

## **Sylvie Feldman**

### **Part I: Talking Points**

- Good morning, everyone and thank you for joining us today.
- As vice president of Public Relations for The Big Burger Company, I appreciate you taking the time to be here.
- The Big Burger Company (NASDAQ:BIGB), headquartered in Austin, Texas, is the nation's leading producer of beef, poultry and vegetarian burgers for commercial food service purveyors and grocers.
- We know this isn't an ideal situation and we're committed to regaining your trust through transparency and a focus on improved quality control.
- Our top priority is the safety of our customers and we're holding this briefing to provide you with transparent information about a voluntary product recall and discuss the steps we're taking to ensure the safety of our customers.
- We understand that product recalls can be concerning and we're committed to addressing your questions and providing clear details on the situation.
- Joining me today are John R. Flank, president and CEO of BIGB, Susan Wells, vice president of consumer safety of the USDA, Richard Rice, executive vice president of quality assurance of BIGB and John Mackey, CEO of Whole Foods, Inc. who will offer further insights.
- We will now open the floor for further questions. Please when you are called on, speak your name and media affiliation.

## **Part II: Q&A**

### **1. Can you detail the specific steps consumers should take if they believe they have purchased contaminated burgers? Is there a system in place for returning the product and receiving a refund?**

We understand your concern. If you believe you have purchased contaminated burgers, please do the following: check the date stamp and look for the expiration date of April 2024 on the patty package. Do not consume and discard any patties with the April 2024 date stamp. Return for a refund by bringing the receipt and patties (in original packaging if possible) to your nearest Big Burger location. We've established a dedicated hotline (1-800-BBB-BURGER) for questions and to assist with the return process.

### **2. How confident are you that the recall will effectively remove all contaminated products from the market? What measures are being taken to ensure these burgers are not accidentally sold?**

We are confident the recall, in collaboration with the USDA, will effectively remove contaminated products. We've alerted all our distributors and restaurants to immediately remove the affected patties from inventory and shelves. We are also implementing additional checks throughout the supply chain to prevent accidental sales.

### **3. What is the timeline for investigating the source of the contamination and implementing new safety protocols to prevent similar incidents in the future?**

The investigation is a top priority. We expect initial findings within a week. We will be completely transparent about the timeline for implementing new safety protocols. These will be based on the investigation's outcome and may include stricter ingredient testing, supplier audits, and enhanced employee training.

### **4. What specific strategies are you considering to rebuild public trust and confidence in the safety and quality of your products?**

We recognize the importance of rebuilding trust. We are committed to transparency and we will provide regular updates on the investigation and the new safety measures being implemented. We will take full accountability and responsibility for this incident and learn from it. We are reviewing our entire quality control process to ensure such incidents never happen again. We are committed to regaining your trust by prioritizing customer safety and satisfaction.

### **5. How are you going to ensure that those who are hospitalized are safe and healthy?**

We are deeply sorry for any health concerns this may have caused. We are not aware of any hospitalizations related to this issue. However, if you believe you have become ill after consuming potentially contaminated burgers, please seek immediate medical attention. We recommend keeping the receipt and packaging for documentation purposes. We appreciate your

patience and understanding as we navigate this situation. We are dedicated to regaining your trust and ensuring the safety and quality of our products.

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