GRUPO BIMBO

Response to MSCI's Controversy Regarding St. Pierre Recall in 2023

In 2023 St. Pierre Groupe (SPG) announced the recall of 3 batches of St. Pierre 6 Pains Au Chocolat due to possible quality non-conformance from mold contamination.

The SPG team followed its SPG crisis management procedure mobilizing SPG Quality and Control, Sales, Marketing, Supply Chain and Public Relations teams, which include:

- Full trace requesting a full root cause analysis from the co-packer, before production can resume
- Alert proactively the Food Standard Agency and created a Media Statement published in their web page
- Contact all customers who received stock with a POS
- Monitor complaints/media and capture customer returns