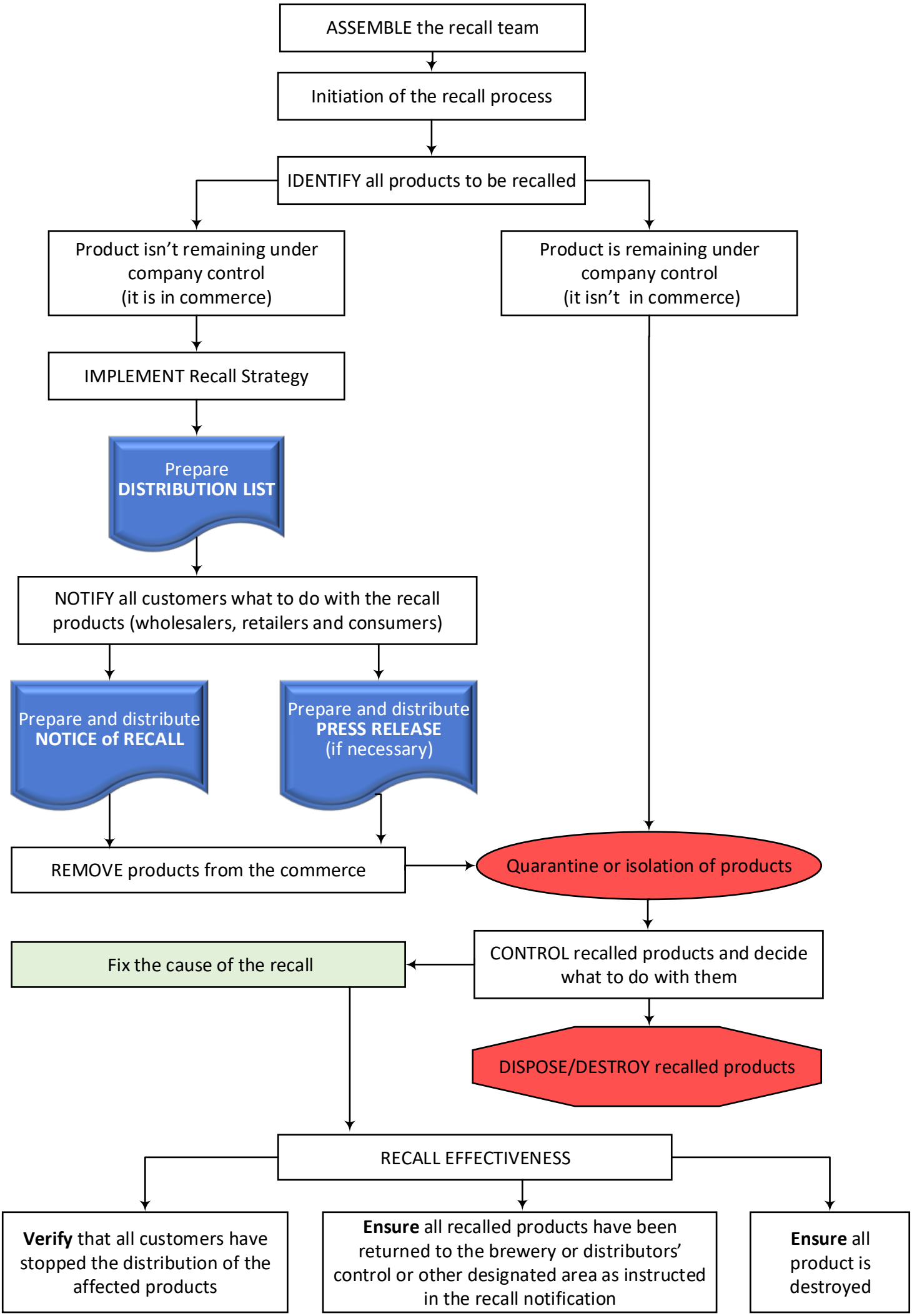
ASSEMBLE the recall team
Initiation of the recall process
IDENTIFY all products to be recalled
Product isn't remaining under company control (it is in commerce)
Product is remaining under company control (it isn't in commerce)
IMPLEMENT Recall Strategy
Prepare DISTRIBUTION LIST
NOTIFY all customers what to do with the recall products (wholesalers, retailers and consumers)
Prepare and distribute NOTICE of RECALL
Prepare and distribute PRESS RELEASE (if necessary)
REMOVE products from the commerce
Quarantine or isolation of products
Fix the cause of the recall
CONTROL recalled products and decide what to do with them
DISPOSE/DESTROY recalled products
RECALL EFFECTIVENESS
Verify that all customers have stopped the distribution of the affected products
Ensure all recalled products have been returned to the brewery or distributors' control or other designated area as instructed in the recall notification
Ensure all product is destroyed