

2021 EDITION



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Pandemic Response

Supermarket Employees Become Heroes in a Worldwide Pandemic

In December of 2019, an unknown virus began surfacing in a Chinese seafood and poultry market. At the time, little was known about the coronavirus, exactly where it may have started or how it spread. At first, it appeared to have similar symptoms to pneumonia. Early on, there was no obvious evidence that the virus was readily spread through humans. But it quickly became apparent that it was serious, spreading quickly across China and then across the globe, upending life and derailing the global economy. The first death, attributed to this strange new virus, was reported in early January, 2020. It definitely spread via human contact or exposure.

As news spread that the first cases were noted in the United States, panic began setting in as to what it was, how it spread or when it would end. The first death in the U.S. was reported on leap year day, February 29, 2020. But it became abundantly clear that it was going to wreak havoc on life around the world. Some countries were hit especially hard, mask wearing became the norm...and highly politicized, and desperate calls for world, national and local leaders to declare it a world-wide pandemic grew. From January of 2020 to March, 2021, more than 520,000 American's have died as a result of the deadly virus.

By late January, 2020 the World Health Organization declared a “public health emergency of international concern.” It named the disease that the virus causes “COVID-19,” an acronym that stands for coronavirus disease and the year 2019. Hospitals were overwhelmed with ICU cases as the respiratory disease affected anyone in its path differently. Confirmed cases, discovered through rigorous nasal-swab testing, exploded into



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Thank you!

During this Easter Holiday weekend, I want to thank you, our valued guests, for your business, patience and support these last several weeks.

As you've stopped with us, you've certainly noticed we've made many changes to keep you and our employees safe. This includes plexiglass shields at our registers; "ask for distancing" reminders throughout the store; and fewer full-service options in our meat, bakery and deli departments; and additional cleaning and sanitization practices. All of these changes have been made to protect the health and safety of you and our employees. We have taken each of these precautions to ensure we are offering the safest environment possible.

These uncertain times remind me of advice from my father, Dan Coborn, who was an eternal optimist. He would say "Why worry about the things you can't control when you should focus on the things you can." He'd always say, "Be positive, be optimistic, and be grateful." In these times, his words resonate with me more than ever.

I am grateful to you, our guests, for your loyalty and the kind words you've shared with me and with our store employees. As they work so hard on the front lines in our stores, they greatly appreciate all the kind words you've shared.

To our community's healthcare providers, first responders, clergy, and many others, who are working so hard to support food shelves, and the many others, who are working so hard to support our community, we appreciate you and all of your efforts. We are proud to be part of this Central Minnesota community that is rallying to support one another.

Each of us can play a vital role in fighting this pandemic. Show your care and concern for others by practicing social distancing, wearing masks, observing the stay at home recommendations when at all possible and, above all, stay positive, optimistic and supportive.

Thank you again. We look forward to serving you again soon.

Chris Coborn
Chairman, President and CEO
Coborn's, Inc.

COBORN'S

WE ARE HIRING! Release Your Inner Super Hero

Not all superheroes wear capes. We are currently seeking temporary employees in a variety of positions throughout our Central Minnesota stores. We're looking for people who love our brand. We are hiring for all shifts. If you're ready to take a big step in your career, please apply today. Apply today only on Indeed!

[coborn.com](https://www.coborn.com)

the millions across the globe. Testing facilities were set up across the globe. For many individuals, it was fatal. Many others experienced very challenging breathing and other notable health consequences. And still for many others, it felt like a winter cold. Nations faced an uphill battle in how to mitigate its spread within their borders, and many world and national leaders were infected with the virus. Even the U.S. President, Donald Trump, was hospitalized with the COVID-19 virus. Eventually, the United States would outpace all other nations in the world in confirmed cases and deaths.

