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www.westernwyomingbeverages.com

April 10th, 2020

Western Wyoming Beverages COVID-19 Update

Dear WWB Partner,

As you are aware, the national, state and local response to the COVID-19 pandemic continues to evolve by the day. As things change, WWB will continue to monitor and adjust our approach to the changing conditions and recommendations of authorities. We wanted to provide you an update on WWB's status with the COVID-19 and our plans to continue to combat that spread of the virus, while also working with you in the interest of your business.

At this time, we wanted to state WWB's plans to continue operations. The Department of Homeland Security under Presidential Policy Directive 21 (PPD-21) designates the food and agriculture sector as a critical infrastructure sector whose assets, systems, and networks are considered so vital that their incapacitation or destruction would have a debilitating effect on security, national economic security, national public health, or safety. The Presidential Directive outlines the following areas that fall directly into Western Wyoming Beverages core business functions.

From the DHS Guidance on Critical Infrastructure Workers:

FOOD AND AGRICULTURE

- Workers supporting groceries, pharmacies and other retail that sells food and beverage products
- Employees and firms supporting food, feed, and beverage distribution, including warehouse workers, vendor-managed inventory controllers and blockchain managers
- Workers supporting the sanitation of all food manufacturing processes and operations from wholesale to retail

TRANSPORTATION

- Employees supporting or enabling transportation functions, including dispatchers, maintenance and repair technicians, warehouse workers, truck stop and rest area workers, and workers that maintain and inspect infrastructure (including those that require cross-border travel)
- Employees of firms providing services that enable logistics operations, including cooling, storing, packaging, and distributing products for wholesale or retail sale or use

While we plan to continue business operations, we do want to take every measure possible to protect the interests of our employees, customers and consumers at large. WWB has implemented and will continue the following practices to help try to reduce the spread of the disease.

- Western Wyoming Beverages has asked our team to increase personal cleanliness throughout their daily lives; including increased hand washing, avoiding contact with others and reducing the amount of times they touch their face.
- Western Wyoming Beverages has supplied our team members with cleaning kits to disinfect surfaces that are routinely touched by our team and the public at large (coolers, door handles, vending machines etc.).
- Western Wyoming Beverages will work to improve our own internal cleanliness around our offices and warehouses.
- We've asked all of our frontline salesmen to begin keeping a journal of who and when they come into contact with someone to help with our ability to trace those who may be affected if WWB were to have an employee with a positive test result.
- We've implemented changes to our policies to allow our sales staff the ability to start and end their days from home and altered our schedule for our office and warehouse personnel to limit cross exposure.
- We've put in place tighter restrictions regarding the movement of outside personnel (delivery drivers etc.) at our warehouse to limit exposure to our employees

As a valued customer, we also wanted to provide you with updates that more directly affected your business and changes you may see or programs we have available to help your business during this difficult time.

- **Product Pickups** - WWB has tried to pick up the bulk of unopened, untapped product that we had in the market to limit your exposure to out of date product. If you still have full cases of product in your account that you are not selling, please contact us and we can pick it up an issue a credit. To limit cross exposure, when product is returned, we spray the product down with a sterilizing solution and place in quarantine to limit cross exposure.
- **Accounts Receivable Terms** - WWB understands the financial hardships that may be affecting you and your business, if you need are having issues with your bills, we'd be happy to extend your credit terms to help through this time. If you need to extend your credit terms due to the COVID-19 pandemic – please reach out to Amber Muir at amber.muir@wwbev.com or call 307-362-6332.
- **Signage** - We'd be happy to provide any signage or material you need to promote your business and what capacity it is operating in “Open for Take-Out Orders” etc. If you need signage, please work with your sales representative to get that ordered.
- **WWB Online Ordering** - If you're looking to limit outside exposure from our sales team, we do offer an online ordering portal called Tapwiser that allows our customers to order their product directly through a website from WWB. We can also “tele-sales” where we can just call you for your order weekly if you desire. If you would like to be setup on either of these platforms, please reach out to Christian Lujan, Christian.lujan@wwbev.com or call 720-323-5830.
- **-Retailer Online Ordering** - PepsiCo in partnership with Toast (<https://pos.toasttab.com/solutions/digital-ordering>) is offering to get any Pepsi customer setup with a Toast website and/or online ordering portal to facilitate take-out and delivery. Pepsi is covering the first three months of the subscription service. If you are interested in more

information or getting set up with this, please reach out to Kevin Hardesty at kevin.hardesty@wwbev.com or call 307-389-0801.

