

cCrisis Management Scenario – Ice Cream Scandal

All-natural ice cream manufacturer “Jen & Berry” have built a culinary goldmine based on the reputation of “Natural and Delicious” ice cream, using only the best of ingredients. They have cultivated this image through years of ad campaigns, and language direct on their packaging.

Recently, it has come to light that the company has had to recall numerous batches of ice cream due to the contamination of a toxic chemical. These chemicals were introduced into the ice cream through an accidental spill in their factory - the toxins were not food grade, and the accident has been traced to a cleaning product that wasn’t properly stored.

During the analysis of the tainted, recalled ice cream, it was discovered that the product being analyzed contained artificial colors and flavors that were not acknowledged on the labels. This lack of acknowledgement, in direct opposition to the base brand, is the root of the scandal.

No consumers have complained about the taste of the ice cream, but outraged consumers feel betrayed by what they believe to be the infusion of heartless, profit-motivated practices of a company that has built its reputation on organic goodness and supporting progressive causes.

You are the Communication Director for the company and are being asked to make a statement concerning the recent revelations.