 500 restaurants
- WingStreet and Pizza Hut
- Yum! China, ~4200 restaurants
  - East Dawning
- 2012 Yum! Brands, Inc., >36,000 restaurants worldwide in 117 countries
  - Spins off A&W and Long John Silver's
  - Adds India as separate Division

Yum! Food Safety Systems Farm to Fork

GROWER

- ✓ Pre Planting Inspection
- ✓ Pre Harvest Inspection
- ✓ Pre Harvest Testing
- ✓ Water Testing

A comprehensive approach to brand protection around the world to help ensure safe food supply

SUPPLIER

CURRENT FS SYSTEMS:

- ✓ HACCP
- ✓ Semi-annual audits by 3rd party
- ✓ Supplier specs
- ✓ GMPs / GAPs
- ✓ Key performance indicators
- ✓ Product recovery – CPR
- ✓ Crisis Management
- ✓ Finished Product Testing

NEW FS INITIATIVES:

- ✓ Produce initiative
- ✓ Emerging issues

DISTRIBUTOR

CURRENT FS SYSTEMS:

- ✓ HACCP
- ✓ Semi-annual audits by 3rd party
- ✓ Cross contamination
- ✓ Key performance indicators
- ✓ Product recovery – CPR
- ✓ Crisis Management

NEW FS INITIATIVES:

- ✓ Emerging issues

RESTAURANT

EXISTING FS SYSTEMS:

- ✓ Manager certification
- ✓ Product recovery – CPR
- ✓ Crisis Management
- ✓ Regulatory compliance
- ✓ Temperature management
- ✓ Cross contamination
- ✓ Employee health/hygiene
- ✓ Self-inspections
- ✓ QA and Customer Hotlines

EXPANDED FS INITIATIVES:

- ✓ Information FS database
- ✓ 3rd party restaurant assessments
- ✓ Health department program
- ✓ Expanded Pest Control Standards
  - Restaurant and vendor
- ✓ Emerging Issues

