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Date
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Subject
COVID 19 – HEINEKEN Ireland Direction

Dear Customer,

Following a number of false dawns, the time is nearly upon us. It is with great hope and anticipation that we look forward to the general reopening of the On trade in Ireland, albeit with a continuation of the many conditions and restrictions that will pose an ongoing challenge for the day to day operation of licenced outlets. But we will take heart from the fact that the vast majority of those pubs, which have been open since the 29th of June, have demonstrated a passionate commitment to the safety of their staff and customers and a willingness to adapt and overcome the obstacles posed by the current pandemic. These outlets have done this by continuing to safely offer the outstanding product and service that the on trade in Ireland is famed for.

The 21st of September is another important milestone in the reawakening of an entire industry and HEINEKEN is proud to have partnered with you on this challenging journey. From the initial extension of credit, to the counting and uplifting of a huge amount of stock, the decommissioning and recommissioning of beer and cider lines and the lobbying of government, directly and through Drinks Industry Ireland. From the very beginning of this crisis, HEINEKEN has partnered with you by maintaining a personal contact through our sales teams, customer service and technical service teams.

For those outlets opening their doors for the first time since March, below are a number of important updates which we would like to make you aware of:

Preparing for Opening on the 21st September

We will deliver to you on your normal delivery day during the week commencing the 14th of September. Please place your orders as normal through <https://tapandgo.heineken.ie>, HEINEKEN Customer Service **0818 51 44 55** or your Sales Representative. Having collected and repurposed all the draught kegs that we delivered to you in the early months of the year, we are delighted to be supplying you with the freshest, most recently brewed HEINEKEN products to enable you to delight your customers with the best quality pints of draught beer and cider in your outlets. Your beer and cider lines have been cleaned and dried by our technical teams and are ready to be re-commissioned. With this in mind, we would remind you again of the protocol for restarting your coldroom and multi-circ. chillers. See attached the document for these details, but feel free to contact your HEINEKEN technical representative for more information.

You have been made aware that trading debt was frozen and will continue to be frozen until you start trading again. May I ask you to ensure that you discuss your



credit position with your HEINEKEN representative and most importantly that, in the event that you have cancelled your direct debit mandate, that the mandate is reinstated. Your HEINEKEN representative is available to you to assist in this regard.

There have been many learnings over the last few weeks on how best to open and to operate in the current environment, in a manner that is both safe and enjoyable for your customers. For those preparing to open, please lean on your HEINEKEN representative to support you and share learnings on what they have seen in the market since late June. Your representatives have a huge amount of experience and are very happy to play this support and consultative role with you.

Trading in the period post 21st September

In my communication of June 25th, we informed you that HEINEKEN would invest significantly in an ambitious marketing campaign to encourage consumers to visit your pubs and bars in the early days and weeks following reopening. I am happy to report that this is still the case and that this nationwide campaign Heineken ® "Enjoy one on us", which was put on hold, will fully recommence in late September. In addition you should expect to see and hear a full advertising campaign, including TV, digital and social media, all of which call out the re-opening of the pub. You can get full details from your HEINEKEN representative.

No one would have predicted that 2020 would be such a challenging year for our industry. With almost half of all pubs closed for 190 days of the year, it seems that we are experiencing an existential challenge like never before, or at least not in our lifetime. However, it is important to remember that our industry has overcome periods of sustained hardship in the past and has adapted and moulded itself to meet the new and emerging requirements dictated by the economy, the government and above all the consumer. The resilience shown by you and your families through such a difficult period bodes well for the successful reopening of all of the trade and the successful adaptation thereafter. For those of you trading and those reopening for the first time since mid-March, I wish you every success for your business.

Yours sincerely,

A handwritten signature in black ink that reads "Sharon Walsh".

Sharon Walsh,
On Trade Commercial Director,
HEINEKEN Ireland.



Cellar Health & Safety and Startup Guidance:

Do not enter Beer cellar initially on your own, have somebody with you.

- Check fixed Co2 monitor to ensure safe to enter the cellar.
- Ahead (72 hours) of restart turn on all cooling systems, allow them to run up and check that they are cooling and making ice. Check that there is adequate water in multi circ water baths.
- Check for water leaks around coolers and pythons.
- Check that Dispense gas is charged up fully, change any gas bottles that are low.
- Inspect gas regulator bullnose rings, if damaged request replacement from BOC.
- Ensure that all gas spurs are in the open position.
- Ensure that there is power going to the BGB (Gas Generator Machine). Run to build up gas reserves.

Keg tap up Guidance:

- Important not to tap kegs until it is clear the account is about to open.
- Only tap up one tap per brand initially to allow for low footfall. Where possible stick to one bank of taps to optimise the cooling from the python.
- Tap up kegs the day before re-opening and once the beer is at the tap stop pouring to leave the beer settle in the lines. This will prevent waste.
- Visually check that there are no beer leaks under the counter and at the coolers.
- Look also at the fobs to make sure that there is no movement of beer, if the beer is moving in the fob this is an indication of a beer leak somewhere in the system.

Bar Care Guidance ahead of restart:

- All bar areas must get a deep clean with the correct cleaning agents ahead of restart.
- Stout nozzles and any Dalex tap nozzles should be removed and cleaned in warm soapy water, rinsed well and refitted to the tap.
- Glasswashers should have filters and spraybar nozzles cleaned and then run up at least 4 times to drain using renovate power during the run cycle.
- Check glass wash cleaning agents that they are fully topped up.
- Renovate all glassware just before re-opening day.