

## **Coles Recalls Chocolate Easter Eggs after Boy Suffers Severe Reaction**

by shopper via stan - Coles Complaints *Friday, Apr 18 2014, 10:19am*

international / prose / post

It seems that the blind pursuit of profit has brought Coles undone yet again; however, the latest episode is no joking matter as lives could be in jeopardy.



***Coles' MD, Ian McLeod***

The recall involves a labelling omission; the alarm was sounded after a young lad suffered a severe allergic reaction after consuming a chocolate Easter egg that contained tree nuts which were not flagged with the appropriate allergic advice labelling.

These failures in Coles quality control (QC) protocols could be lethal to some customers and a much higher standard of QC is expected from the upper management of Wesfarmers Coles, especially Coles' bonus-chasing managing director, Ian McLeod, who appears to concern himself less with safety matters than he does with profits and personal bonuses.

The latest list of affected products can be found [here](#); however, concerned consumers should contact Coles or the NSW Food Authority for detailed advice.

Report from the Melbourne Age follows:

### **Coles issues urgent recall on Easter eggs after bad reaction**

by Jessica Wright

Coles has issued an urgent recall of some of its chocolate Easter eggs because they may cause an allergic reaction in some people.

The recall applies to Coles brand Hollow Milk Chocolate Easter Eggs, sold in a 204 gram, 12-pack "egg" carton. The product is sold in Coles and Bi-Lo stores around the country.

The recall is understood to have been triggered by a medical emergency in which a young boy in New South Wales suffered a severe nut-related allergic reaction after eating one of the chocolate eggs.

People seeking further information should contact Coles Customer Care on 1800 061

562.

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Latest Email Update to Coles 'Customer Care:'

Dear Mr Waterreus,

As you should now appreciate you and your company's incompetence and inflexible top-down managerial structure has compromised your company yet again; I need not add that these events support my case against you and Coles.

The latest recall incident is typical of a company that suffers top-down induced paralysis of lower management. Who has failed to follow protocols this time, Mr Waterreus; notwithstanding that safety protocols relating to labelling may not have existed prior to the latest very dangerous incident?

In view of the valid complaints I have brought to your attention over the past two years and your clumsy if not outright imbecilic attempts to make excuses rather than remedy easily rectified problems, I am not surprised by this latest operational failure, but am shocked that it threatens the lives of some customers -- I also note that it is COLES branded products that have been recalled, no excuses whatsoever, Mr Waterreus!

Perhaps a little less time spent pursuing your MD's questionable retail practices and more time spent on quality control, customer safety and service would now be appropriate.

Your stubborn refusal to remove frost intolerant vegetables from gimmicky ice display trays, which dramatically reduces the storage life, overall quality and nutrient value of fresh vegetable stock, is now beyond comprehension. You are once again advised to show some initiative (you tragic mullet) and attend to these indefensible managerial failures.

Failure to act positively now, in view of the latest almost tragic incident, would be unforgiveable and may indicate a deliberate, conscious design to increase profits by defrauding Australian consumers -- you have been advised, Mr Waterreus.

I hope that ALL consumers affected by your company's negligence take full advantage of the law and seek maximum compensation, as legal litigation may succeed where gentle and firm persuasion have obviously failed.

Be advised that this email will be published in the public interest and I hope that the government regulator and private legal firms give you and your arrogant company/CEO no latitude whatsoever.

Yours sincerely,  
L Lindsay



Hollow Milk Chocolate. Peanut Free!

Code: 8812061P

<http://colescomplaints.zapto.org/news/story-51.html>

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Jungle Drum Prose/Poetry. <http://jungledrum.lingama.net/news/story-1098.html>