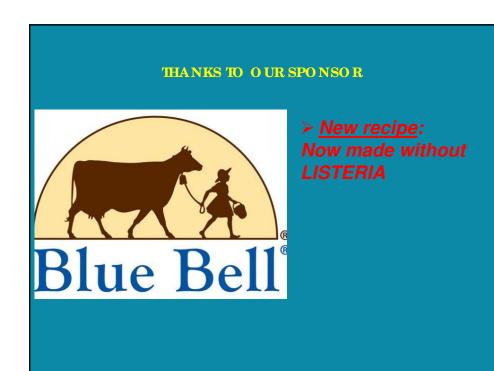






Jes Alexander, International Risk Management & Tamara Bruno, Pillsbury Winthrop Shaw Pittman LLP







## PRO DUC TREC ALL EXPENSES - FIRST PARTY

- > Replacement or repair of products;
- ➤ Notification and advertising costs relating to the recall;
- Costs to withdraw products from the stream of commerce, including storage costs and costs to destroy the products;
- Costs directing relating to the recall process, such as training employees to respond;

## HOW YOU WANTYOUR CUSTOMERS TO VIEW YOU







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First appeared as part of the conference materials for the 21<sup>st</sup> Annual Insurance Law Institute session "Total Recall: The Ins and Outs of Coverage for Product Recalls and Chipotle-Like Incidents"