



Dear Sendik's Guest,

At Sendik's, we take our position as your Trusted, Local Grocer seriously.

We also recognize that with trust comes great responsibility. This responsibility is what has guided our business decisions for the past 94 years and is something our family does not take lightly.

Part of that responsibility is a commitment to the safety and well being of our customers, associates, and our many vendor partners that service our stores on a daily basis. With these groups in mind, we have made numerous operational changes over the past few months to help ensure a safe shopping environment during the COVID-19 pandemic. We have also worked to proactively communicate these changes in an effort to be transparent realizing we are all in this together.

Today we are making you aware of another change in response to COVID-19. Beginning **Tuesday, July 21st**, we will be requiring everyone to wear a face covering while shopping in our stores. Young children and individuals with a medical condition preventing them from wearing a covering will be exempt from this policy. Face masks will be available for purchase for \$1, with all proceeds going to Sendik's quarterly charity partner. Thru July 31, proceeds will go to Feeding America Eastern Wisconsin, and beginning August 1st, proceeds will benefit Stars & Stripes Honor Flight.

We recognize that some will applaud this decision while some may feel otherwise, but know our sole motivation is to help protect our community. We have seen first hand how our customers have respected the many changes over the past few months. For example, the decision to reserve specific hours of operation for shoppers with increased risk of illness was widely accepted as customers recognized the need to protect the well-being of friends and neighbors. We are asking for the same response to facial coverings.

Finally, as an essential business, we will continue to evolve our policies to ensure our ability to serve the community in time of challenge.

We thank you for your support and for allowing us to be your Trusted,  
Local Grocer.

Sincerely,

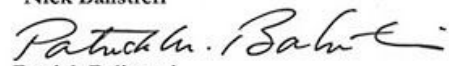
The Balistreri Family



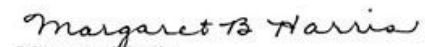
Ted Balistreri



Nick Balistreri



Patrick Balistreri



Margaret B. Harris