



COVID-19 Customer Letter

April 6, 2020

COVID-19 Can't Change Everything

The COVID-19 virus has changed our daily lives, changed the way we work and challenged all of us in unprecedented ways. However, it hasn't changed who we are – because that remains a choice that we make, regardless of the challenges we face.

At Southeastern Grocers, we choose to be a People First company, and our commitment to putting people at the heart of every decision we make remains in the best and worst of times. We continue to do all we can to provide the safest and healthiest store experience that we can for you, our customers, our communities and our associates.

Rest assured, we will continue to refine our processes and protocols in our stores, with health and safety as our guide, as long as this pandemic remains a threat. You can *always count on us*.

A Day of Renewal

We are eternally grateful for the dedication and bravery proven by our associates each day, as they strive to keep our shelves stocked and our stores ready to serve you.

As a gesture of our gratitude, we have announced that **our BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores will be closed Easter Sunday, April 12** to provide our dedicated and heroic associates a day to rest with their families.

Even with a day of rest planned for our associates, it's important for you to know that we continue our efforts to provide you with the safest and cleanest stores in earnest. Please see below for steps being taken and precautions already put in place.

Caring for You

- **Adjusted our store hours** to provide our valued associates with additional time to restock product on our shelves, perform additional preventive sanitation and allow time to rest.
- **Seniors and high-risk customers** are invited to shop their local BI-LO, Fresco y Más, Harveys Supermarket or Winn-Dixie grocery store during the opening hour Monday through Friday.
- All **pharmacy** locations are now open at 8 a.m. on weekdays to allow seniors and high-risk customers extra time to fill prescriptions or seek counseling with expert pharmacists. Pharmacy locations are open at their normal operating hours on Saturdays and Sundays.
- To support **social distancing** protocols in store, we have installed floor decals and Plexiglas partitions at all store registers, customer service desks, pharmacies and liquor store counters. We continue to offer touch-free payment options at all stores.



- We are currently rolling out **daily temperature checks** for associates and external partners who show up to work in stores.
- For certain places in our Southeastern footprint dealing with a high incidence of COVID-19, we will **begin limiting the number of shoppers** in stores at one time.

Caring for our Communities

- We have dedicated the hour of 8 to 9 p.m. on Mondays and Tuesdays to allow **associates, first responders and health care professionals** the opportunity to stock up on fresh food and essential items.
- We are currently hiring 5,000 temporary associates for our stores, to help those in need of work and to allow our associates greater flexibility to rest and recover.
- The **SEG Gives Foundation** donated **\$250,000 to Feeding America** to help their network of food banks provide more than 2.5 million meals to those in need.

Caring for our Associates

- We are strongly encouraging associates to wear **face masks and gloves** to further safeguard against the spread of COVID-19. We are distributing as much of this protective gear to our stores as we can.
- We have extended and increased **bonus payments** and accelerated the timeline for those qualified; and we are paying out unused vacation time for our store associates between March 11 and May 12.

This pandemic will not define us. Rather, our collective *response* to this pandemic will define us. Thank you for your loyalty and trust in our stores as we navigate this crisis. We appreciate those of you who have taken a moment to thank our associates in our stores, as it makes such a powerful and positive impact on them.

We will get through this together, because we are stronger together.

Sincerely,

A handwritten signature in black ink that reads "anthony".

Anthony Hucker
President & CEO

You can always count on me!