

red24 Launches New Questionnaire Tool to Improve Food Retail Safety Standards

Submitted by: red24assist

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Crisis management company red24 (<http://www.red24.com/>) is sharing their years of experience with the launch of a new food safety software tool as part of their red24assist (<http://www.red24assist.com/>) product offering.

The initiative, called the red24assist Gap Analysis Tool (<http://www.red24assist.com/gap-analysis-tool-gat>), is targeted at helping food retail companies be aware of their crisis management processes. The Gap Analysis Tool consists of 110 online multiple-choice questions that cover each area of the food production and distribution process.

The results of this quick and efficient test can be used by retailers to compare their own and their suppliers processes against industry standards and provide guidance on how they can improve.

The Head of Food Safety and Product Recall at red24, Eric Smith (<http://red24assist.com/meet-the-team>), said, "We see this as the perfect opportunity for food and drink retailers to significantly reduce the number of product recall incidents they face.

"We realise that it can be difficult for these companies to keep up to date with all the legislation and regulations that govern their industry.

"Experiencing a recall can be extremely stressful for all concerned, and the red24 assist Gap Analysis Tool gives the opportunity to evaluate procedures in place and mitigate the impact of a recall."

For many food retailers, product recall incidents can be costly and have a significant impact on their brand, as well as eating up time that could be better spent on other endeavours.

The tool has an introductory price of just £60 /\$100 per facility, making it an affordable, accessible resource for companies to use to help reduce the risk of potential losses as a result of a product recall crisis.

Once the form is completed, an immediate report is emailed to the company, which will identify the vulnerability of a company to a product recall incident.

A list of red24assist services, which aim to help a company reduce that vulnerability, is also included on the report. These services include independent evaluations of safety measures, independent testing of food involved in a product recall, and media training to assist companies to deal effectively with the public side of a recall crisis.

The service is now live, further information can be found as www.red24assist.com/gap-analysis-tool-gat.

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About red 24

red24 is a crisis management assistance company that provides a range of products and services to businesses, organisations and individuals around the world. Our crisis management expertise includes travel safety and security, kidnap for ransom and extortion, food safety and product recall, identity theft and fraud, and cybercrime. Our Crisis Response Centre provides clients with access to information, advice and assistance from analysts and crisis support specialists 24 hours a day, 365 days a year.

Our red24 assist division specialises in providing advice, support and response in the Product safety and recall sector with specific expertise in the food and drink industry. The red24 assist product includes services from pre-incident and post-incident support and advice to independent product testing. These services sit behind Contaminated Product Insurance and various other policies of several major global insurance underwriters and Lloyd's of London syndicates.

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