

Lettuce inform you!

COVID-19 EDITION



THE CUSTOMER IS WHY

TEAMS,

I wanted to take a pause to reach out to everyone and provide a quick update on how we are doing now, as the COVID-19 Pandemic gets under control in Canada. It has certainly been an extremely challenging time for everyone, from business impact, to family and personal trials, no one has been spared some level of difficulty. Not surprisingly, our team has shown great resilience in the face of this disaster.

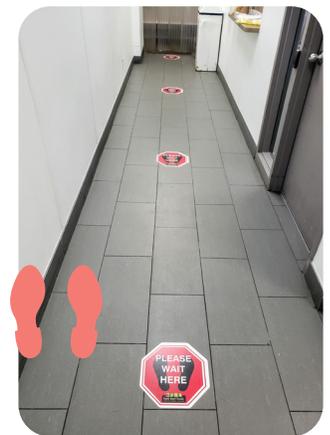
I would first like to acknowledge our team's ability to shift gears and adapt to change. During this time, our team has been on the front lines fulfilling an essential link in the food supply chain. From managing the initial impact to now planning and executing our recovery, our team has worked tirelessly to service customers, minimize impact to the business and maximize opportunities for sales building. We have seen numerous team members stepping up with industrious ideas, a determined mindset and a superior work ethic. There would be simply too many people to recognize individually so WE WOULD LIKE TO THANK EVERYONE! We have been blessed with a team that gets how important each person's role is in our recovery, and for this we are truly thankful for each and every one of you!

I would like to offer a final acknowledgment to our Company. It is said that when times are tough, that is when a person's true colors and company's true culture shines through. We have been fortunate to be part of a truly people-focused organization that has treated our teams with generosity and respect. Whether you have seen them or not, the company has taken several steps along our course that have minimized impact to our teams, both financially and personally. For that, I am hopeful that you are as thankful as I am.

Thank you again for all are doing to help your families, your team and the company, as we continue to chart our path through these difficult times. We truly believe that brighter days are ahead!

And let's always remember, "The Customer Is Why!"

THANKS!
Scott Lewis



KEEPING US SAFE AT FRESH START FOODS



SALES TEAM PITCHES IN TO HELP OUR CUSTOMERS URGENT NEEDS!

Grocery Baskets



Fresh Start Foods and Intercity Packers have partnered together to provide ready to go grocery solutions to our food service customers and also launched our online Home Delivery Grocery Baskets program!

Through the great execution from all key areas, operations, purchasing, customer service and sales teams along with our strong partnership with ICP, we are on the road to success and working towards our goal of getting our teams back to work!

HOME DELIVERY



FOOD SERVICE





WELCOMING PATIO SEASON WITH OUR FRESH START SUMMER 2020 CATALOGUE! AVAILABLE TO VIEW ON OUR BLOG!



YEARS OF SERVICE

Recognizing years of service for the months of April, May, June and July.

