Can companies in the hospitality industry handle the onslaught of the media, Health Department, customers, employees & even attorneys creating controversy?

SRM has over 30 years of experience handling thousands of food borne contamination / incidents both actual and alleged since 1992.

Hiring a specialist(s) in specific areas does not translate into a total crisis management team. A food borne illness event requires a closely integrated team with specific expertise in the areas of:

- **Food Law**
- **Public Health Law**
- **Communicable Disease/Pathology**
- **Media**
- **Marketing Response**
- **Customer Response**
- **Business Recovery**

SRM has worked with more than 55% of publicly traded restaurant corporations over the years.

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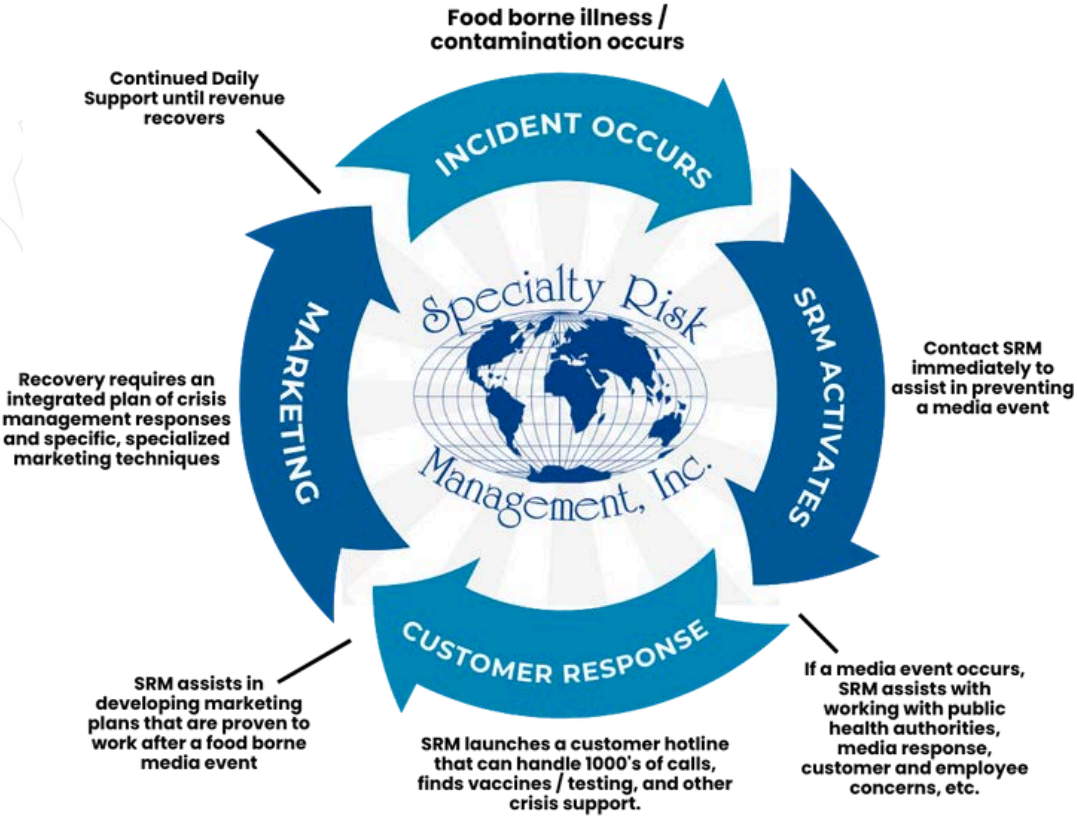
Who is Specialty Risk Management, Inc.® (SRM®)?

- 24/7 immediate crisis management response with certified experts (Master of Science/Food Safety, ARM's, CRM's, Pathology, Media, Communication/Marketing Specialist, Regulatory/Food Law, Restaurant Directors, and more.)
- Expertise with specific pathology of diseases: how they affect customers, incubation periods, symptoms, and testing/vaccinations, etc.
- Extensive Knowledge of the Health Authority processes: Food law, HIPAA, Public Health authorities including local and state Health Departments, CDC, FDA, USDA, etc. and their response systems
- SRM has the experience to translate contamination technical concepts of a food borne event into actionable restaurant crisis management response plans
- As leaders in the industry, SRM helps their clients anticipate, prepare, and respond to an evolving food borne illness and associated media event
- Our experienced staff and state of the art database systems have handled client's customer hotlines in excess of 30,000 calls
- Clients who follow SRM's proven model experience revenue recovery within 90-120 days. We set the standard, and competitors followed our lead. SRM remains the first, best, and most experienced in the industry.
- SRM has a proactive approach that yields better outcomes:
  - Media response
  - Health Department response and interaction
  - Customer response / interaction
  - Vaccinations & Testing
  - Staff retention
  - Rapid business marketing recovery
- SRM has handled a broad variety of food borne illness / contamination events across the U.S. and internationally. Highly effective Business Interruption responses aimed at also improving outcomes in related areas of:
  - Reputational Harm
  - Sarbanes Oxley
  - Directors & Officers Issues
  - EPL Issues
  - Workplace Violence Issues
  - Other Liability Exposures



The longer a restaurant remains in the public eye, the longer the business interruption event continues.

