



Welcome to this
session:

Open Session:
*Learning from
Coca-Cola's
Recent Recall*

The session will start shortly...

Any Questions?
Drop them in the questions section.





welcome

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

A group of diverse people, including men and women of various ethnicities, are shown from the chest up, giving thumbs up. They are all smiling and looking towards the camera. The image is in a dark, teal-toned style. The thumbs are arranged in a row, creating a sense of unity and approval.

HOUSEKEEPING

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.



Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: www.hyperiondev.com/support
- Report a safeguarding incident: www.hyperiondev.com/safeguardreporting
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).
- [GitHub Link to access L&M Presentation Slides](#).



PLEASE
NOTE...



LEARNING OBJECTIVE

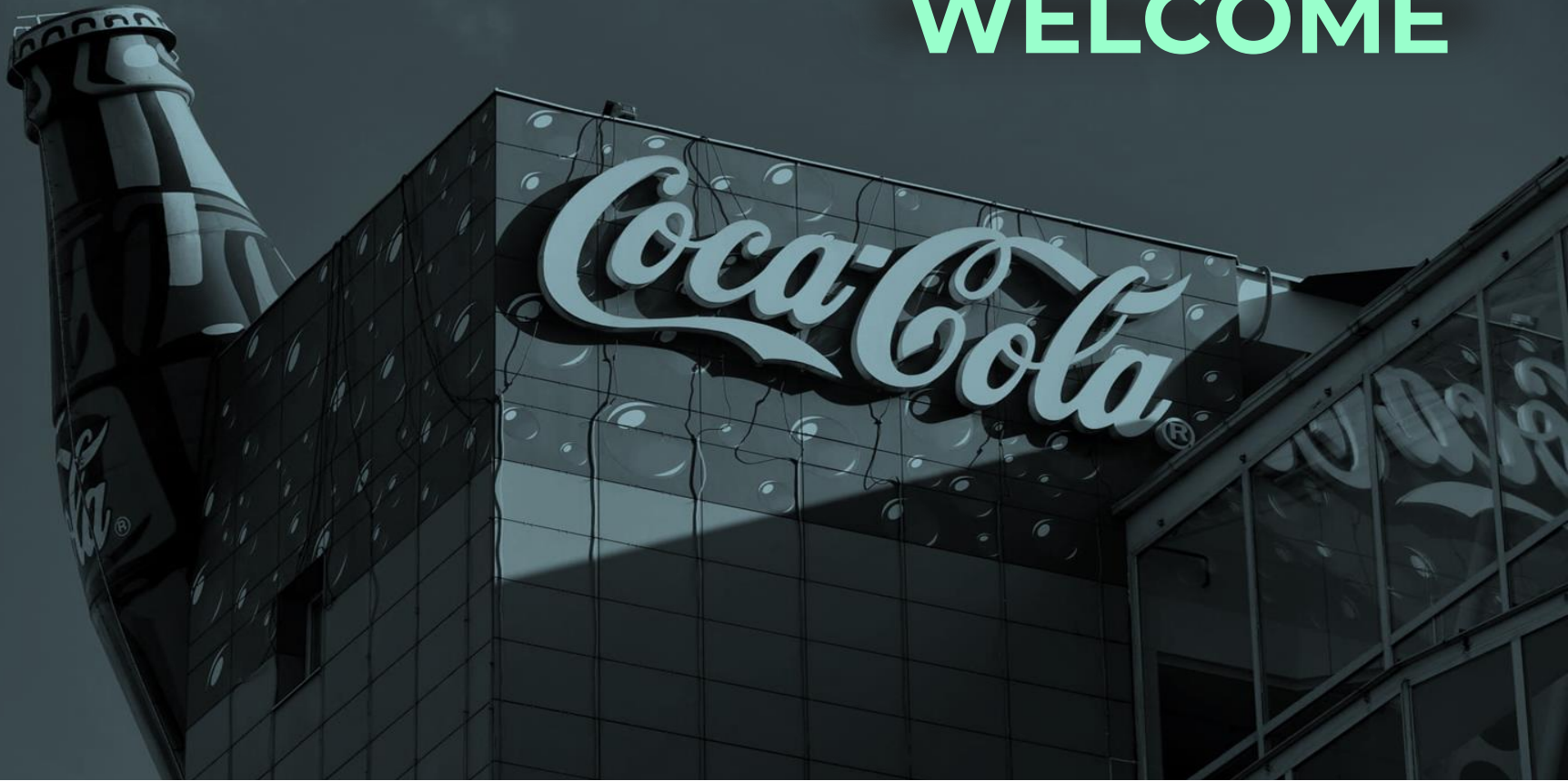
Learning Objective



Understand the critical role of product safety, quality control, analytics, and customer feedback in **crisis management**.



