



UK / Crisis Management & Special Risks

Product Contamination

Product contamination and recalls in the food industry are making the headlines with ever greater frequency all over the world. With the rise in social media's influence on consumer behaviour, the complexity of the global supply chain, and evolving regulations, food companies have never been at greater risk. As the bar rises on global food safety standards, companies need to be prepared to protect themselves against the risk of reputation and financial damage. We offer a solution that combines pro-active crisis and risk management services with a comprehensive risk transfer product.

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Risk transfer – product contamination

Standard policy provides for accidental contamination, malicious contamination and extortion covering the following losses:

- Pre-recall expenses and recall expenses
- Third party recall expenses
- Loss of gross profits
- Rehabilitation expenses
- Increased cost of working
- Product extortion demand

Extensions include:

- Government recall
- Customer loss of gross profit
- Recall liability damages
- Adverse publicity
- Retailers' expenses
- Manuscript coverage and endorsement

Response AXA XL

Response AXA XL is a dedicated network of crisis consultants providing priority access to policyholders. The network is made up of core consultancies in key global territories and comprises, amongst others, specialists in areas such as food safety, public relations, security, legal and regulatory.

Pre-incident consulting

We dedicate a portion of the premium for consultants to work up front with our policyholders to provide bespoke services such as:

- Food safety and regulatory compliance
- Crisis management systems and simulations
- Recall and traceability plans
- Reputation and social media management
- Food security and defence programmes
- Supplier approval and risk management systems
- GFSI, GMP, HACCP and other food safety consulting
- Plant sanitation and environmental controls

Crisis response

In the event of an actual or potential incident policyholders have 24/7 priority access to Response AXA XL consultants through the policy emergency hotline.

No self-insured retention applies to crisis response, and we also cover initial costs even if coverage is initially unclear.

Client profile

Our client profiles range from some of the world's largest multinational companies through to medium and small enterprises, and these include:

- All categories of food and beverage companies
- Restaurants (specific coverage available)
- Nutraceuticals and food supplements

Coverage also available for the following sectors:

- Cosmetics
- Toiletries and household products
- Pharmaceuticals (specific coverage available)

Geographic focus

Worldwide

Capacity

Up to USD 75 million or currency equivalent offered on a primary or excess of loss basis

Minimum premium

USD 50,000 or currency equivalent

Minimum self-insured retention

USD 25,000 or currency equivalent

Quote information

- AXA XL application form
- Company food safety/product safety systems information
- Food safety/product safety audits
- Recall and crisis plans

We can also offer non-binding indicative terms upon receipt of an AXA XL indication form.

Why choose us?

- We are the No. 1 P&C commercial lines platform worldwide*
- We offer a leading claims service
- We can offer global cover supported by local knowledge and experience
- Our strength and capacity allows us to be flexible, tailoring cover to fit client needs

Contact

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* No. 1 declaration is based on 2021 revenues for AXA XL and AXA GI commercial business.

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