New terms, like "social distancing" and "flatten the curve" were introduced. Testing kits and ventilators went into fast production. Air travel came to a stop. Individual state governors issued executive orders that mandated the closure of restaurants, bars, public gyms, and retail establishments, hitting those sectors particularly hard and dealing a lethal blow to the hospitality-driven economy. Malls and other small businesses closed for months. Millions of people went on unemployment as they saw their jobs eliminated as a result of the virus, clearly another notable indicator of the severity of the pandemic and its negative impact on the economy. Hospitals were inundated with patients infected with the disease. Churches went to virtual services and office workers across the globe were sent to work remotely from home. Virtual "Zoom" meetings became the norm for company meetings

for the entire remainder of 2020 as did mask wearing by nearly everyone, a way to minimize the spread. Gatherings of larger groups were initially limited to as few as 250, then eventually to no more than 50. The Easter, July 4th, Thanksgiving and Christmas holidays in 2020 were particularly difficult as families were forced to social distance and strongly encouraged to limit celebrations, even cancelling throngs of weddings and funerals. Nursing homes were hit especially hard. As of this writing, Coborn's, Inc., employees have now worked from home for exactly one year, leaving the company's support center nearly empty, with the exception of a select few positions that required working from the office.



Company leaders including Emily Coborn, Vice President of Operations East, Chris Coborn, Chairman and CEO and Peter Coborn, Director of Pricing, spoke to both customers and employees through regular video appearances during the early part of the COVID-19 pandemic.



Testing for the virus became a quick and actionable defense. Employees at our grocery stores became unexpected essential frontline workers during the COVID-19 pandemic. As quarantines were issued and product shortages began, Coborn's, Inc., responded to the change in proactive ways to better serve guest needs. Common grocery practices altered store policies to protect both shoppers and employees while communicating and educating customers would take priority with strategic safety measures implemented nearly overnight. Serving shoppers in our retail locations began to look very different in a short amount of time, but the amazing response from our team made it bearable. Cleaning protocols were heightened. Plexiglass shields at cashier lanes were installed. Social distancing reminders at doors and on floors were installed, and the company used all communication channels, even including televised videos from Chris Coborn, the company's chairman and CEO to both guests and employees about all we were doing to keep them safe became frequent methods of communication, using the company's email, digital and social media marketing channels.

E-commerce: The COVID-19 outbreak prompted many consumers to do their retail shopping online and more frequently. With stay-at-home orders and the closure of restaurants and hospitality venues, online services grew in popularity with sales increasing over 500% compared to the same period the year prior. As guests became more acquainted with the convenience of the service, sales held steady and the popularity of the e-commerce platform increased. With guests focusing on their own safety and well-being, online shopping was a service to help support that. Calls for online shopping assistance more than quadrupled to the Coborn's Call Center guest services team, primarily from more senior populations who were new to the online shopping experience and needed a little extra support.

Retail locations: Store size allowed locations to be nimble and quick in response to the pandemic, moving at paces that larger organizations oftentimes could not. With the ongoing change of closures and shifts for product needs, quick adjustments became necessary. The supply chain, from manufacturing to wholesale to retail, was greatly impacted as plant closures, trucking and logistics and manufacturing facilities closed due to widespread cases of the virus impacting their workforce. During staff shortages, temporary department closures provided support to more essential areas like cashiering or online shopping. Store teams are community driven, so when there is an emergency, leadership supports that responsiveness. From late March through Easter weekend in 2020, the company hired more than 1,300 temporary workers into our stores to handle the onslaught of business that came as a result of primarily restaurant closures. Business boomed and an all-hands-on-deck approach was necessary to deal with everything from online shopping to shelf stocking to assisting customers through check-out. The company implemented a mandatory mask mandate for all employees in early April and for guests by mid-April as the pandemic panic continued to spread as case counts mounted.

3 Options for Touchless Checkout

- 1** We welcome Apple Pay and Google Pay.
- 2** Use your chip-enabled payment card.
- 3** Tap your NFC-enabled card over the payment device.

We can also enter your MORE Rewards phone number for you. Simply ask your cashier.

