



PRODUCT QUALITY AND RECALL MANAGEMENT





Quality Strategy

PERFECT DESIGN

Design products tailored to the manufacturing reality and process capacity. Zero errors in industrialization.

CORPORATE TECHNICAL UNIVERSITY

Provide the necessary knowledge and skills for the preparation, production, and preservation of food within the categories.

EXPERT TRAINING

Develop high-quality content related to specific areas of interest, such as sauces and preserves, confectionery, ice cream, and cookies.

Q-100 PROCESS PROGRAM

Ensuring quality attributes **from the source**, delivering quality to our operators, a new approach to the Quality area, and measuring attributes based on our process capabilities.

Q-100 LOGISTICS PROGRAM

A strategic approach that will enable the entire logistics chain to guarantee the attributes expected by our consumers, empowering every link in the chain as a quality manager.

GO TO MARKET PROGRAM

Quality controls and verifications to ensure compliance with the Value Propositions and Key Product Attributes.

SUPPLIERS PROGRAM

Implementation of the Global Markets model for **Supplier Development and Evaluation**.



Q-100 Program

Application of Technology to Improve Product Quality

We evolved from a verification model focused on outcomes to a quality assurance model from the source, supported by data, automation, and process performance analysis.

1

CAPTURE INFORMATION

Digitization of verifications and critical attributes at the point of generation.

2

CONTROL PROCESSES

Automated validation, traceability, and deviation management.

3

ANALYZE INFORMATION

Visualization of trends and performance through indicators.

4

IMPLEMENT IMPROVEMENTS

Timely alerts and data-driven decision-making.