No News is Good News

SRM® has a 95% Success Rate over the history of the Company in controlling food borne illness / contamination events ***BEFORE*** they become media events. If you ***never hear*** about our clients, we've done our job.

For the 5% who experience a media event, SRM's proven model is essential**.** We work with clients to immediately address events and assist in rebuilding revenues when there is a food borne illness or contamination incident.

Non-Traditional Marketing Techniques. Traditional marketing techniques are not effective during negative contamination media events. SRM's statistics show food borne illness media events need a non-traditional local marketing plan when:

- Your loyal customers have doubts about returning
- There is no interest from new customer
- Revenues drop (can be up to 90%)

Re-Earning the Trust of your Customers. Unique marketing techniques and SRM's crisis management team expertise are both essential to "pull" restaurant customers back into the restaurant/store. SRM has years of experience and a combination of marketing techniques that have a proven success record to help restore trade names!

The first 48 hours are crucial. You need an integrated team of risk managers ready to act immediately. There's no time to wait to be assigned to multiple specialists or to sign contracts.

SRM's comprehensive team can integrate immediately with the clients key personnel

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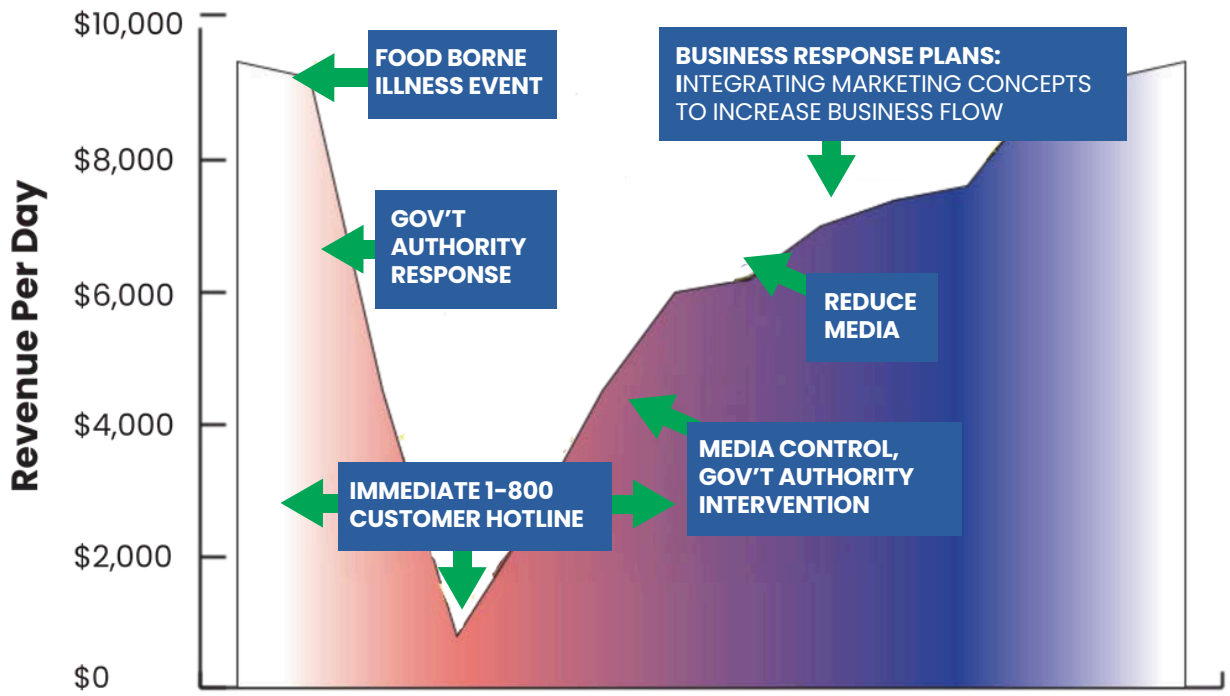
SRM can Guide Companies to Financial Recovery

Food Borne Contamination Events Impact Revenue Over Time



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