



The global coronavirus pandemic is still affecting our families, our way of life, our businesses, and our communities. On top of that we are dealing with the aftermath of the elections, a weakened economy, and the possibilities of losing more great small businesses and jobs during this time. I wanted to reach out and update you on how we are handling the situation at the Smart Baking Company.

First and foremost, our hearts go out to anyone who has been impacted by the virus, either directly or indirectly. Our thoughts are especially with those who are sick, to whom we extend our heartfelt wishes for a full recovery and prayers for those who have lost love ones. We are truly inspired by the selfless healthcare workers around the country who are on the front lines working tirelessly to care for people in need.

At the Smart Baking Company, we are focused on the health and safety of our employees, families, and communities. As an essential business we have invested in PPE and sanitizing protocols to ensure that our staff can keep working and the production line can keep running. This shift has been relatively smooth, and we continue to deliver the highest levels of product availability and safety. During this time, we are continuing to pay our vendors, the hourly service providers, and our suppliers, who are an important part of our production family.

Even as we deal with this pandemic, our team remains laser-focused on delivering our products and adding more healthy nutrition, like Elderberry to our products to boost your immune system. While all of our products are built to provide the best nutrition for a healthy lifestyle, our relentless commitment to your wellbeing is stronger than ever. Our Company's mission is unwavering and continues to guide everything we do.

We are working diligently to adapt to new circumstances while planning for the future. Our customers have always been the heart of our company. We are grateful for your ongoing support, and that you're doing your part to flatten the curve. Unfortunately, there is no telling when things will be "back to normal" in any sense. We know how hard it is for you adapt to the new normal, because we feel it personally and our Company is spending more to stay in business. To stay in business, we need you. We're all in this together, learning together, and adapting together. In times like these, we will be making an extra effort to stay on your priority purchase list, so you can enjoy our healthy products and help keeping us in business. This moment reminds us that we are all connected like never before. We are called upon to be our best selves with patience, understanding, and compassion. On behalf of all of us at the Smart Baking Company, we're committed to being your partner and persevering together in all the days and years ahead.

As we go forward, we will be sure to keep you updated, and know that we always value your questions, ideas, and feedback.

Sincerely,

*Harvey Heuvel*

Chair and CEO,  
Smart Baking Company

