



WINE | BEER | SPIRITS
FAMILY OWNED & OPERATED
SINCE 1938

May 5, 2020

Heidelberg Family - Happy Cinco De Mayo!

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

Calm and Rational Action, Grace, Consistent Communication & Common Sense!

Responsible Restart Ohio! Yes! It's Happening, And we must continue to be Smart & Calm, being disciplined with the guidelines. We can Do it!

It so incredibly hard to have shut down our lives as we know it. We all know friends and families impacted by this pandemic. We must continue to be Determined and Inspired to do the Right Things. We have a long road in front of us. We need to acknowledge our changed World. I too struggle with all of the changes and the worry. This is no small thing we are doing together. Together, we will get through it. I am Determined. I am Inspired by each of You!

Gov DeWine **Hopes** to have announcements on restaurants/salons/barbers/gyms/etc. on Thursday - Fingers Crossed.

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

On Going Action Plans -

- We are stable - the business and our work force - Thanks to each of You!
 - Grateful to be Working & Recognizing the Responsibility
 - Each Dept - Sales, Delivery, Operations, Admin - It takes the Heidelberg Wheel!
 - Cheers to Our Sales Force, Our Mighty Night Shift and Our Dedicated Delivery Team - Roar!
 - Together we Win!

WWW.HEIDELBERGDISTRIBUTING.COM

Life **ROARS** *through us*

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- We will continue to work remotely and practice social distancing/ physical distancing in our facilities until further notice
- We will continue our current pay platform for our sales department until further notice
- We are operating a 4 day **delivery** week, while working to smooth out the volume
 - Volume has been big (today Tues) – We will work to smooth out the work across the 5 day week – We will get it done, when we can get it done
 - More markets are starting to do Monday deliveries
 - More of us are working on Mondays
 - More of us are working 7 days – THANK YOU!
- We are Thrilled to have Inventory of Hand Sanitizer & Gloves
 - Operations Leaders are meeting monthly (talking weekly) to review inventory of PPE
- We are receiving the Face Masks! Hooray! Several Varieties!
 - This is a Huge thing, an uncomfortable thing, the right thing – Thank you for wearing!
- We are touching base with our On-Premise customers about their opening plans – so many unknowns still for our On-Premise friends – A huge % plan to reopen!
- We are developing new skills around sales planning, programming, education & communication - via Zoom
 - We have new brands and items that need to get to the market – Training, Planning & Education and Samples and POS
 - Zoom Sales Mtgs began on May 1 – Embrace the “New Normal”
 - Samples & POS pick up strategies are in place
 - Zoom Driver Mtgs have been tested – “Driver Ipads”
- We are innovating - Marketing Mindset - Social Media – Building Brands, Winning Consumers, Interacting with our suppliers and supporting our Retailers – Growing our Social Network
 - Do you follow us – Facebook, Twitter – Instagram strategies in development
 - Do your friends and customers follow us?
- We are maintaining a focus on selling more full cases and fewer bottles
- We are reviewing PTO (paid time off) sensitivities and action plans
- We are building “Return to Work, COVID-19 Policies” – a set of Guidelines
- We are continuing to support our Communities, our Local Retailers and our Local Restaurants

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- We are “Striving for 5” – staying connected to friends & families
- We are getting through this together – Life Roars!

This Reminder helps me every day ~

Attitude is a choice. Happiness is a choice. Optimism is a choice. Kindness is a choice. Giving is a choice. Respect is a choice. Whatever choice you make, makes you. Choose wisely.” – Roy T. Bennett, The Light in the Heart

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
 - Your Team, Your Friends, Your Family are counting on you to do the Right Things
- 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
- Sanitize high touch/high traffic areas frequently
- Don't touch your face
- Cough into elbow, not your hands
- Work efficiently in the accounts; retailers offering flexible hours to 'beat the rush'
- 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.

More detailed information on the #ResponsibleRestartOhio plan can be found at www.coronavirus.ohio.gov/wps/portal/gov/covid-19/responsible-restart-ohio/

www.Coronavirus.Ohio.Gov and the Department of Health hotline, 1-833-4-ASK-ODH are great resources.

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www.govstatus.egov.com/kycovid19

#ThriveAdaptLead
#TakeCareofEachOther
#InThisTogether
#BeTheRoar

Hour by Hour, One Day at a Time!

Breathe, Stretch, Stay Calm, Practice Common Sense, Get some Sleep, Hydrate, Eat Healthy, Share a Smile, Communicate with each other – Stay Connected - Strive for 5, Stay Safe and Stay Well.

Continued Grace & Gratitude,

VMJ

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