

# Brand Protection

## 4 Steps to Protect Your Supply Chain

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Director, Food Safety and Sanitation  
National Everclean Services



May 2006

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## Everclean Services

**Established:** 1998  
**Mantra:** Educate, don't regulate  
**Market:** Multi-unit national restaurants  
**Auditors:** RS, REHS (>100 representatives)  
**Audits:** >25,000 a year

### Core Competencies:

1. Restaurant Food Safety Audits & Training
2. Crisis Management
3. Foodborne Illness Investigation
4. Supply Chain Management

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## Our Credentials...

We provide food safety assistance to public and privately held restaurant organizations.



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# What is Supply Chain Management?

## Distribution

- Logistics
- Price verification & compliance auditing

## Food & Beverage Category Management

- Spend management
  - Protein
  - Drinks
- Commodity markets
  - Grocery, Refrigerated, Frozen
- Contract negotiations
  - Produce
- Supplier relations

## Non-Food Category Management

- Kitchen Supplies
  - Paper, Disposables, Packaging
- Uniforms and Linen
  - Cleaning chemicals & Supplies
- Glass, China, Silver, Tabletop

## Quality Assurance

- Food Safety
- Food Quality

## Analysis and Strategic Planning

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# Supply Chain Management - traditional



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# Supply Chain Management – evolved

Develop Product	Supplier Research	Term & Price	Order	Supplier Performance Measured	Web Communication
New Menu Item	Specification Development	Supplier Approval	Logistics	Item Performance Measured	



Manufacturer



Supplier



Distribution Center & Transporter



Restaurant

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Supply Chain Process

- Risk Assessment
- Specification & Standards
- Product Quality Failure
- Supplier Development

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**Risk Assessment**

**Specification & Standards**

**Product Quality Failure**

**Supplier Development**

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Risk Assessment

Specification & Standards

Product Quality Failure

Supplier Development

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# Product Quality Failure (PQF)



## PQF Program:

- Nonconforming product at restaurants
- Supplier withdrawals
- FDA recalls
- Communication to stakeholders
- Credits & financial recovery

## PQF includes:

- Communication and process flow;
- Feedback form;
- 24 hour Help-line;
- Sampling kit.

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# Supplier Development



- **Set Expectations**
- **Categorize Supplier**  
Approve Supplier (Basic Detail)  
Certify Supplier (Capability & Performance Measures)
- **Recognize Supplier**
- **Monitor Expectations**

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# Bringing it together



## STEP 5



- ❑ **Information Technology**
- Secured website with transparency or discretion as needed
  - 24 hour access from any web-enabled computer
  - Contains Supplier Scorecard, Specifications & Standards, Product Quality Failures

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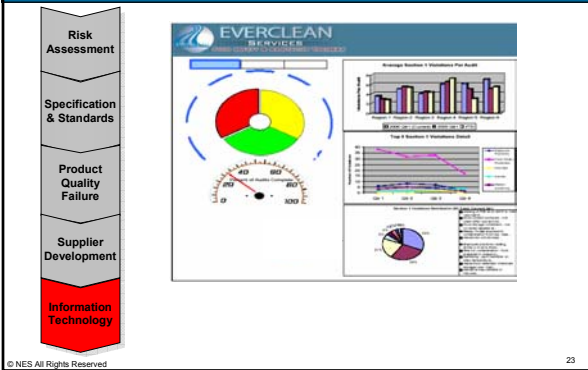
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## Dashboard Reporting




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## More than an Auditing Firm

- ✓ Crisis Management
- ✓ Risk Management
- ✓ Technical Advisories
- ✓ Consultative Service
- ✓ Foodborne Illness Complaint
- ✓ Food Code Updates
- ✓ HACCP Plans
- ✓ Supply Chain Management




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## Contact Information

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