

The Rapid Recall

Recall Dates: 13 - 31 May 2022

A food brand mistakenly **failed to disclose allergens** in its packaging for one of its products. As a result, consumers needed to be **informed about this as a matter of urgency**. The food brand aimed to execute a product recall by informing consumers of this through a **unique SmartCode™** on its packaging.

Initiate communication

through a **unique SmartCode™** provided on packaging.

Build recall message

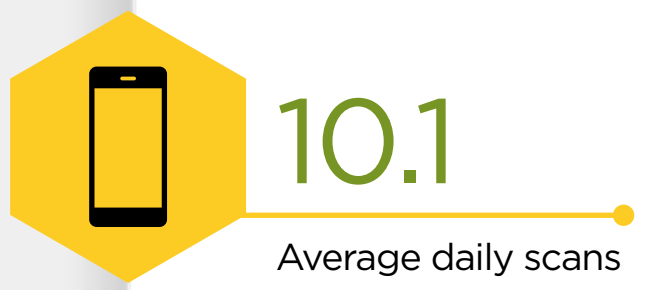
in minutes using the **SmartPack Content Management System (CMS)**.

Deliver message

within 3 hours of the recall being announced.

Inform consumer

of the undisclosed allergens and encourage them to return the product to their nearest retailer.



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