



Dear Customers,

It's a tough time for all Canadians. The COVID-19 outbreak is like nothing we have ever faced before.

Over the last few days, our grocery stores have seen an unprecedented number of customers visit us. Canadians have been incredibly worried about having the supplies they need to support their families. Our teammates across the country have been hard at work, around the clock, to meet your family's needs and provide the essentials you need to stay safe and healthy. We want you to know you can count on us.

Recently, one of our Sobeys Franchisee Partners, Jerry in Edmonton, Alberta announced “#Beloved Golden Shopping Hour” to provide the elderly and the vulnerable with a calm, relaxed environment to complete their grocery shopping. The praise on his individual Belmont Sobeys Facebook account was incredible.

And of course, like all good ideas, it spread quickly. Within days, some stores in Alberta and Newfoundland adopted a similar practice.

The government has made it clear that those most at risk, including seniors, should stay home and encourages family, friends and neighbours to help support them during this terrible Coronavirus. But for those that need to get out for essential supplies, let's make shopping a little easier.

We are scaling our Seniors Shopping Hour and will be live by Friday this week in many of our stores in our family of brands. We'll devote the first hour of operations at many of our stores to those most vulnerable and those who require extra attention, particularly seniors.

I work with incredible people. Our frontline retail and warehouse employees have been working endless hours. Grocers provide an essential service and the team at Sobeys – and all of our banners – continues to go above and beyond.

If you're in one of our stores today, please try to say “thank you” to the incredible people I get to call my teammates.

And thank you to everyone who is stepping up in Canada. Doctors, nurses, government, retail. Together, we'll get through this – even if we need to be apart a bit more than we'd like to right now.

Sincerely,

Michael Medline  
President & CEO