

Recalls made easier for beverages and brewers

GS1 is helping tackle the recall issues faced by the beverage and brewing sector across Australia.

The recent demand for premium beverages has resulted in record sales for packaged drinks.

Craft beers for one have received annual sales of \$370 million and growing at a rate of around 10% per year.

However, rapid growth can present new challenges, including navigating increased regulatory requirements and responsibilities.

The beverage industry is classified as a food manufacturer and all food manufacturers have a responsibility to produce and supply food that is safe and suitable.

When supplying to major retail chains, manufacturers are required to have a food safety program and product recall plan in place.

The call for strict regulations

Food Standards Australia New Zealand (FSANZ), the statutory

authority in the Australian government health portfolio for product recall procedures, demonstrates foreign matter as one of the top three causes for product recalls.

Glass is the third most common type of foreign material, with bottle breakages the presence of glass chips during production being frequent causes.

Packaging faults and excessive pressure build up in cans have also been recorded in a recent spate of recalls.

If you need to recall a product, don't panic

In the case of a recall or withdrawal, brand owners are required to notify regulators and customers that have received the recalled product as soon as possible.

The FSANZ website

recommends, 'Notifications should be followed up in writing by email, fax or through rapid electronic systems such as GS1 Recall.

You should confirm that your customers have received your notification and keep a record of this communication to satisfy the post-recall reporting requirements'.

GS1 Recall, is a digital platform available through GS1 Australia. A simple, yet powerful service available for the automatic communication of product recall notifications throughout the whole supply chain.

"We developed the Recall platform with input from our industry partners and regulatory bodies to ensure industry can communicate more effectively, using a consistent format, to fulfil their duty of care of providing safe products," said Andrew



GS1's work with the brewing sector is helping overcome challenges presented by glass recalls.

Recall Platform provides a string of benefits for the food and beverage sector.



Brown, business development manager at GS1 Australia

"During the process we learned that swift and effective communication is of utmost importance when it comes to minimising the impact and cost of a product recall for everyone."

"A major benefit for using a digital communication tool is that regulators and trading partners are notified in real-time at the click of a button. Capturing evidence of communications and providing an audit trail of when actions and communications took place, delivering updates instantly to mobile devices."

GS1 Recall has been in use by major Australian retailers and suppliers for 10 years. A cost-effective way to prepare organisations in the event of a product recall, helping to protect products and brand reputation. **F**