We're Wearing Masks To Help Protect You.
Please Wear A Mask When You Shop To Help Protect Us.
Thank You!

Kitchen

Due to the circumstances related to the COVID-19 pandemic, we have had to temporarily suspend all deli service operations. Our sincere apologies for this inconvenience. We will bring our full service deli offerings back as quickly as we're able. Thank you for your understanding.

Welcome

We have reserved the first hour that we are open each day for shopping by our guests who are at a higher risk for illness. Customers age 60 and older, those with an underlying health condition, expectant mothers and those with disabilities can shop during our first hour, seven days a week.

We look forward to serving you.

FACE MASK REQUIRED

We appreciate your cooperation.

For your safety, we offer **CURBSIDE PICK-UP**
www.hornbachers.com

Hornbacher's

LIMIT 2 PLEASE

Your family and friends will need this item too. Thank you.

FOR YOUR HEALTH AND WELL-BEING PLEASE PRACTICE

SOCIAL DISTANCING

KEEP A 6 FT PERSONAL RADIUS.
It doesn't make you unfriendly... it makes you considerate.

6'

Social distancing signage was created reminding guests of new store safety protocols.



Distribution and Warehouse: Coborn's Trucking & Warehouse team were met with varying challenges during the onset of the COVID-19 pandemic. Store volume increased in 2020 with impacts to trucking and distribution. With increased tonnage and product shortages, modifications were made to trucking routes to retrieve supplies that would normally have been delivered to stores. The goal was always to keep our shelves stocked with our guest-focused attitude. Challenges from our manufacturers and wholesaler supply chain amplified these issues.



One Team! One Fight!

Employee response played an incredible function in the rollout of changing store policies. Essential frontline employees in stores responded to the charge put before them like superheroes. Store and maintenance employees worked vigorously to install signage, install plexiglass and responded to increased product demands by stocking shelves, shopping online orders, working extra hours, sanitizing checkout areas and assisting other departments when and where asked.



Call Center: With thousands of consumers flocking to the internet to place online grocery orders driven by the pandemic, our customer relations team, located in New Hope, elegantly served an entire new set of guests, including seniors and others that might not have been as tech savvy as younger generations. In March 2020, phone order volume and calls for support spiked. The customer relations team effectively responded, assisting thousands of guests new to online grocery ordering and building



loyal relationships. With the onset of the pandemic, calls increased 161 percent from March to April 2020, when compared to the previous year.

“They are a team of heroes,” said Cindy Mann, digital marketing manager, who oversees the Call Center team. “The customer relations team is a thoughtful, highly-skilled and energetic crew of company ambassadors. Their service to our guests is truly remarkable, and they rose to the significant call volume with heroic effort.”

Looking ahead: The COVID-19 pandemic and customer’s shift in shopping behaviors has necessitated changes in retail locations at our store locations that will likely last for sometime into the foreseeable future. Continued focus on safety protocols will likely stay in place for sometime to come as the pandemic slows. In March, 2021, vaccines developed by Pfizer, Moderna and Johnson & Johnson were all approved for distribution and were quickly introduced. Millions of Americans have been vaccinated with the COVID-19 vaccine since March 1.

“Our goal will be to continue to deliver products that guests need while continuing to innovate and deliver an exceptional safe shopping experience. We will continue to lead and respond to the shift of shopping behaviors while striving for executional excellence, innovation and responding to the needs of our guests, all central pieces to the rollout of our updated brand promises and model store playbook initiatives,” Dave Meyer, the company’s chief operating officer said, “At some point, we’ll land at a new normal. What that looks like is still to be determined, and some of what we’ve implemented to keep our employees and our guests safe will begin to relax and probably dialed back.” How soon we get there, and what that looks like as we move further into 2021 and the end of the pandemic remains to be seen. What is interesting is that much of that will happen in 2021, the year the company celebrates its 100 year anniversary.

What a memorable two years 2020 and 2021 will be in the company’s 100 year history, indeed.

