

Ashley Portal
November 23, 2009

Crisis Response Strategy

The Situation

- Of over 150 people in attendance, four adults suffered a severe allergic reaction at a fundraising party for the Mayor of Providence catered by Herbivore on November 22, 2009.
- The party took place at the Westin Hotel in Providence, RI.
- The reactions were described as a bright red rash and difficulty breathing.
- After four hours of examination, it was concluded that all four of the adults had allergic reactions to the organic tortilla chips served by Herbivore at the party.
- There were two levels of severity to the allergic reactions from sensitivity to a special organic grain in the corn. Two were quickly treated and sent home, while the other two remained overnight and were released the following morning.
- The media on site began questioning Herbivore immediately after the incident at 7:30 PM on November 22, 2009.

Planning & Event

- The crisis management team for this situation will be made up of Herbivore employees, John Smith and Jane Jones.
- Matt Ball will issue a media statement on the evening of the incident to address what has happened and any progress and updates of the incident.
- Matt Ball will be interviewed by the media on November 23, 2009, to notify the public of what has happened, how the incident is being addressed and to clear up any other questions or concerns.
- Herbivore will send out a news release to notify the public of what has happened and the changes that will be taking place to recover from the mishap.
- Herbivore will send out a letter to all current customers notifying them of the situation and reassuring them that all necessary and adequate changes are going into effect for recovery.

Recovery

- All emergency room costs to treat the adults who suffered from the reaction will be covered by Herbivore.
- For all future events, Herbivore will be sure to determine if any persons in attendance have any severe allergies.
- Herbivore will focus on making adjustments to inform guests of the ingredients used in our products in precaution of allergies.

Matt Ball's Media Statement

Good evening, I am Matt Ball, founder and owner of Herbivore. Herbivore suffered a scare this evening when four adults were rushed to the emergency room during a fundraising party catered by Herbivore for the Mayor of Providence at the Westin Hotel in Providence, RI. Of over 150 people in attendance, four adults suffered allergic reactions consisting of a bright red rash and difficulty breathing. Two of the adults have been released, and two will be remaining overnight. The exact cause or causes of the allergic reactions are currently being investigated.

Herbivore is taking all necessary measures to make sure we know the cause of the allergic reactions and to prevent any similar reoccurrences. We are looking into all of the organic ingredients used in the food served at the party in addition to any allergies the adults have. Thankfully, all the adults have made full and speedy recoveries. For all future events, Herbivore will be sure to determine if any persons in attendance have any allergies and focus on making adjustments to inform guests of the ingredients used in our products in an extra precaution of allergies. Herbivore has covered all hospital costs and provided compensation to affected adults for the incident.

Herbivore sincerely apologizes for this misfortune. On behalf of the corporation, I would like to wish the adults a quick and safe recovery. If you have any further questions, please contact either John Smith or Jane Jones of our crisis management team. Thank you for your time.

Herbivore Letter to Current Customers

Herbivore

Providence, RI
(401)555-9999
mball@herbivore.com

Dear Herbivore Loyal Customers:

I want to personally inform you of the recent mishap that occurred within the Herbivore corporation and the steps we are taking to recover from this incident. On November 22, 2009, four adults were rushed to the hospital from a fundraising party catered by Herbivore. The fundraising party was held for the Mayor of Providence on Saturday evening at the Westin Hotel in Providence, RI.

The adults' reactions consisted of a bright red rash and difficulty breathing. After four hours of careful examination, it was determined that the adults suffered different levels of allergic reactions to a special organic corn ingredient used in the tortilla chips served at the party. Two of the adults were sent home on the evening of the incident and two remained overnight but were released the following morning. Thankfully, the adults have made a quick and full recovery. Herbivore has covered all hospital expenses and provided compensation to affected adults for the incident.

Herbivore realizes the severity of this issue and promises to prevent any similar reoccurrences. As an assurance, at all future events Herbivore caters, we will be sure to determine any allergies of persons prior to the event. In addition, Herbivore will make adjustments to inform guests of the ingredients used in the products we serve in an extra precaution of allergies.

This incident is indeed unfortunate, but as a result we are working to improve our corporation to meet the expectations and concerns of our faithful customers. Herbivore would like to re-assure you that we are doing everything to make certain any similar incidents will never happen again. As loyal customers, our first priority is to meet your standards.

If you have any further questions or concerns about this incident, please contact John Smith or Jane Jones of our crisis management team.

We hope that Herbivore will continue to be your first choice in serving you organic vegan products. Thank you for your loyalty and understanding.

Sincerely,

Matt Ball
Herbivore Founder and Owner

Crisis News Release

FOR IMMEDIATE RELEASE

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HERBIVORE RECOVERS FROM CRISIS FOUR ADULTS SUFFER ALLERGIC REACTION AT EVENT CATERED BY HERBIVORE

Providence, RI – November 23, 2009 – Herbivore is taking steps to have quick recovery from an allergy crisis that occurred Saturday evening at a fundraising event catered by Herbivore at the Westin Hotel in Providence, RI.

Four adults broke out in a bright red rash and had difficulty breathing at around 7:00 PM on Saturday evening. The adults were immediately rushed to the emergency room. Two adults were sent home that evening, and two remained overnight but were sent home the following morning. All of the adults have made a full recovery.

After four hours of examination, it was determined that the adults suffered different levels of allergic reactions to a special organic corn ingredient used in the tortilla chips served at the party. Herbivore has covered all hospital expenses and provided compensation to affected adults for the incident.

“It was a frightening experience, especially when the adults were having difficulty breathing,” said Matt Ball, owner and founder of Herbivore. “We are thankful that the adults have made a full and speedy recovery.”

In response to the crisis, Herbivore is taking precautions to prevent any similar reoccurrences. At all future events Herbivore caters, they will be sure to determine any allergies of persons prior to the event. In addition, Herbivore will make adjustments to inform guests of the ingredients used in the products they serve in an extra precaution of allergies.

For any questions or concerns on the crisis, please contact John Smith or Jane Jones on the crisis management team at (401)-999-1234.

Founded in 2009, Herbivore is a vegan restaurant that serves organically grown produce and other vegan foods and offers vegan-friendly clothing and cosmetic lines. The restaurant continues to explore ecologically-friendly ways of running its restaurant, using recycled products and solar energy in the restaurant. Herbivore is located in Providence, R.I.; Phone (401) 555-5555; Web: www.herbivore.com

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