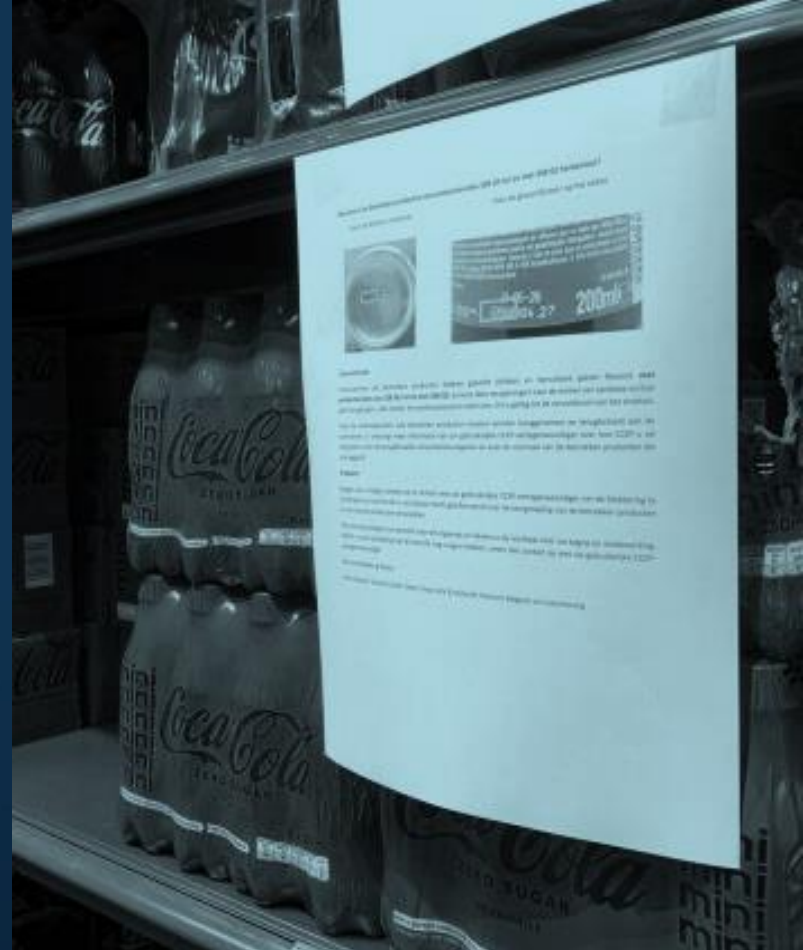
WELCOME



WELCOME

Recently, Coca-Cola had to recall several of its popular drinks **across Europe due to safety concerns.**

During routine testing at their production facility in Ghent, Belgium, they discovered higher-than-normal levels of **chlorate; a chemical byproduct from water treatment processes**; in some batches of beverages like Coca-Cola, Fanta, Sprite, Minute Maid, and Fuze Tea.



WELCOME

Chlorate **can interfere with iodine uptake**, potentially leading to thyroid issues, especially in children. The recall **primarily affected Belgium, Luxembourg, and the Netherlands**, with specific production codes 328 GE to 338 GE. While some products were also shipped to France, Germany, and the UK, no recalls were issued in those countries.

Coca-Cola has advised consumers not to drink the affected products and to **return them for a refund**. They've emphasized that **consumer safety is their top priority** and are working closely with health authorities to address the issue.

Time To Reflect



1. Imagine you're in charge of quality control at a major company like Coca-Cola. You just discovered a safety issue that could impact thousands of consumers.
What do you do?



DELIVERY

DELIVERY

How does a product go from concept to market?

- Companies start with research and development, conducting **feasibility studies, consumer demand assessments, and prototype testing**.
 - Once a concept is finalised, production processes are established, ensuring **compliance with food safety standards and government regulations**.
- After **successful trials**, full-scale production begins, followed by distribution to retailers and consumers.

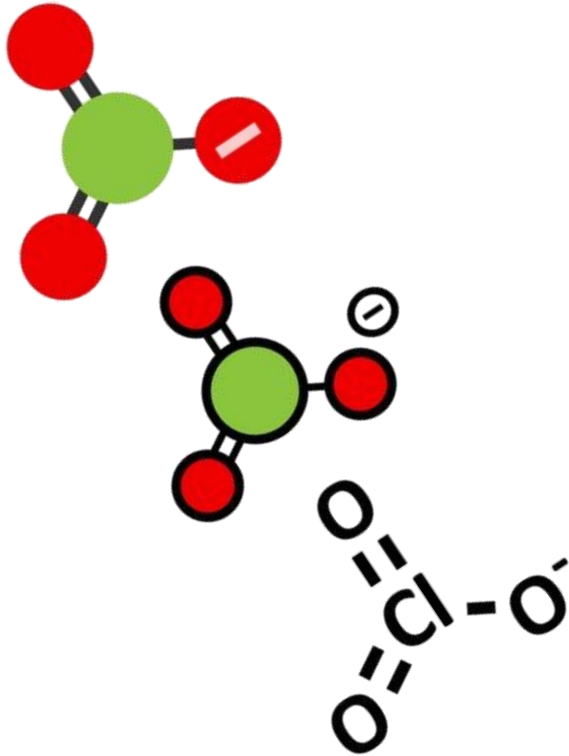
DELIVERY

What quality control measures should be in place to ensure product safety?

