

Why consider Contaminated Products insurance

A fruit juice manufacturer discovered a potentially deadly outbreak of salmonella at one its manufacturing plants and around 500 cases of Salmonella poisoning had been reported to authorities after people had consumed the juice, invoking a major crisis response.

The medium-sized manufacturer, with a turnover of approximately US\$9 million, was concerned about the effect on customers, as well as its business. It worked closely with the health authorities to recall its products from supermarkets and smaller retail outlets, and was prevented from trading for six weeks until the source of the outbreak could be found. Of course, this had a negative impact on its brand, which lost market share immediately and for some time following the incident.

Eventually the Salmonella was traced back through the supply chain to the supplier of the fruit. Nonetheless, the impact was felt primarily by the juice company, which suffered considerable losses, as follows:

	USD
Recall costs and Consultants/ Advisers Costs:	\$412,000
Advertising Expenses:	\$36,600
Loss of profits (first 12 months)	\$557,200
Total	\$1,005,800

This manufacturer did not have insurance for the incident. Fortunately, insurance protection is available. Liberty Specialty Markets (Liberty) offers a Contaminated Products insurance policy designed to protect companies from these types of exposures.

Outstanding service, unparalleled expertise

The Liberty Crisis Management team are industry leaders, providing unparalleled underwriting experience and tailored solutions for brokers and clients.

We work with specialist crisis response consultants to protect your clients before, during and after a crisis, while our locally based, integrated claims team ensures clients receive the highest level of service and support, when it's needed most.

Specialist crisis response consultants from around the world

Utilising specialist crisis response consultants, Liberty helps companies respond swiftly and effectively to a product contamination incident, as well as planning for and managing the risks of a potential incident.

Whether the contamination is accidental or due to tampering or extortion, Liberty and its specialist crisis response consultants work together to protect a company's customers, employees and reputation.

Coverage

Liberty Contaminated Products insurance provides protection against:

- ▶ Accidental Contamination
- ▶ Malicious Product Tampering
- ▶ Product Extortion
- ▶ Adverse Publicity

Covered losses include:

- ▶ Business Interruption
- ▶ Replacement Costs
- ▶ Recall Costs
- ▶ Third Party Recall Costs
- ▶ Consultants & Advisor Costs
- ▶ Rehabilitation Expenses

Liberty's target market

Clients of all sizes involved in growing, manufacturing, importing, exporting, wholesaling, distributing and retailers of food, beverage, cosmetics and pharmaceutical products.

Global reach. Financial strength. Local authority.

Distinct, complex and constantly evolving – every business is as unique as their insurance needs. To confidently progress in the face of risk and uncertainty requires a level of security you can only achieve through working with specialists.

Liberty Specialty Markets offers a breadth of world-class insurance and reinsurance services to brokers and insured clients. We bring value and solutions to more than 20,000 of Asia Pacific's most significant business and government organisations – helping protect what they earn, build and own.

We're part of the global Liberty Mutual Group, a Fortune 100 company that's been in business since 1912 with a Standard and Poor's 'A' (strong) rating.

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