19 YEARS		6 YEARS		2 YEARS (continued)		1 YEAR (continued)	
Amy Beitz	Apr 17	Anthony Fusaro	Jun 3	Rashaad D'Gama-Rose	Jul 16	Baldevbhai Gajjar	Jul 24
17 YEARS		Tammy Playter	Jun 23	Harwant Dhaliwal	Apr 29	Ammad Hafeez	Jul 10
Gurdish Maan	Apr 10	5 YEARS		Jagraj Dhaliwal	May 6	Usmani Huma	May 9
15 YEARS		Daniel Moreau	Jun 3	Sarabjit Dhaliwal	Apr 29	Richard Hume	Apr 30
Donald Belisle	May 6	4 YEARS		Matthew Dunk	Jun 25	Jasleen Kaur	May 10
James Watson	Apr 25	Terry Boelke	May 24	Dave Evanoff	Apr 16	Pushpa Rani Lal	Jun 16
14 YEARS		Kimberley Koshurba	Jun 20	Cuy Hann	Jun 21	Yousaf Malik	Jul 3
Nazir Husain	May 24	Daryl Young	May 3	Navreet Kaur	Jul 16	Mamta Mamta	Jul 21
Harinder Jawanda	May 16	3 YEARS		Steven Lewis	Jul 9	Cassandra Maurier-Allaby	May 14
12 YEARS		Waleed Ahmed	May 23	Lavern McLachlan	May 7	Steve Meehan	May 1
Mark Lewicki	May 13	Angelo Capitano	Apr 10	Bernadette Olorvida	Jul 23	Kevin Napier	May 8
11 YEARS		Michael Coombes	May 23	Baljinder Sanghera	Apr 29	Ambreen Naz	Apr 5
Rup Dhanota	Jul 6	Jeffery Foster	May 8	Andrew Schneider	Jun 25	Kevin Nisbet	Jun 24
9 YEARS		Nihit Patel	Jun 5	Ann Siby	Apr 29	Christopher Parrott	Jul 1
Kirsty Kermack	Jun 28	Stephen Suzuki	Jun 19	Manpreet Singh	May 1	Pierre-Luc Regimbal	Jun 3
8 YEARS		2 YEARS		Anup Siva	May 13	Sumandeep Sandhu	Apr 7
Anton Francis	Jul 6	Nadeem Amir	Apr 30	Imee Tolibas	Jul 23	Manpreet Singh	Jun 23
Susy Sandoval	Jul 18	Kashif Baig	Apr 29	1 YEAR		Prabhpreet Singh	Jul 25
Richard Young	Jun 1	Dexter Beauregard	Jun 19	Faeza Al-Fakih	Jul 2	Sukhmit Singh	Jul 17
7 YEARS		Lucas Belford	Jul 18	Timothy Casey	Apr 7	Dave Turpin	Apr 24
Gabor Klemm	May 2	Kulwinder Chauhan	Apr 29	Alexia De Marzio	Jul 23		
Timothy Kunz	May 7	Shawn Crombie	Jul 23	Malkiat Dhaliwal	Apr 14		
Charlie Verdan	May 5	James Dasilva	Jun 25	Baljinder Dhillon	Apr 18		

Thank You Team!

Well Done

I would like you to know about Gabe, the driver who delivers to us. He is fantastic. Very professional and very customer focused. When there is a delivery of potatoes, he places the bags on the rack for us. We know that he doesn't need to do that. Most drivers just drop them in the kitchen and leave. He is polite, professional and amiable. Please recognize him in some way. Good work ethics are hard to come by these days.

Thanks
Mahesh

"I wanted to express the feedback that I am getting from the Hamilton/Brantford driver Scott Gallant. Scott is mentioned in all my calls as I ask and the customers are quick to express how efficient he is, friendly and professional. Please give my thanks and appreciation to Scott for his great representation of Fresh Start. This run is busy and Scott does a great job servicing our customers!"

I just wanted to send you a letter to say that I have been a customer of Fresh Start for many years now, and the customer service has always been exceptional and the products are fantastic. Many companies have tried to take my business away from you, but I refuse. The main reason for this is the staff members that I talk to on a daily basis when I place my orders. They are all wonderful but the one that stands out the most to me is Erin Gordon!!! She always answers the phone with a smile!! And the amount of favors she has done for me is incredible, making things happen when I am in crisis. Erin never disappoints.

Also I would like to give a big thank you to Tammy Playter. She is more than accommodating and always pleasant, I know this is their job, but these 2 are amazing individuals. Please pass this along to them, I am the Director of Culinary Services as Palermo Village Retirement Home and as a manager I fully understand how important it is to appreciate great staff members, especially during these difficult times.

Thanks again for the impressive customer service and stay safe!!

Tina Marcon



*FRESH START AND ICP PARTNER ON RETAIL DELIVERIES!
THANKS TO OUR GREAT TRANSPORTATION TEAM!*