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Student's Name

University

Course

Professor

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Chipotle Mexican Grill Inc. is faced with substantial food safety challenges, which has resulted in significant operational challenges and shares reducing by seven percent. According to Whitten (2018), Chipotle has a new chief executive officer Brian Niccol, but they still face old food safety problems. The burrito chain closed because of customers being sick of foodborne illness. This problem has made Chipotle pay the largest fine in food safety cases because of criminal charges associated with foodborne illness outbreaks (Desk, 2020). The chief executive officer needs to take vital steps to instill a food safety culture in the company. The first method to do this is by beginning with the top leaders and managers of all the chipotle branches to act as an example in stressing and demonstrating an obligation to food safety. This will make other employees follow diligently.

Moreover, Powell et al. (2011) argues that developing a food safety value entails utilizing the most effective management and communication system. Sharing information will play a vital role in ensuring all the food handlers adhere to the rules and understand why. Therefore, the leaders will by explaining why food safety procedures need to be followed. For instance, they can be told why it is vital to take internal food temperatures and comply. Finally, it is to develop good food safety training for all employees and staff (Shaw, 2017). This will include continuous training on updates of food safety procedures and then have a third-party food safety expert coming to evaluate the facilities, talk to the employees and staff and ensure all the safety rules are followed.

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