Enabling Technologies



Power Apps



Power
Automate



Power BI

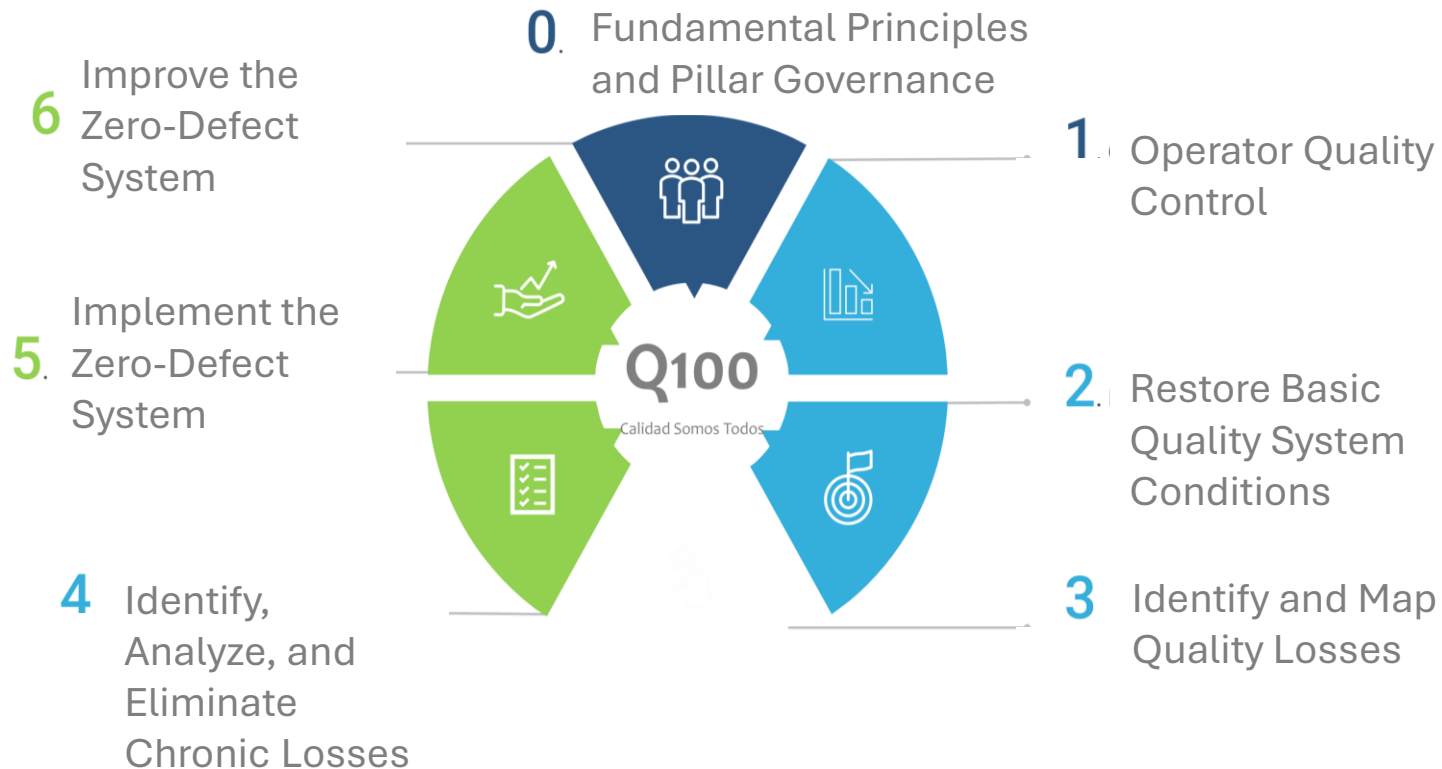




Q-100 Program

Application of Technology to Improve Product Quality

PROGRAM IMPLEMENTATION PHASES



RESULTS/ IMPACT



67%

Our Plants have implemented Q-100



25%

Overall progress in the implementation of the six steps

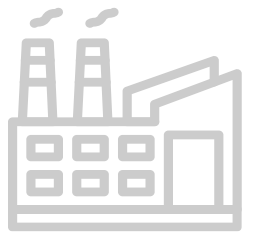


+600

Employees have been trained in the new tools



Independent External Verification of the Quality Management System



We have a structured program and execution of internal audit cycles to assess compliance with the different standards implemented at each plant. This process is managed through an internally developed SharePoint application called Audit Management.



Internal Auditors

 **84**

Each plant has qualified personnel who are duly certified as internal auditors for the different management system standards. They are responsible for verifying compliance with the requirements established under each applicable standard or regulation.



Independent External Verification of the Quality Management System

At Grupo Colombina, we have **22 implemented and certified standards**, covering the different management systems, for a total of **70 certifications**.

Production Plant	Certifications
Confectionery	14
Sauces and preserves	16
Cookies & Crackers	12
Ice cream - Bogota	7
Ice cream - Medellin	7
Guatemala	11
Spain	3
TOTAL	70

Type of Certification/ Plant	BPM / GMP	HACCP	ISO 22000	FSSC 22000	BRC GS	FSMA - FDA	SQMS McDonald's	ISO 9001	KOSHER	HALAL	GLUTEN FREE	ISO 14001	ZERO WASTE	ISO 50001 Renewable Energy	BASC	OEA	ISO 45001	SWA McDonald's	SMETA 2P/4P	BSCI
Confectionery	•	•	•		•	•		•	•			•	•	•	•	•	•		•	
Sauces and preserves	•	•	•	•			•	•	•	•		•	•		•	•		•	•	•
Cookies and Crackers	•		•	•		•	•	•			•	•	•	•	•	•	•	•	•	
Ice cream - Bogota	•	•										•	•							
Ice cream - Medellin	•	•										•	•							
Guatemala	•	•	•	•		•		•				•	•							
Spain									•			•	•							



Independent External Verification of the Quality Management System

Grupo Colombina has implemented and obtained certification under various management system schemes, ensuring compliance with its Integrated Management Systems Policy.

FOOD AND SAFETY AND SECURITY MANAGEMENT



QUALITY MANAGEMENT



SUPPLY CHAIN SECURITY



SUSTAINABILITY



SOCIAL RESPONSIBILITY



Training for Internal Stakeholders

QUALITY AND FOOD SAFETY CULTURE

Implementation of the initiative focused on fostering a sense of belonging, continuous learning, and ongoing knowledge sharing among operational personnel and those directly involved in the processes.

Cultura de Calidad Corporativo

- Día de la inocuidad
- Día mundial del lavado de manos
- Día nacional del consumidor
- Reinducción anual
- Mes de los SIG

- ✓ Participación masiva de colaboradores
- ✓ Actividades lúdicas
- ✓ Integración de conocimientos

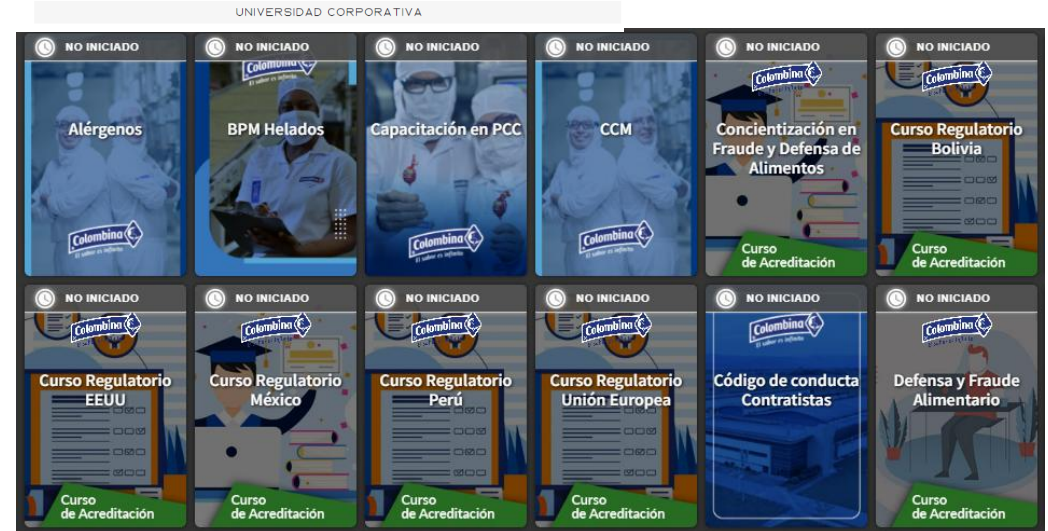


COMPETENCIAS AND SKILLS

Certification of the competencies required for key personnel who have a direct impact on processes and integrated management systems, through the Wikiflix platform of the Corporate University.



