



# 49th Parallel

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# GROCERY

**To:** Our valued customers  
**Date:** November 20, 2020  
**Re:** An update for our community

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Hello again everyone,

Much has happened since our last letter to you way back in April 2020. We would first of all like to thank you for your ongoing support – we do appreciate it. We are fortunate to have had a relatively low number of COVID-19 cases here on the island over the summer and early fall – however we are mindful of the recent uptick in cases, recent announcements and public health orders and the challenges that this brings to all of us and to our loved ones. Here at the 49<sup>th</sup>, we have not yielded but rather we are strengthening the best practices in place at each store while at the same time offering the best possible service to our communities each and every day.

We ask you continue to work with us by following these guidelines in the store, particularly:

- keeping your trips to a minimum;
- performed by one shopper per family whenever possible;
- wearing an appropriate mask as directed by public health officials;
- follow directional arrows and queuing procedures;
- maintaining social distancing while shopping;
- handling items less and packing yourself when using reusable bags.

This will help us in serving everyone in as smooth and efficient manner as possible. We have been and will continue to wear personal protective equipment whenever we are serving you on the sales floor or preparing your order in the background. Our goal is to help you find your household essentials easily, at a competitive price and in a safe and friendly shopping environment.

We would also like to thank our whole team who work tirelessly at bringing you fresh groceries whether in store or by delivery. Our frontline employees aspire to serve while also ensuring the store is clean and safe at all times. Our suppliers continue to notify us when to expect product delays or shortages so that we can work at finding suitable options in order to keep our shelves full for you. We do expect some shortages over the winter months, however rest assured, fresh product is arriving daily.

We continue to work hard at giving back in our communities, most recently with support going to the Tour de Rock, Chemainus theatre, local Legions and schools, Ladysmith Family and Friends (LAFF), Festival of Lights, and all of our local food banks. Our communities continue to be very generous and support the food banks by purchasing care packages prepared instore with products in need in each area. Watch for our new food bank fundraiser coming in December.

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> - thank you from all of us at the 49<sup>th</sup>.