



# VITAL @ Hubbards



# About Hubbards

- Founded by Dick & Diana Hubbard 21 years ago and still owned by the Hubbards
- Medium to large size company
- 135 full time staff + occasional casual staff
- Manufacture a range of breakfast cereals, both Hubbard Brand and Contract Manufacture
- Located on one site in Mangere



# Why We Started to Use VITAL

- Mandatory compliance to the WQA standard.



# What We Thought of VITAL

- Great tool – launched too early
- Misconceived perception – how limits were set
- Extra work.



# How We Used/Use VITAL

- With fear and trepidation
- Initially for Woolworth branded products
- Time to create 1 label = 1.5 days x 2 people

## Problems using VITAL

- Getting PIF's from our suppliers

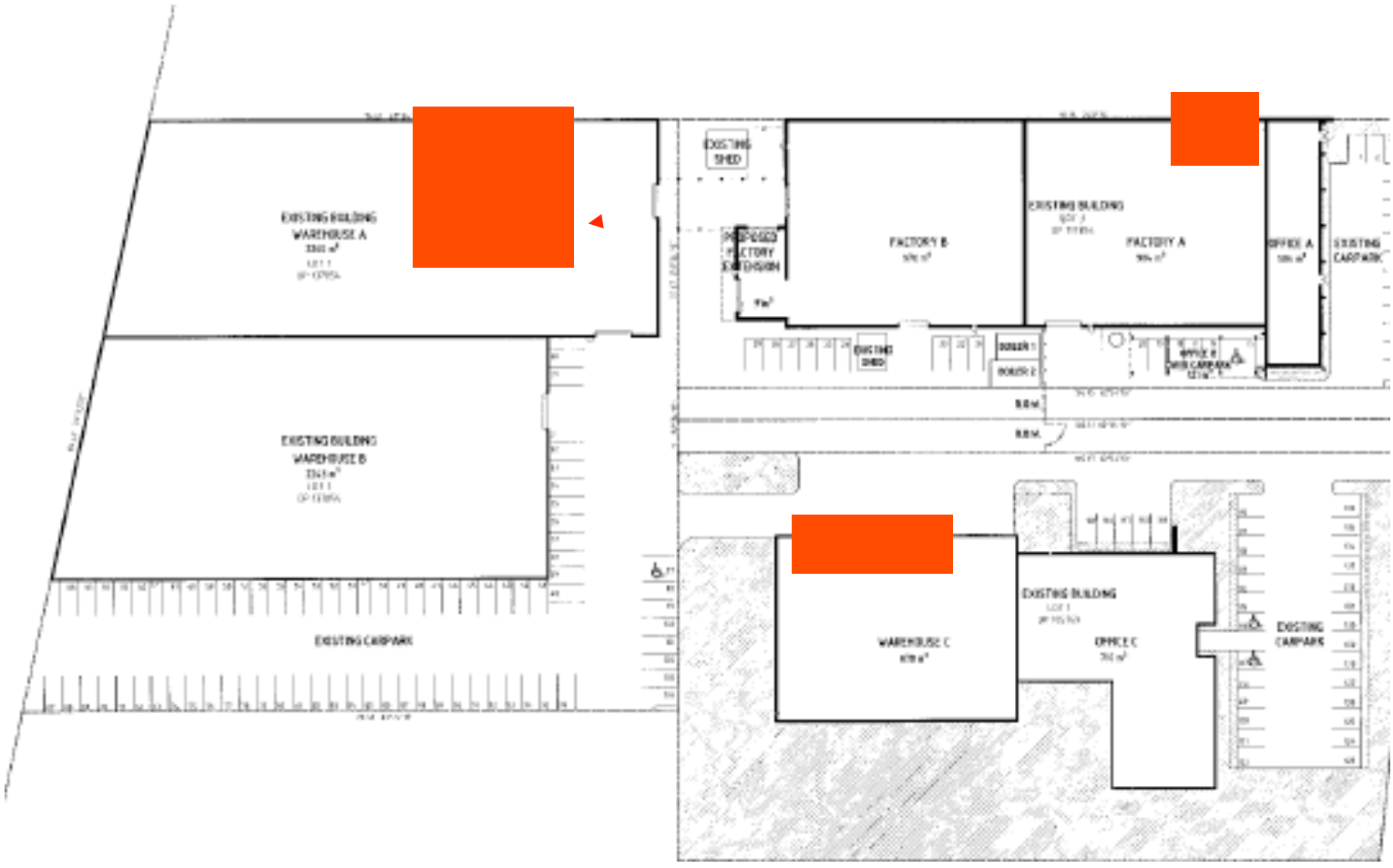


# Allergens Processed at Hubbards

- Gluten
- Dairy
- Soy
- Peanuts
- Tree Nuts
- Sulphites



# Where are the Allergens on Site





# What Vital did for Hubbards

- Gave us a much better understanding of our process
- Gave us much better knowledge to modernise the environment we work in



# What has Changed

- Labelling – defensive
- Scheduling
- Future focus
- Allergen inclusion in development work

# What will Change

- How labels are generated
- Allergen inclusion in CAPEX spend
- Allergen inclusion in building decisions



# What We Now Think of VITAL

- Then: A great tool – launched too early
- Now: A great tool (full stop)
- Then: Misconceived perception – how limits were set
- Now: Understand the limits are based on clinical data with greater confidence in the validity of limits
- Then: Extra work.
- Now: Once all the information was gathered there really is not that much work to it



# Will VITAL be Part of Hubbards Future

- Most definitely