



# 49th Parallel

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# GROCERY

**To:** Our valued customers  
**Date:** April 17, 2020  
**Re:** A letter to our community

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Hello everyone,

It has been well over a month since we wrote our first letter concerning COVID-19. We hope you and your families are staying safe and adjusting to this new world. Here at the 49<sup>th</sup>, we have been committed to serving our communities since 1977. Never before has a challenge like this been in front of us. It feels strange to keep our distance while continuing to serve. Yet, this is exactly what will keep us strong, staying apart while also finding ways to look after each other.

We could not do our job without the incredible support of all of our suppliers, our distributors, the farmers and growers, and let's not forget our delivery drivers. All of these good people are pulling together each day to bring food for your family. Our relationships have been put to the test and grow stronger as we find new ways to serve you.

We praise our entire team – they have risen to the challenge and are everyday heroes in these confusing times. A big thank you goes to everyone who has dropped off donations or offered tips to our staff. The show of gratitude to all of our “heroes” is genuinely appreciated. We have been overwhelmed by the number of individuals who have volunteered answering phones, and have helped with the shopping and delivery of your grocery orders.

We have reached out into our communities, strengthening our relationships, and lending a hand. Whether it's with the local food banks, girl guides, or other organizations and businesses, we are finding ways to work together and provide benefits to our communities.

We appreciate the positive feedback on our social media outlets, and from emails, phone calls as well as instore. And thank you to everyone adapting to the new protocols within the store. These actions help to energize us and keep our focus in providing you with top quality food in a clean, safe and friendly shopping environment.

We are truly blessed to live and work in this beautiful part of the world. We appreciate being part of a community that cares. We will continue to keep you informed of what is happening at your local 49<sup>th</sup> while we also applaud all of the front-line workers out there - thank you from all of us at the 49<sup>th</sup>.