



SOUTHERN GLAZERS WINE & SPIRITS OF NEW YORK

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September, 19, 2018

Dear Valued Customers,

Realizing there may remain certain questions, as well as concerns, related to the potential impact of our planned reorganization on your businesses, I felt it best to address in writing the reasons behind these changes and what we aim to achieve.

In brief, our reorganization will result in changes to sales rep territories in order to:

- Achieve deeper marketplace penetration;
- Enable better execution for our customers; and
- Deliver on supplier expectations.

While these changes will impact certain sales representative's territories, we believe the benefits will be to bring greater focus and dedication to you, as well as to the brands and brand building activity performed. In addition, a key outcome of the changes includes reducing drive time for our representatives so they can spend more time with you helping to grow your business. Our goal is to enable you, our retailer partners, and in turn, Southern Glazer's businesses, to grow.

On a personal note, we truly understand and respect that the current relationships established between our teams are extremely important and are in fact, what have helped us build together what Southern Glazer's Wine & Spirits of New York is today. I have received feedback from the retail community requesting to maintain certain established relationship and I want you to know that we are doing our best to accomplish this. It is not our intention to make things difficult for our customers.

Over the past few months, we have worked tirelessly with our sales teams and their representatives to ensure that the changes result in minimal disruption to your business. However, understanding that some short-term disruption may occur, I want to thank you in advance for your patience as we work through the transition. I am confident that these changes will prove beneficial for our respective businesses and I trust that many new and successful relationships will be built over time. We remain committed, as always, to continue to partner with each of you to drive results.

Thank you for your continued support of Southern Glazer's Wine & Spirits of New York.

Sincerely,

Marty Crane

EVP GM

Southern Glazer's Wine & Spirits of NY