- **Bottles-to-Go** - To aid in the change from transitioning from on-premise consumption to at-home consumption we are offering several ‘bottles-to-go’ solutions for your business as an opportunity to still earn incremental beverage revenue in addition to the take-out-food. We’ve put together a couple of programs with discounted pricing to aid in this as well as a program for a case of free cups and lids if you still want to use your fountain unit. For more information on this, please reach out to Kaylin Pecolar at Kaylin.Pecolar@wwbev.com or call 307-389-2452.
- **“Winterizing” Your Draft and Fountain Equipment** - As you transition your business and potentially cease use of your fountain unit or draft beer unit for the immediate future, there are several things you should do to keep your system clean to ensure that when we return to ‘normal’ your fountain or draft system is clean and ready to go. Attached to this letter is a memo outlining draft and fountain routine maintenance during a closure, prior to moving to that, please call us and we’d be happy to come clean your lines and ‘winterize’ your system(s) for you. Please reach out to John Case at John.Case@wwbev.com or call 307-362-6332.
- **Route Adjustments** - Finally, last but certainly not least, as we adjust our business for the changing volumes in our accounts, we are going to be actively monitoring our loads going out and may be adjusting delivery days as necessary to be as efficient as possible as well as limit employee days and time in the market to reduce the risk of exposure. As we do this, we may adjust your delivery day. If we plan to adjust your deliver day, you will receive a call from our team at least 24 hours in advance of the change. If you have questions, please reach out to Nichole Cox at Nichole.Cox@wwbev.com or call 307-362-6332.

Thank you for your continuous support and loyalty to WWB. It is our intent to be as transparent as possible with you, our valued partners, with our actions and plans surrounding COVID-19 pandemic. If you have any questions, please feel free to reach out to me directly. My email is Sean.valentine@wwbev.com or call my cell phone at 307-371-4518.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean M. Valentine', written over a horizontal line.

Sean M. Valentine
President
Western Wyoming Beverages, Inc.



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If you leave beer sitting stagnant in the lines for too long, you may find yourself with an unmanageable line infection by the time you start your system back up. Taking the right steps now can prevent you from having to deal with dangerous gas leak hazards, costly draft infection clean-up, or even more expensive draft line replacement.

Thankfully, taking precautionary steps is not difficult.

WWB is committed to ensuring your system is hibernating safely and will be ready to go as soon as restrictions are lifted. If you need to have your lines cleaned, we are happy to come do so, if your bar or restaurant is closed, we can coordinate a time to come in and do draft maintenance.

If your lines have been prepared by us for hibernation, there are a few things you can do to ensure your system will be up and running cleanly as soon as you reopen.

Draft Beer System Maintenance During Shut Down

1. Once per week pour hot water over your faucets and slowly open and close them to ensure they do not stick
2. Keep your cooler on
3. Shut off all gas supply to kegs, this prevents any potential for leaks
4. Use this time to clean and dry the inside of coolers
5. Un-tap or uncouple all kegs
6. Do not cover or wrap facets. Doing so can increase buildup of unwanted moisture
7. DO NOT shut off your glycol system

Fountain Soda Machine System Maintenance During Shut Down

1. A fountain unit can go up to 4 weeks without being used before a flush is needed.
2. If fresh syrup is ran through the system at least once per month while a unit is shut down, then flushing will not be needed (helpful and feasible for outlets that are shut down partially; example: if the dining room is closed but the drive thru is still open.)
3. Soak bar guns in plain hot water once per week for no longer than 15 minutes to ensure they do not stick
4. Soak nozzles in plain hot water once per week for no longer than 15 minutes to ensure they do not stick
5. Leave your fountain unit plugged in
6. This is a great opportunity to give the ice bin a bleach water bath to sterilize and remove build up.