

MEDIA RELEASE

FOOD SERVICE INDUSTRY WARNED ABOUT CONSEQUENCES OF POOR HYGIENE

Flies can ruin more than just a diner's dinner, say experts

XX February, 2013, Australia – A leading pest control firm is warning the food service industry to lift its game and urgently tackle the underestimated problem of flies, as upset diners stage a coup against poor hygiene.

Just this month, the NSW Food Authority revealed its Name and Shame register had received 7million hits since it was launched in 2008*. The website, whose format has been replicated by other Australian states, publicly names businesses that fail to meet food safety standards. Amongst complaints from diners are pest control (13%) and a general lack of hygiene and sanitation (35%).

Flies are often waved away as a small problem but the facts are worrying. Flies carry more than 100 pathogens and can spread diseases like E.coli and salmonella, which can have serious and even fatal consequences.

Simon Lean, Australian Technical Manager, at Rentokil is calling for business owners to take the problem of flies seriously and address any issues well before customers start complaining or falling ill, and the authorities come knocking.

“Australians are well-accustomed to the ‘windscreen wiper’ approach of waving away the ubiquitous fly at picnics and at home. But business owners have a responsibility to provide a clean and safe environment for diners. An insect problem is not only unappetising, but also compromises the health of customers. Each individual fly carries around 2million bacteria, and flies do their damage as soon as they come into contact with food and drink, so it's vital that they are stopped in their tracks.”

But the damage doesn't end with health and safety concerns. Kate Levy, Rentokil's Head of Marketing Services, warns business owners of the reputational damage that can also cripple their business.

“In the modern age of social media where information travels fast and bad news even faster, a simple click of a button can irreversibly damage a restaurant or café's reputation, which takes years to build. While previously a diner might have complained about a fly in their soup just to a waiter, nowadays a photo is taken, the restaurant is tagged and the information is posted across social media for all to see

and share.

“Business owners can save themselves potential embarrassment, and the financial fallout of this, by following a few simple steps to ensure that flies don’t become a big problem.”

Five ways to prevent Irritable Fly Syndrome (IFS)

If there’s one thing less appetising than a colony of flies invading your lunch, it’s the intoxicating waft of fly spray. Rentokil experts have devised a five-point plan to take on problem flies.

1. Empty bins regularly and ensure food is sealed tightly in plastic bags and the bin lid is firmly closed
2. Take away customers’ plates and cups as soon as possible and wipe down surfaces regularly
3. As well as front-of-house, ensure kitchen worktops, sinks and appliances are kept clean, especially before close
4. Regularly disinfect the floor and drains
5. Install an electronic insect control unit

To discuss options for managing flies in your business, call Rentokil on 1300 761 947 or visit www.rentokil.com.au.

Five fast and foul facts about flies

- ◆ Flies smell food from more than half a kilometre away
- ◆ They reproduce more in warm weather and do so on food, decaying matter and liquids
- ◆ Flies defecate every 4-5 minutes

- ◆ They vomit on food to liquidise it before eating
- ◆ The female fly produce 500-2,000 eggs in a lifetime

- ENDS -

* <http://www.foodauthority.nsw.gov.au/news/media-releases/mr-11-Feb-13-name-and-shame-web-hits/>

About Rentokil

Rentokil is a global leader in pest control bringing expert, reliable and professional advice to its residential and commercial customers. Rentokil's local teams respond quickly and effectively to help deal with a full range of pest control issues on behalf of their customers – so they can get on with their everyday lives.

Operating in Australia since 1965, Rentokil has built up extensive knowledge of the lifestyle, habits and vulnerabilities of all types of Australian pests that can affect both residential and commercial customers.

Research and Development has always been a key element of our business, delivering an unmatched armoury of products and services our staff can call on as the need arises.

About Rentokil's Electronic Flying Units

Rentokil's range of Luminos electronic insect control units come in all shapes and sizes to suit the requirements of all customers – from critical hygiene food processors to cafes and corner shops. Flying insects are drawn by ultraviolet light and then encapsulated on an adhesive film. Unlike conventional devices that simply zap flying insects creating potential contamination of the adjacent environment, the Luminos units clean up after themselves. There is no catch tray and the range is completely silent in operation – getting rid of flying insects discreetly. Luminos units work against various sized flying insects, and are quickly and easily serviced by Rentokil technicians saving your business time, money and trouble.