Cursos wikiflix





Reporting Mechanisms for External Stakeholders

We want to hear from you

Your opinion matters to us and helps us keep improving every day, bringing joy to the world through flavor.

Our website features an online form as an established mechanism through which external stakeholders can submit complaints regarding defective products.

1

Identification

2

Contact Reason

3

Request Details

4

Personal Information

5

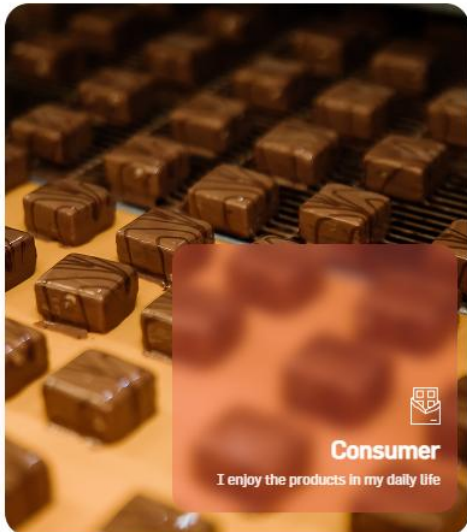
Confirmation

STEP 2 / 5

How Can We Help You Today?

Select your reason for contacting us.

- ☐ I have a question or need information
I want to learn more about Colombina
- ☐ I want to submit a request, file a complaint, or claim
Requests, complaints, or claims
- ☐ I want to work at Colombina
Join our team
- ☐ Suggestions
I'd like to leave a comment



1

Identification

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Confirmation

STEP 3 / 5

Request Details

We'd like to learn more about your request so we can provide timely efficient support.

PLEASE SPECIFY THE REASON FOR YOUR REQUEST

☐ Quality☐ Advertising☐ Service

Back

Next



Reporting Mechanisms for External Stakeholders

Request Details

We'd like to learn more about your request so we can provide timely efficient support.

PLEASE SPECIFY THE REASON FOR YOUR REQUEST

☒ Quality

Please specify the reason for your request

☐ I found something unusual in my product

☐ My product arrived damaged

☐ My product arrived incomplete

☐ Advertising

☐ Service

PRODUCT INFORMATION

Lot Number

Ej. LOT-20240312

Expiration Date

Select date

MM/DD/YY

ATTACH FILE

Upload a photo or pdf supporting your request

Drag your files here or [click to upload](#)

PDF, JPG, PNG — max 3 files / 20MB total

<https://colombina.com/gl-en/contact>



Quantitative Targets to Improve Product Quality Performance

The organization establishes quantitative targets aimed at improving product quality performance, based on indicators related to process compliance, stability, and variability; critical attributes and variables; as well as indicators associated with defects, rejections, rework, and customer complaints.

These targets are managed through measurable goals and monthly monitoring periods, enabling the organization to establish baselines, identify trends, assess target achievement, and implement improvement actions.



Complaints: Received from the market and considered publicly reportable. A complaint is defined as an issue that directly affects the end consumer and/or customer and is attributable when it is traceable and the defect originated at the production plant.

Agency Incidents: Received at agencies, districts, or subsidiaries. These products are still under Colombina's custody and may be returned to the plant, reconditioned, or rejected.

Quality Events (Incidents or Near Misses): Quality or food safety events that occur and are identified at the plant and remain under Colombina's custody.

A. Near Miss: Deviations identified during production stages, premixes, or in-process products.

B. Incident: Deviations identified in finished products.



Recall Management

- Grupo Colombina at the corporate level, has established a product recall, recovery, and withdrawal procedure, applicable to all production plants, which provides the necessary methods and tools for the effective management of situations that require a recall.
- We have adopted the recall classification established by the FDA, which defines three classes of product withdrawal and/or recall from the market based on their potential adverse health effects.
- To enhance the efficiency of the recall process, we have established committees in each production plant, which will be responsible for reporting and making the necessary decisions. All these committees will be led by the Corporate Quality department.
- We measure product recalls by the quantity of units recalled. We have not had any product recalls during the past four fiscal years:

	FY 2022	FY 2023	FY 2024	FY 2025
Number of recalls issued	0	0	0	0
Total units recalled	0	0	0	0