



WINE | BEER | SPIRITS  
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SINCE 1938

March 25, 2020

Heidelberg Family,

Cheers to our Mighty Night Crew – Working right now to get us ready for tomorrow!

Our Rational Action, Grace, Consistent Communication & Common Sense continue to rule. We are all taking smart action to protect ourselves and our loved ones... We must.

We have a long road ahead. “We are still at the tip of the iceberg” – Dr. Amy Acton, Dir Ohio Dept of Health. “We are looking at May 1 as the Potential Peak of COVID-19 cases for Ohio” – Gov Mike DeWine. These are from today’s Ohio COVID-19 2pm Update.

Our hearts are heavy as we see the negative impact of COVID-19 has had on our communities and communities around the Globe.

We must continue to work smart, stay calm, follow the guidelines (how to avoid getting and spreading the virus). Hour by Hour, Day by Day. We all need to know the facts, so we can be our best.

What we are doing & have done ~

- Look what we have accomplished over the last 15 days – We all have adopted new ways of Doing things, New ways of Protecting Ourselves, and New ways of Getting the Job Done
- We have taken steps to support each other first, and then our valued retailers (our communities), both on premise and off premise
- We are part of the fabric of community and a slice of normalcy (it is an honor to be “Essential”, it also comes with great responsibility)
- We are monitoring & reviewing all of the new legislation (State & Federal), so we can adjust our policies and procedures
- We are seeing sales volume slow and we are finding our 4 day rhythm
- Sales Pros – Please continue to sell full cases and yet, Please practice common sense on selling more bottles (#1 Choice of Customers & #1 Brands of Consumers)

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*Life* **ROARS** *through us*

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- Daily 10am 50+ Mgr Calls continue - Opportunity to connect, to share best practices and to uncover issues
- Daily AM & PM GM updates - Emails with key details on the health of our teams & high priority issues
- Stepped up Social Media - Find our Facebook & Twitter accounts - Spread the Gratitude
- Company Wide Emails with printed versions available for Operations Teams - They will continue as needed
- Numerous emails, texts & phone calls from and to - Associates and Customers and Suppliers and Friends, all making sure - people are ok, people have what they need, and people feel connected
  - You all should be very proud of how you are handling this crisis
  - Keep up the Consistent Communication, Grace and Rational Common Sense Decision making
  - Be Vigilant in your knowledge of how to protect yourself and to protect others (all the guidelines)
  - Support our friends in the On-Premise who are still open for Carry-Out - Let them know "We are Heidelberg/Ohio Valley/Wine Trends"
  - Make the most out of our situation, this new found time, find the Silver Linings
  - Thank you, Thank you, Thank you
  - **It takes each of us, in our individual roles, doing our best, so we can all be our best**

Hop on the hashtag band wagon #SlowTheSpread, #FlattenTheCurve, #InThisTogetherOhio, #COVID19OhioReady, #DistanceDance, #StayHomeOhio #BeTheRoar, #LifeRoars

Twitter Feeds to Follow - Be in the Know.

Governor Mike DeWine @GovMikeDeWine | Governor Andy Beshear @GovAndyBeshear

Ohio Department of Health [www.Coronavirus.Ohio.Gov](http://www.Coronavirus.Ohio.Gov)

Continued Grace & Gratitude,

VMJ

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