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1.1.21

Heidelberg Family,

We made it! Happy 2021!

Take a moment to reflect back on 2020 and everything YOU have accomplished!

You all should be very proud - In your Leadership, in your Hard Work and in your Dedication - to Each Other, to your Families, to your Friends, to your Teams, to your Customers and to your Communities!

We will keep our focus on each other and on our communities, never forgetting that we are fortunate to be working and fortunate to be in a position to serve!

Please know what an honor it is to serve you and how grateful Sr Mgt is that you choose to put your Leadership to work here every day! #LifeRoars #BeTheRoar #YouAreThe Roar!

I am thankful for the entire Heidelberg family pulling together during this Challenging Time. In January of 2020, we introduced "Be The Roar" - Be Resilient, Be Open-minded, Be an Ally, Be Respectful. Little did we all know at the beginning of the year how our Team would be put to that test. Since COVID-19 became part of our lives, we have embraced "Be The Roar" and then some. I am so proud of You for going above and beyond for our retail partners, our supplier partners and for each other. It has been Humbling & Thrilling to witness the Teamwork and how we Strive to Live our Core Values each and Every Day.

Yes - Thriving, Adapting, and Leading the Way!

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

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

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Life **ROARS** *through us*

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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, Mgt – It takes the Heidelberg Wheel!
 - Continuous Improvement & Life Long Learning
 - Cheers to Our Savvy Sales Force, Our Awesome Admin, Our Mighty Night Crew and Our Dedicated Delivery Team – You Truly Roar!
 - Together we Win!
 - And to our GMs and Mgt – Everyday – caring and communicating, calming and directing – Thank you!
- 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 will continue to Mask UP! This is a Huge thing, an uncomfortable thing, the Right Thing – Thank you for wearing!
- We will continue staying in touch with our On-Premise customers – so many unknowns for our On-Premise friends
- We will continue developing new skills around sales planning, programming, education & communication - via Zoom
 - Improved Communication Connections – Meeting Rhythms bring routine and reduce anxiety, providing more clarity & improving speed of decisions
- We will continue our DEI Journey – Diversity, Equity & Inclusion
 - DEI Council (10 Associates), Professional Advisor – Dr. Karen Townsend <https://www.linkedin.com/in/dr-karen-m-r-townsend-096836/>
 - A Diverse and Inclusive company is a stronger company
- We will continue 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
 - Do your friends and customers follow us?
- We will maintain a focus on selling more full cases and fewer bottles
- We will continue reviewing PTO (paid time off) sensitivities and action plans
- We will continue to support our Communities, our Local Retailers and our Local Restaurants
- We will continue to “Strive for 5” – staying connected to Co-Workers, Friends & Family Members Daily
- We will get through this together – Life Roars!
- The Better we become, the more Opportunities we have!

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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 ~ As the Vaccine gets closer, we must stay vigilant ~

- Check your temperature daily
- PLEASE - 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
- Practice Common Sense

www.Coronavirus.Ohio.Gov
www.govstatus.egov.com/kycovid19

“It always seems impossible until it's done.” - Nelson Mandela

“Always bear in mind that your own resolution to succeed is more important than any other.” - Abraham Lincoln

“The best way to predict the future is to create it.” - Abraham Lincoln

“You don't have to see the whole staircase, just take the first step.” - Martin Luther King Jr.

“With the new day comes new strength and new thoughts.” - Eleanor Roosevelt

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"Every time you tear a leaf off a calendar, you present a new place for new ideas." - Charles Kettering

"Your present circumstances don't determine where you can go. They merely determine where you start." - Nido Qubein

"I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder." - Gilbert K. Chesterton

"Gratitude is the healthiest of all human emotions. The more you express gratitude for what you have, the more likely you will have even more to express gratitude for." – Zig Ziglar

"Thank you is the best prayer that anyone could say. I say that one a lot. Thank you expresses extreme gratitude, humility, understanding." – Alice Walker

"The roots of all goodness lie in the soil of appreciation for goodness." – Dalai Lama

"There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle." – Albert Einstein

"None is more impoverished than the one who has no gratitude. Gratitude is a currency that we can mint for ourselves, and spend without fear of bankruptcy." – Fred De Witt Van Amburgh

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, Stay Disciplined and Stay Well.

Let's Roar More in 2021!

Continued Grace & Gratitude,

VMJ

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