



April 26, 2020

To our Valued Sobeys Liquor Customer,

It has been a little while since I've reached out to you.

Since the last time we connected, we've all had to come to terms with last weekend's unimaginable events in Nova Scotia. Our thoughts, hearts and prayers are with the families and friends of the victims and all Nova Scotians. This senseless act hurts everyone across Canada. We all mourn with Nova Scotia.

Since this pandemic began, we have learned how to care for one another from a distance — even while out shopping for essentials. We've had to learn how to show up for our communities while staying home, how to work together to overcome the darkest of days. It's my belief that we've adapted to this new normal because of our inherent Canadian values — our ability to handle challenge with compassion, optimism, courage and perseverance.

Our stores continue to improve and execute on our work to keep customers and teammates safe. We are committed to be vigilant and keep these standards in place. Our supply chain has been busy continually adapting as well. Our stores are now more full than at any time since late February when this crisis began. You will see us continue to innovate in our stores to keep everyone healthy.

Some local communities across the country have put up lawn signs that read "Thank you frontline workers! Not all superheroes wear capes!" I couldn't agree more. Most importantly, I cannot tell you how much these simple gestures mean to our frontline heroes. Thank you so much.

While the world that we know now differs so much from the one we are accustomed to, we continue to keep the safety and wellbeing of our local communities our utmost priority. The road ahead might have more bumps. But nothing can take away how strong we have become together. We stand united as one resilient country.

Sincerely,

Michael Medline
President & CEO



April 9, 2020

To our Valued Sobeys Liquor Customer,

Long weekends are typically a time when extended Canadian families come together, relax and enjoy wonderful food. This spring is starting to look very different. For the sake of everyone's safety, we have to keep a physical distance from many of our loved ones. Isn't it strange that the best way we can stick together is by staying apart?

During these changed times, our strongest bonds and partnerships are being tested. It is incredible to see friends, families and all Canadians come together to support one another.

One group that deserves great praise is our valued Supplier Partners. We work with thousands of farmers, growers, consumer goods and food suppliers to get the products you know and love into our stores. They have all done such a great job for Canadians. Faced with immense change over the last month, we have tested these partnerships to new limits.

In addition to keeping our stores stocked, behind the scenes there is an incredible army of warehouse, distribution and supplier heroes hustling so hard to keep production facilities operational and safe. A special shout out to our industry's amazing truck drivers. We couldn't serve you without all of these great Canadians. It's hard not to have faith when so many people are working together for the collective good.

New partnerships are cropping up too. As an example, Sysco Canada had fresh beef and bacon that they typically supply to restaurants. We've been able to sell their product in our stores and avoid food waste.

Another new partnership we've started is with the Girl Guides of Canada. We are now selling their cookies in many of our stores across Canada. With their sales model in distress, we've been able to help step in and support this great organization. We are also making local donations to foodbanks, meal programs and charities. There are so many other causes out there that need our help more than ever right now.

Last week, we announced that we are providing our more than 13,000 smaller supplier partners with shorter payment terms. We're paying them faster to help them keep up amidst all this change. This includes local farmers and fisheries, waste collection companies, repair and maintenance businesses, and many others. We remain steadfast in our commitment to stocking local Canadian products and look forward to supporting local businesses, as we do each year, in our stores this spring.

These are just a few examples of the partnerships that inspire us every day. As the early signs of spring start to show and we head into the long weekend, we salute everyone who is working in partnership to keep our communities and families across our great country safe and fed. The supply chain in Canada is resourceful, responding and robust. We have unending gratitude to everyone working to keep it moving. Thank you!

Stay safe,

Michael Medline
President & CEO



April 4, 2020

LIQUOR

To our Valued Sobeys Liquor Customer,

As we continue to operate an essential service for Canadians through this incredibly difficult time, the health and safety of our customers and teammates remains our top priority.

Over the last several weeks, we have made a number of changes in stores to enhance safety measures for everyone. We looked across the grocery industry around the world to understand best practices so that we can always try to get ahead of this situation. We want to thank you for the way you have supported and embraced these changes in the spirit of our collective wellbeing.

As this situation evolves, we will continue to work diligently to protect your health and keep food on our shelves. This week, our stores are rolling out additional “Physical Distancing” measures to facilitate safety in our stores.

- When a store is at capacity for safe shopping, customers will be asked to line up outside. Our teammates will reinforce physical distancing in the lineup and, when necessary, follow a one-in, one-out protocol.
- “One-way aisles” will ensure customers do not pass too closely together when going in opposite directions.
- Teammates will walk our stores to monitor and remind customers to practice physical distancing.
- We’re encouraging customers, to the extent they are able, to designate one family member to shop for their family.
- We will continue to disinfect shopping carts and hand baskets before giving them to customers.

We have taken a hard look at what the right way is to calculate “safe capacity” in our stores. We will limit the number of customers in our stores based on a calculation of our square footage and the number of available open cashier lanes. The reality is that our stores come in many shapes and sizes, so we are right-sizing the solution to serve you in the safest way possible. Of course, the number of customers in store is only one important measure — there are so many other things we all have to do to keep safe.

Thank you again for your support and enduring patience as we get through this together. We’re so proud to serve you.

Stay safe,

Michael Medline
President & CEO