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Date
5th February 2021.

Subject:

COVID 19 – HEINEKEN Ireland Direction.

Dear Customer,

I hope that you, your family and your employees are staying safe and healthy. It is unfortunate that we find ourselves again in the midst of another lockdown with all the uncertainties and stresses that this brings, and with no confirmed date for recommencement of trading. However, with the darkest Winter months behind us and with trust and confidence in an ambitious national vaccination programme, it is with a growing optimism that I write to you to inform you how HEINEKEN will continue to support you through this unprecedented crisis, and help you to prepare for a re-opening, whenever that time comes in the coming months.

Though the crisis has been a significant financial burden for all parties, HEINEKEN commits to the maintenance of the highest standards of quality for its brands in your outlets and will continue to adhere to all processes concerning the replacement of dated stock, collection of ullage and the cleaning of beer and cider lines in your premises at no additional cost to you. As we have done over the previous lockdown periods, HEINEKEN will again complete the necessary collection of kegs, the cleaning and re-commissioning of beer and cider lines and the processing of ullage, for application of credit to your account, in a timely manner in advance of reopening. This will all be done while adhering to the same credit and payment policies that have been previously agreed with you.

HEINEKEN personnel return to trade

Although HEINEKEN personnel, through your Representatives and Customer Service, have been available to you since the renewed restrictions, our people have been working from home throughout January. However, to enable us to get your outlet ready for the time of re-trading, our Representatives will be back in trade from Monday February 8th and will be calling to your outlets on cycle. They will be counting keg stock, noting best-before dates, cleaning lines and upgrading brand liveries in preparation for the time of your reopening. This process takes some weeks, and we ask you to please grant full access to your premises where requested, as this is the only way we can accurately make an inventory of the quantity and expiration dates for stock on hand, in order that any returns can be collected and credited in a timely manner.

As your safety and that of our employees is our number one priority, our representatives will adhere strictly to all safety and social distancing guidelines when they visit. We would also ask you to please ensure that all safety precautions, including social distancing measures, are fully in place in your outlets during these visits. Thank you in advance for your co-operation in this regard.

Deliveries and Collections

Throughout Level 5 restrictions, there are no deliveries being made to any outlet from HEINEKEN depots, and this will stay in place until further notice. For those customers that require stock for essential purposes (e.g. hotels still open, albeit trading at a very low level, who require a keg delivery) please contact your HEINEKEN representative to assist you in some limited circumstances. General deliveries will only recommence on a date much closer to a confirmed reopening. We will also advise you, at the earliest possible notice, whether collections can be made from our depots on certain days. In the interim, all HEINEKEN depots remain closed. Your HEINEKEN representative will keep you informed of any change to this situation, when we have some more visibility on re-opening timings.



Trade Co-Operation and Lobbying on your behalf

HEINEKEN continues to work with your Trade Associations, the VFI and the LVA, and directly with lobbying Government and other stakeholders, on your behalf and ours, in the best long term interests of the industry and to promote a safe re-opening, supporting the health and welfare of all who frequent the on trade, whether for work or for pleasure.

Staying in touch with HEINEKEN

All crises are an opportunity for organisations to adapt and grow and despite the hard financial burden on our business, HEINEKEN continues to listen carefully to our customers and our consumers and to adapt to their changing needs. The experience of 2020 has taught us that keeping connected with our customer base is crucial, and we will continue to do so. As a reminder, the primary method for maintaining contact is your HEINEKEN Representative and our Customer Service Department. In addition to this, our recently launched communication channel 'PUB HUB' <https://www.heinekenireland.ie/pub-hub>, will continue to enable us to communicate more frequently and on topics more specific to your immediate requirements. And lastly when the time comes to reopen, and it will come, we will have exciting plans to share with you that will support your business to get back up and running.

I sign off by saying that we have been continually talking and listening to consumers across the country during this crisis, and all recent research indicates that consumers still long to return to the pub. No lockdown experience at home can replace the conviviality and camaraderie enjoyed in the local pub. This stands us in good stead and gives us confidence, that when doors reopen, our business will revert to a better, though different place and that together we will continue to grow and prosper in this year and beyond.

Yours sincerely,

Sharon Walsh

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

Commercial Director On Trade
HEINEKEN Ireland.



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