



To our Valued Sobeys Liquor Customer,

It's been a while since I've reached out to you directly. I want to thank you for your continued support. Never in my life have I felt such pride for this country. The way Canadians have come together to support each other during this challenging period in history has been remarkable.

Throughout this crisis, I've seen so much goodwill in our stores and communities across the country. We've had food dropped off for our frontline teammates. Customers have even written encouraging messages in chalk outside of our stores. Your support means so much to our frontline teammates.

The promising news reports of a vaccine for this terrible virus gives us hope that there are brighter days ahead. But we aren't through it yet. We have a long winter ahead of us and as we continue to navigate COVID-19, we need to work together. We promise to uphold our high safety standards and we will not loosen our protocols on cleaning, social distancing and sanitation. We have no intention of letting down our guard.

We're also making new investments to keep you safe and continue offering the best possible shopping experience. We're making structural changes to many of our store locations to accommodate social distancing in the colder months. And we'll continue to make any investment necessary to keep you and our teammates safe. We will not compromise.

I just wanted to put in a word for another key part of our country's food supply chain — restaurants. For obvious reasons, many of them aren't faring as well these days. Supporting local restaurants is so important right now. The impact COVID is having on them is tough to watch. If you can, please order take-out from your favourite neighbourhood restaurant.

Thank you for your incredible support and cooperation during this uncertain time. Your ability to adapt and your consideration for your neighbours and our teammates is appreciated. It's keeping Canadians safe.



Thank you,
Michael Medline
President & CEO