



WINE | BEER | SPIRITS  
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April 20, 2020

Heidelberg Family,

We learned last week from Governors Beshear and DeWine, that our States (and a few more in the Midwest) will begin a phased reopening in May! It is not a flip of the switch, we DO have a long road in front of us.

Breathe, Stretch, Stay Calm, Practice Common Sense, Get some Sleep, Hydrate, Eat, Communicate with each other, Be vigilant with the guidelines, Stay safe and Stay well!

We must Be Vigilant with the Wellness Guidelines! Assume that everyone we meet is carrying the virus. Covid-19 is a Highly Contagious Virus.

**It takes each of us, in our individual roles, doing our best, so we can all be our best!**

We continue to be Calm and Exercise Rational Action, Grace, Consistent Communication & Common Sense. We continue to take smart actions to protect ourselves and our loved ones.

Please review the attachments - The Company continues to take steps to secure the critical materials and equipment, as well as, the critical guidelines to keep us all as safe as possible.

- We are grateful for our GM Leadership and all of our Hard Working Associates
  - We are Staying close with our Direct Supervisors - Thank you for the Impressive Team Work & Spirit
  - We are all living/demonstrating #InThisTogether #BeTheRoar
  - We are enjoying Victor and his fun ideas (Thank you Communications Team!)
- We are stable - the business and our work force
- We are operating a 4 day delivery week until further notice
- We are Thrilled to have Inventory of Hand Sanitizer & Gloves
- We are Disappointed in the Face Masks that were ordered on April 3

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- One order has yet to arrive (and cannot be confirmed where it is) and what did arrive, is not up to our standards (but they do work)
- We have Sourced new suppliers for Face Masks and placed orders (due to start arriving April 27 and over the next 4 weeks)
- We must get creative and follow the DIY Face Mask Guidelines in the short term (see Attachments)
- We will start contacting this week, our On-Premise customers about their opening plans
- We will continue to practice “Week One Action Plans” – our first email on Covid-19 (see attached)
  - Working Remotely, No Biz Travel, No Supplier work withs, No Live Meetings, Practicing Social/Physical Distancing
- We will develop new skills around sales planning and education - via Zoom
  - We have new brands and items that need to get to the market – Training, Planning & Education and Samples
- We will develop new skills using Social Media – Building Brands, Winning Consumers, Interacting with our suppliers
- We will focus on selling more full cases and fewer bottles
- We will be reviewing PTO (paid time off) sensitivities
- We will continue to support our communities, our local retailers and our local restaurants
- We will get through this together – Be The Roar!

Stay Connected – Check out Twitter for ongoing daily updates

@GovMikeDeWine  
@LtGovHusted  
@OHDeptofHealth  
@GovAndyBeshear  
@KYHealthAlerts  
@JobsOhio  
@HeidelbergDist

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## Join in with Hashtags

#OHStrive5 (find 5 people to check-in with every day) #KYStrive5  
#InThisTogetherOhio, #InThisTogetherKY, #InThisTogether  
#StayHomeOhio  
#COVID19OhioReady  
#SupportLocalOhio, #SupportLocalKY  
#BeTheRoar  
#LifeRoars

Checkout this video – created in Dayton, Ohio

<https://t.co/uekbJHwu3j>

[www.Coronavirus.Ohio.Gov](http://www.Coronavirus.Ohio.Gov) has information and resources, including specific guidance for businesses and employers. ODH has also opened a call center to answer questions from the public regarding the virus. The call center will be open 7 days a week from 9:00 a.m. to 8:00 p.m. and can be reached at 1-833-4-ASK-ODH (1-833-427-5634).

## The Critical Behaviors:

- Opportunities to serve our communities, comes with great responsibility
- Check your temperature daily before work
- Stay home if High Temp or you are sick
- Stay in touch with your director supervisor
- Stay in touch with friends & family and co-workers – Connections matter
- **Practice social distancing/physical distancing all the time**
- Wash hands as often as possible
- Don't touch your face
- Cough into elbow, not your hands
- Work efficiently in the accounts; retailers offering flexible hours to 'beat the rush'

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- There have been some more helpful tips about returning to home after working in regards to removing shoes, putting clothes into washing machine, taking shower immediately, etc. Practicing lots of common sense.

Hour by Hour, One Day at a Time!

Thank you for your time, attention and caring mindset. We will keep our focus on each other and support our customers as best we can, when we can, as long as we can.

Continued Grace & Gratitude,

VMJ

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