- Strict **supplier vetting** and **ingredient sourcing**.
- Regular **microbial and chemical testing** at different production stages.
- Compliance with **international food safety certifications** (e.g., HACCP, ISO 22000).



DELIVERY



Water treatment processes and how chlorate contamination occurred.

- Chlorate is a **byproduct of disinfectants** used in water treatment.
- If **water treatment processes are not carefully controlled**, excess chlorate can remain in the final product.

DELIVERY

What steps can be taken to avoid such issues?

- Stricter **water quality monitoring and testing** before use in production.
- **Improved supplier checks** and more frequent testing of ingredients.
- Investment in **advanced filtration and purification systems** to eliminate contaminants before they reach production.



RULE OF LAW

Compliance with HACCP and ISO 22000 is linked to the broader principle of **following established legal standards to protect consumers.**





ANALYTICS & EXPERIMENTS

ANALYTICS & EXPERIMENTS

How do companies identify problems before products hit the shelves?

- Routine quality checks, batch testing, and **compliance audits**.
- Implementing **hazard analysis and critical control points (HACCP)** for early detection.



ANALYTICS & EXPERIMENTS



What kind of routine testing should be done?

- **Chemical composition** analysis.
- **Microbial contamination** testing.
- **Shelf-life** and stability testing.

ANALYTICS & EXPERIMENTS

Coca-Cola discovered the issue through routine testing, but could it have been prevented earlier?

- If **real-time monitoring** had been in place, chlorate levels could have been flagged before products left the facility.



ANALYTICS & EXPERIMENTS

Introduction to predictive analytics and real-time monitoring in product safety.



- Predictive analytics helps companies **analyse past trends to foresee potential issues.**
- Real-time monitoring uses **automated sensors and AI-driven analysis** to detect irregularities instantly.

ANALYTICS & EXPERIMENTS

How can companies use AI and data analytics to prevent recalls?

- **Implementing IoT sensors** to track water quality in real-time.
 - Using **machine learning models** to predict contamination risks based on historical data.
- Automating **recall response strategies to minimise consumer impact.**

RESPECT

Preventative quality
control measures
show companies'
**respect for public
health and trust.**



A black and white photograph of a business meeting. Three people are gathered around a table. One person is pointing at a tablet displaying a bar chart. Another person is holding a pen over a notebook. The table is covered with various documents, including one titled 'FINANCIAL' and another titled 'STRATEGIC GOALS'. A laptop is visible on the left side of the table.

CUSTOMER FEEDBACK

CUSTOMER FEEDBACK

What happens when a company issues a recall?

- The company must **notify relevant health authorities and affected retailers.**
 - **Public recall notices** should be issued through multiple channels (*social media, company website, press releases*).
 - Affected customers should be informed about **refunds or product replacements.**

CUSTOMER FEEDBACK

Coca-Cola's recall process and communication with customers.

- Coca-Cola advised consumers **not to drink** affected products and **return them for a refund**.
- They **worked closely with health authorities** to address concerns and prevent further risks.



CUSTOMER FEEDBACK

Best practices in handling customer concerns.



- **Timely and transparent** communication.
- **Clear instructions** on returning or disposing of affected products.
- Providing a **dedicated customer service channel** for inquiries.

CUSTOMER FEEDBACK

What should companies do to rebuild trust?

- **Transparency in communication:** Be upfront about what went wrong and what is being done to fix it.
- **Offering refunds or alternatives:** Ensure customers feel valued and compensated for any inconvenience.
 - **Ensuring ongoing safety improvements:** Share updated safety measures to reassure customers that the issue will not reoccur.

DEMOCRACY

Consumer rights;
customers have a say
through feedback,
recalls, and regulatory
processes.



CONCLUSION

A dark, moody image featuring a film strip running horizontally across the center. The words "THE" and "END" are printed in large, bold, black capital letters on two adjacent frames of the film strip. In the background, a large, metallic film reel is visible, partially obscured by the film strip. The overall aesthetic is cinematic and vintage.

THE END

CONCLUSION

Key Points

- Quality control **must be proactive**, not reactive.
- **Data analytics** can prevent issues before they become major crises.
- **Clear and honest communication** is crucial in a product recall.



CONCLUSION



Identify one process in your current *(or future)* workplace **where safety or quality control could be improved.**

“What changes would you suggest?”

RESOURCES

A black and white photograph of a stack of books. In the foreground, an open book lies flat, and a pair of glasses rests on its right page. The background is filled with more stacks of books, creating a sense of a library or a large collection of resources.

RESOURCES

Articles

- ✓ [Coca-Cola issues safety recall of soft drinks in Europe over chemical chlorate concerns.](#)
- ✓ [Coca-Cola recalls drinks in UK due to chemical levels](#)
- ✓ [Coca-Cola recalls drinks over safety concerns with investigation launched by Food Standards Agency](#)

Thank you for attending



CoGrammar



Department
for Education