Farm-to-Fork

Yum! does <u>not</u> own our growers, suppliers or distributors

SUPPLIER and DISTRIBUTION

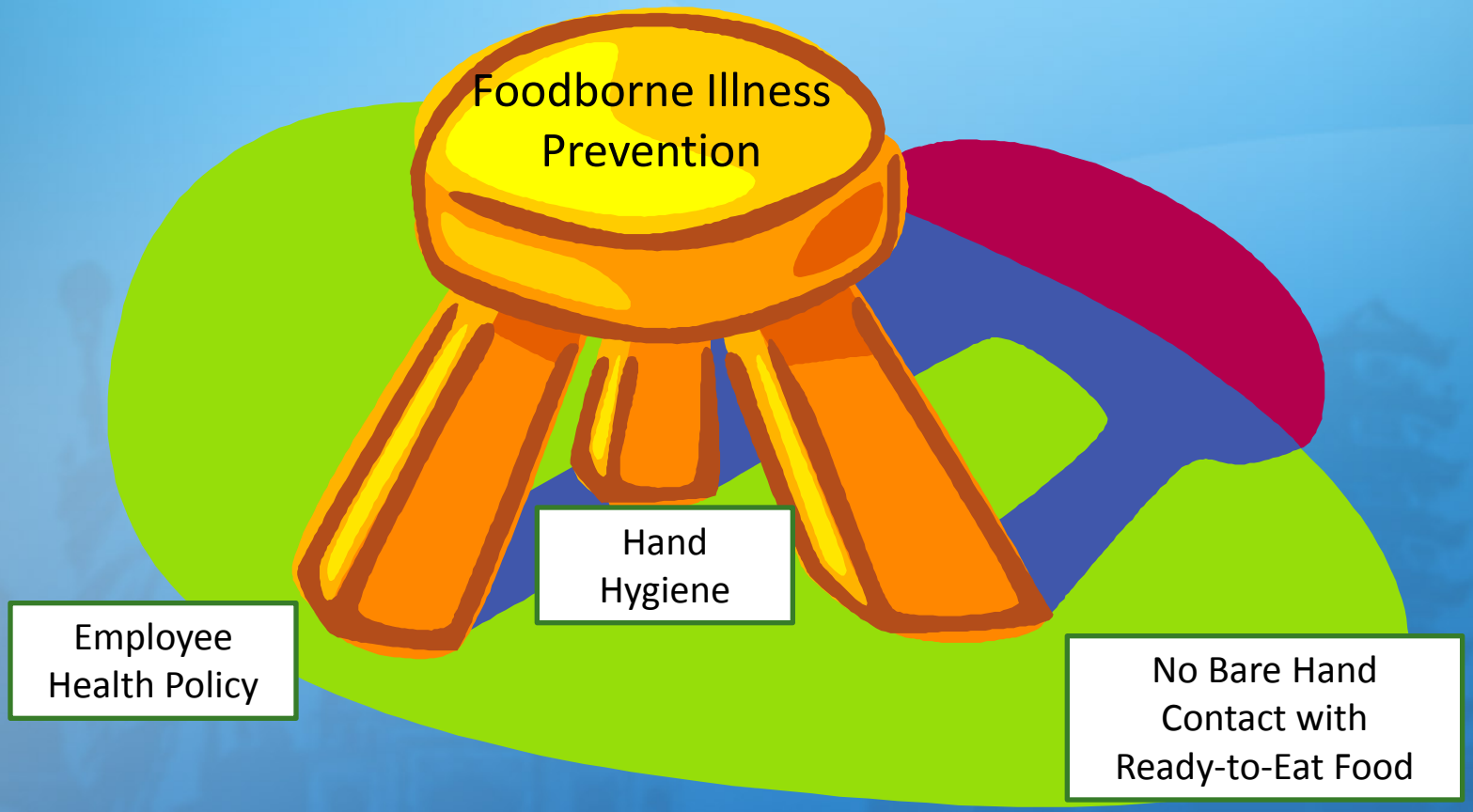
Programs

- **Yum's Supplier Approval Process**
- **Annual/Semi Annual – Audits**
  - Food Safety
  - Product Quality
  - Quality Systems
  - Animal Welfare Program
- **Suppliers are accountable for** (Yum Proprietary Products)**:**
  - **Strict Yum! specification compliance**
  - Finished Product standards and Key Performance Indicators
  - Laboratory Testing
  - TRACEABILITY: Raw materials → Supplier → Distribution Warehouse
- **Yum's Distribution Process**
  - Semi-annual Audits
  - Mock Recalls
  - Traceability within 2 hours

RESTAURANT

Programs

THREE LEGGED STOOL APPROACH



Foundation: Global Food Safety Tools & Programs

- Restaurant Self Inspection
- Restaurant Food Safety Standards (RFSS)
- Facilities and Equipment Standards Manual
- Crisis Management Program
  - Disease and Illness Reference Materials
- Emerging Issues Program
- Nutrition Information - includes Allergens
- Employee Training-Team Members and Management
- Quality Assurance and Customer Hotlines

GOAL = CONSISTENT EXECUTION + CONTINUAL FOOD SAFETY IMPROVEMENT in US and YRI

What is a Crisis?

Yum!

cri·sis/krīsis/
1. A time of intense difficulty, trouble, or danger.
2. A time when a difficult or important decision must be made

