



WINE | BEER | SPIRITS  
FAMILY OWNED & OPERATED  
SINCE 1938

Sept 3, 2021

Heidelberg Family,

Happy Friday! Yay - Labor Day Weekend is almost here! There is Nothing easy about the preparation for Holiday weeks. Our Roles and Our Hard Work delivers Smiles and Success for others (our Teammates, our customers, our brands and our consumers). Thank you sincerely for all of the hard work... day in and day out we Thrive in our service for our Communities.

Our current Action Plan strategy continues to deliver safety, security, consistency and performance. This Team continues to deliver valuable support to each other, to our customers and to our communities! Thank you!

OND (Oct, Nov, Dec) is here... We are always working grow - Recruit, Attract, Engage and Retain Team Members! Thank you for your referrals!

Also - Thank you for reading through this note. No, not much has changed in our action plans, yet there are great reminders on how strong our Team is and how well we working together to get through this continued challenging Time. Please continue to protect yourself and protect those around you.

**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!**

**And, Collaboration ~ Getting the Job done Together Internally, so we can Compete Externally!**

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!
    - Extra Big Shout Out to the rest of the Wheel - IT, Creative Services (Printing & Communications), Supply Chain, Logistics, Revenue Mgt (Together We Win!)
    - Continuous Improvement & Life Long Learning

[WWW.HEIDELBERGDISTRIBUTING.COM](http://WWW.HEIDELBERGDISTRIBUTING.COM)

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

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- Cheers to Our Savvy Sales Force, Our Awesome Admin, Our Mighty Night Crew and Our Dedicated Delivery Team – You Truly Roar! Lead from the Front!
  - 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 (**any major changes will have a 30 day notice**)
  - **Future Hybrid scenarios are being reviewed – Working Remote and Working in the Office**
  - **Each GM/Operation can adjust to the needs of the operation – Common Sense, Grace & Gratitude**
- We will continue our current pay platform for our sales department until further notice (**any changes will have a 30 day notice**)
  - **Ongoing Changes to portfolios and channel shifting requires more thought before changes take place – Patience – Thank you!**
- We will continue to Mask UP as appropriate! This is a Huge thing, an uncomfortable thing, the Right Thing – Thank you for protecting the unvaccinated.
  - **We are monitoring Vaccination rates in our States – Changes will take place when rates improve**
- We will continue staying in touch with our On-Premise customers – so many unknowns for our On-Premise friends
  - **So Great to see the On-Premise Thriving! Thank you On Prem Sales Pros!**
- We will continue developing new skills around sales planning, programming, education & communication - via Zoom & via Microsoft Teams
  - 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 – **Really Great work by our Sales Pros and Sales Mgt – Check them out! #LifeRoars #LifeRoarsThroughUs #BeTheRoar #HeidelbergDistributing #WineTrendsInc**
  - Do your friends and customers follow us?
  - Let's build our network... Expand our Reach!

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- We will maintain a focus on selling more full cases and fewer bottles
- We will maintain our Leadership in Luxury, Rare & Special Wines from around the World
- 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 - Connect, Communicate, Inspire
  - Invest in relationships, Stay mentally agile, Share praise, Celebrate
- We will get through this together - Life Roars!
- **The Better we become, the more Opportunities we have!**

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 ~ 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](http://www.Coronavirus.Ohio.Gov)

<https://govstatus.egov.com/kycovid19>

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

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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

**Vail Miller, Jr** | Chief Executive Officer | Heidelberg Distributing Company | **Teamwork - Communication - Excellence - Integrity - Pride - Family - Respect** | **Life ROARS Through Us** | Thriving, Adapting and Leading the Way to be our Customers #1 Choice

**#BeTheRoar - Resilient - Open-Minded - an Ally - Respectful**

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