Foodborne Illness / Communicable Disease

Pest Infestation

Boycotts/Pickets

Rumor

Product/Premium Recovery/Recall

Foreign Objects

Product Adulteration / Tampering / Contamination

Natural Disasters

Controversial Ingredients

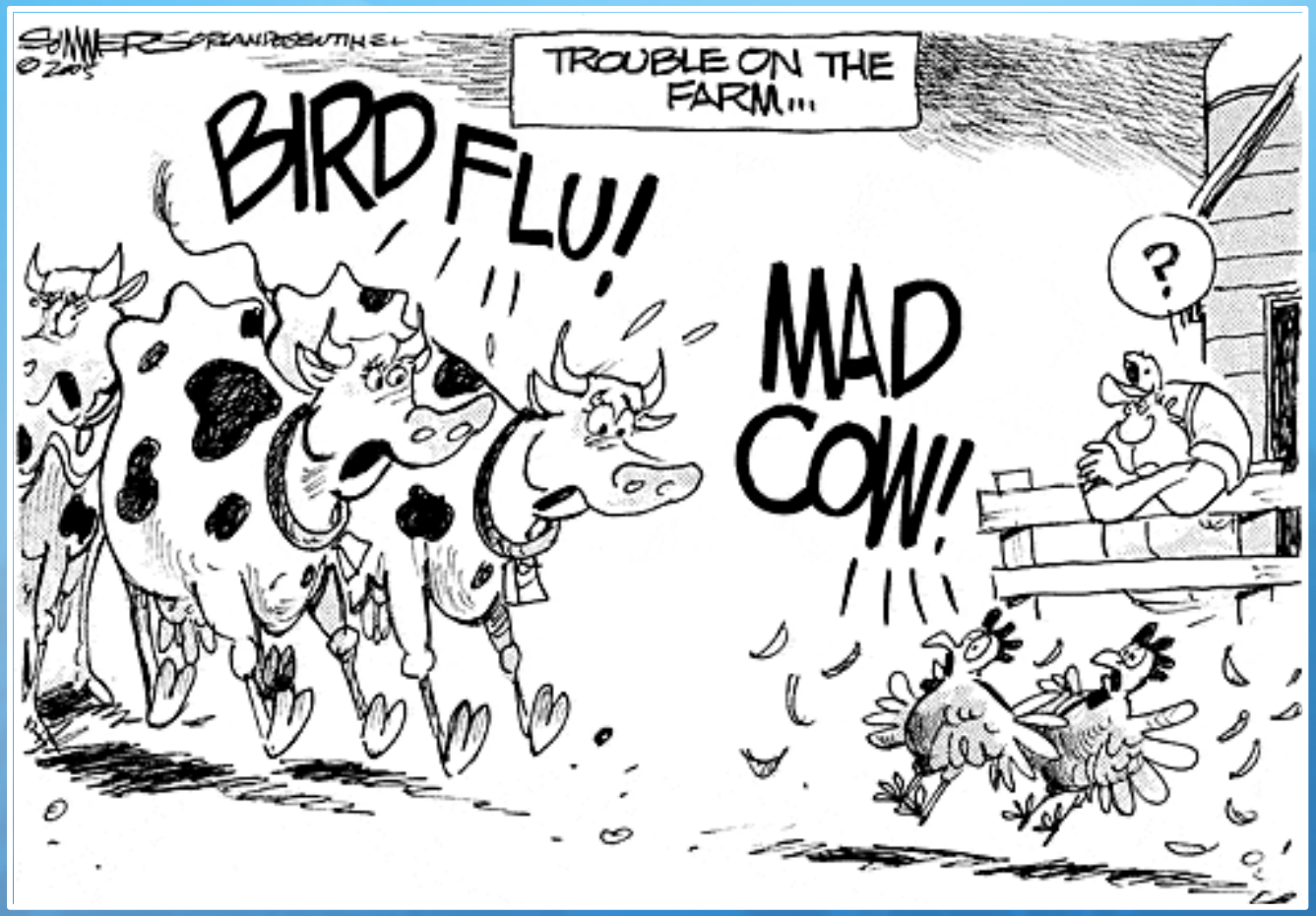
Customer Legal Action

Power Outages / Blackouts

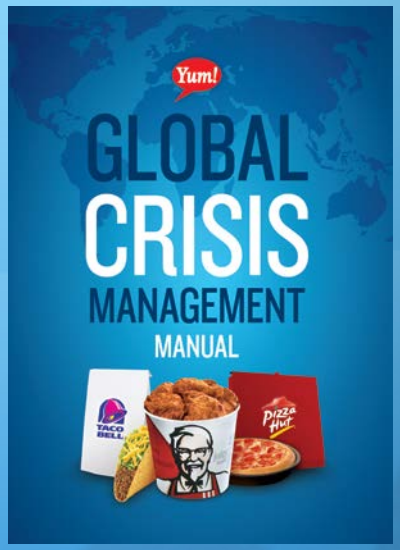
Pandemic (e.g. Avian Influenza)

Supply Interruption

What is a Crisis?



CRISIS MANAGEMENT PROGRAM



- **Forged in the Crucible of Reality**
- **Provides effective control to:**
  - **Protect the health** of consumers and employees
  - **Work in an open and cooperative fashion with the regulatory community (federal, state, local levels)**
  - **Minimize impact** and negative affects to the company
  - **Support business continuity**
- **Crisis Core Teams – 3 US and 16 International Units**
- **Crisis Core Team Composition**
  - Crisis Core Team Leaders (CCTL) Leads crisis response
  - Crisis Core Team Members (CCT) Actively work crisis
  - Crisis Support Team (CST) Provide advice, respond to CCT inquiries

The Yum! Crisis Core Team

Crisis Core Team Leader (CCTL)

Point person responsible for taking action to assemble the Crisis Core Team (CCT) and for collection and dissemination of information related to the crisis.

- CCT – Public Relations
- CCT – QA Representative
- CCT – Legal
- CCT – Risk Management
- CCT – Field Operations

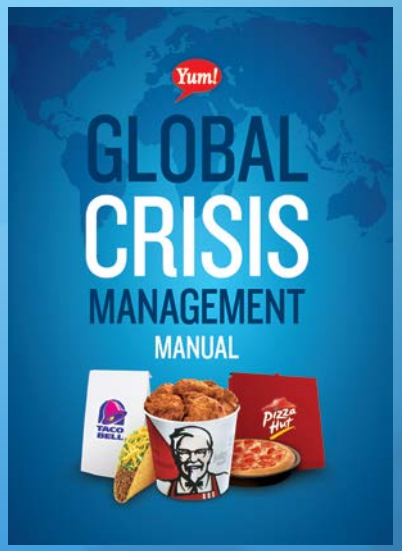
Individuals from key departments who will serve to investigate and manage the crisis situation.

- CST – Human Resources
- CST – External Consultants
- CST – Government Affairs
- CST – R&D

Individuals from key departments, Suppliers & Distributors and external consultants who will upon request serve to provide advice to the CCT during their investigation and management of the crisis.

The Crisis Core Team Leader will vary depending on the type of crisis, and in some YRI BU Markets, one individual may play several roles on the CCT based on resources.

CRISIS MANAGEMENT PROGRAM



- **Crisis Management Manual**
  - Provides Overview of program
  - Lists Roles and Responsibilities of CCT/CST
  - Includes responses for restaurant emergencies
    - ✓ Floods, power outage, Boil Water Advisory, etc.
  - **Provides Disease and Illness Fact Sheets on 40 illnesses**
  - Provides step by step **action plans** for these illnesses
  - Includes draft communications and forms
  - Utilized many existing resources-CDC, FDA
  - Created with review by medical experts, CDC and WHO

- **Crisis Training**
  - Online training
  - Can track who has been trained, required annually
  - Mandatory for all CCT members

CRISIS MANAGEMENT PROGRAM (Continued)

- **Created CrisisAssist!**
  - Provides appropriate forms and materials to investigate a crisis

Global Food Safety Tools & Programs

Please select the nature of your Crisis Event:

Foodborne Illness / Communicable Disease

Please select the type of event:

Hepatitis A

Please select your role:

Brand QA Food Safety Manager

Search

Global Food Safety Tools & Programs

Role Sheet

Role_Brand_QA_Food_Safety_Manager.pdf View or Print

Fact Sheet

Fact_Sheet_Hepatitis_A.pdf View or Print

Action Plan

Action_Plan_Hepatitis.pdf View or Print

Tool

Tool_Hand_Washing_Checklist.pdf View or Print
Tool_Crisis_Hand_Washing_Policy.pdf View or Print
Tool_Team_Member_Meeting _List.pdf View or Print
Tool_Testing_Consent_Form_Adult.pdf View or Print
Tool_Testing_Consent_Form_Non_Adult.pdf View or Print
Tool_Denial_Consent_Form.pdf View or Print
Tool_Crisis_Restaurant_Food_Safety_Assessment.pdf View or Print
Tool_Hep_A_Team_Member_Interview_Worksheet.pdf View or Print
Tool_Hep_A_Team_Member_Screening_Policy.pdf View or Print
Tool_Hep_A_Health_Department_Meeting_Agenda.pdf View or Print

Communication

Comm_FBI_Customer_Crisis_Rest.pdf View or Print
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Comm_Answer_Machine_HepA.pdf View or Print
Comm_Press_Release_FBI.pdf View or Print
Comm_Bulletin_FBI_NonYum.pdf View or Print

Disease & Illness Action Plans

To assist with Disease & Illness related crises, the manual provides 5 detailed Action Plans.

- Avian Influenza Action Plan
- HIV & AIDS Action Plan -
- Hepatitis Action Plan – addresses Hep A, Hep B and Hep C
- Influenza Generic Action Plan – addresses Influenza Pandemic
- Multi-Use Action Plan – use with all Disease & Illness types not covered by other plans.

The Action Plans provide guidance for multiple scenarios of illness & disease such as:

- Known Exposure with No Symptoms
- Symptomatic after exposure
- Confirmed Illness

Yum's Norovirus Plan

- Prevention-Utilize FDA's 3 legged stool approach, Plus
  - Employee Health Policy enforced
  - No BHC with RTE Foods
  - Hand Hygiene standard enforced
  - Follow FDA's Retail Initiatives
    - Utilize Active Managerial Control-AMC
    - Food Code basis for Food Safety procedures
    - Requirements for CFPM's in each restaurant
  - Execute, Monitor, Correct, Educate

Yum's Norovirus Plan

- **Active Managerial Control-What is it?**
  - Establish Food Safety Systems
    - Restaurant Food Safety Standards
    - Brand Operations manuals
  - Implement Training on food safety systems
    - CFPM, Basic Food Handler training for all employees
  - Have Consistent **Execution** of systems
  - Monitor Systems to ensure proper compliance
    - Brand Food Safety Checklists
    - Third party audits-2 to 4 times a year

Yum's Norovirus Plan

- Response-Development of a Body Fluid Cleanup Procedure
  - Proper chemicals and equipment
  - Proper Personal Protective Equipment (PPE)
  - Definitive steps to follow
    - Isolation of contaminated area
    - Discard open food and packaging if incident occurs in food prep area
    - Absorption of liquid contaminants
    - Cleanup using single use towels-not mops, brooms
    - Dispose of contaminated material in outside trash container
    - Emphasis on double handwashing afterwards
    - Monitor employee health after a body fluid event
  - Reviewed by outside experts

Recommendations to Industry

- Develop a Health Policy for your restaurant
  - Based upon Food Code requirements
    - Review Public Health Annex 3
  - Do not 'punish' employees for calling in sick
- Create illness response plans
  - Action Plans vs. Cleanup Procedures
  - General Guidance
  - Hepatitis A
  - Norovirus (vomiting and diarrheal events)
- Utilize existing resources
  - CDC, FDA and State and Local Health Department websites

Questions?

Thanks!

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