One FAMILY, One Mission

Southern Glazer’s Wine & Spirits
2020 Corporate Social Responsibility Report
Contents

Southern Glazer’s At-A-Glance | 3

Message from Leadership | 4

Environmental, Health & Safety – Operating During a Pandemic | 5

Community – Giving Back to the Communities We Serve | 7

People & Diversity – Investing in Our FAMILY | 19

Governance – Operating to the Highest Standards of Ethics & Compliance | 22

A Toast to our Local Market VolunCheers | 24
About Southern Glazer’s Wine & Spirits
Southern Glazer’s Wine & Spirits is the world’s pre-eminent distributor of beverage alcohol, and proud to be a multi-generational, family-owned company. The Company has operations in 44 U.S. states, the District of Columbia, and Canada. Southern Glazer’s urges all retail customers and adult consumers to market, sell, serve, and enjoy its products responsibly.

Expertise in Wine and Spirits Education
Southern Glazer’s has more certified wine experts than any other North American wine and spirits distributor. Its employees have successfully completed more than 10,700 wine, sake and spirits education programs, from introductory to master-level achievements. These include:

- Master of Wine 1
- WSET Wine Certified Educators 11
- WSET Sake Certified Educators 9
- WSET Diploma 6
- WSET Level 3 Wines 145
- WSET Level 3 Sake 26
- WSET Level 3 Spirits 1
- WSET Level 2 Wines & Spirits 4,781
- WSET Level 2 Wines 292
- WSET Level 2 Spirits 1,803
- WSET Level 1 Sake 632
- Court of Master Sommeliers Level 1 1,809
- CMS Certified Sommeliers 122
- CMS Advanced Sommeliers 21
- Master Sommeliers 13
- Certified Specialists of Wine 642
- SWE Certified Wine Educators 19
- SWE Certified Spirits Educators 3
- Certified Specialists of Spirits 140
- Italian Wine Professionals 153
- French Wine Scholars 70
- Spanish Wine Scholars 5

Southern Glazer’s employs Master Mixologists across North America, responsible for educating bartenders, beverage buyers, and corporate clients about the latest trends in cocktail culture. Michelin star chefs, national restaurant chains, international hotels, and top spirits brands rely on Southern Glazer’s expert Mixologists to help them develop world-class beverage programs that raise the bar for today’s demanding consumers. Southern Glazer’s Mixologists hold multiple certifications from accredited organizations, such as the U.S. Bartenders Guild, BarSmarts, Wine & Spirit Education Trust, Society of Wine Educators, and Cicerone Certification Program, to name a few. Southern Glazer’s also boasts the industry’s first national wine team dedicated to providing top quality wine education and certification for their employees across the country.
Message from Southern Glazer’s Wine & Spirits Leadership

Corporate Social Responsibility (CSR) has always been paramount to Southern Glazer’s Wine & Spirits, yet our commitment to CSR in 2020 took on a whole new meaning, proving to be more important than ever before. Together, we faced a global pandemic and a reinvigorated focus on equality that forever changed the dialogue about race around the world. As the Southern Glazer’s Leadership Team looks back on this past year, we look back with pride, humility, and gratefulness for all that the Southern Glazer’s team has done to unite as one FAMILY, owning the mission of giving back and doing the right thing in the face of adversity.

All pillars of our CSR foundation were put into action—from giving back to our communities and supporting our diverse workforce, to promoting education and operating at the safest and highest ethical standards. As a Company, we expanded our commitment to alcohol safety and the prevention of underage drinking and reaffirmed our support for racial equality through various partnerships and initiatives. We continued to empower local market giving, and despite the unprecedented challenges caused by COVID-19, our employees’ desire to give back to those most in need among our communities was fueled even more. While the way in which our people volunteer has looked different amid a socially distant climate, largely shifting from in-person to virtual volunteering, our collective commitment has continued to make an impact. The number of dollars raised for meaningful causes by our employees nearly tripled in 2020, and volunteer hours remained significant despite the year’s challenges.

In the pages that follow, you’ll read about Southern Glazer’s COVID-19 response—everything from operating safely as an essential business, to providing critical relief for the hospitality community. Our FAMILY pivoted and banded together in a way that superseded anyone’s expectations, with the safety of our employees, suppliers, and customers at the core of every decision.

This past year has taught us many things, but one thing that stands out the most is our team’s unmatched resiliency, compassion, and dedication. Southern Glazer’s is thankful to have a FAMILY that truly cares and rises to the occasion time and time again alongside our customers, suppliers, and partners, who help us make a difference in every market where we do business.

As we look forward to a healthier and brighter 2021, we know there is always more work to be done. We are confident that the incredible hospitality industry we are part of will come back stronger and more vibrant than ever, and that we will only continue to build upon the positive impact and milestones achieved in 2020.

Cheers and stay safe!

Harvey Chaplin
Chairman

Wayne E. Chaplin
CEO

Bennett Glazer
Executive Vice Chairman

Shelly Stein
President

[Signatures]
Environmental, Health & Safety
Operating During a Pandemic

2020 brought one of the most unique challenges in Southern Glazer’s history with the COVID-19 pandemic. The Company’s commitment to safety and health became more important than ever, as we quickly responded to protect our employees from exposure, keep our facilities clean and safe, and mitigate disruption for our customers and suppliers. Led by Southern Glazer’s cross-functional Crisis Management Team, our organization pivoted with innovative solutions and a comprehensive environmental, health, and safety program that enabled us to continue operating as an essential business to serve our customers, suppliers, and communities.

Providing Essential Services
As an essential business, Southern Glazer’s Wine & Spirits remained open and operating throughout the pandemic. Our organization played a critical role in supporting the economy, as we helped hundreds of thousands of businesses stay open so they could continue serving consumers. To ensure we were positioned to fulfill this responsibility, at the beginning of the pandemic, the Company activated its Crisis Management Team to coordinate all aspects of Southern Glazer’s incident response program for COVID-19. This team oversaw the development, implementation, and governance of our environmental, health, and safety guidelines and protocols. This team remains active as the Company continues to manage through evolving stages of the pandemic.
Collaborating with our Stakeholders
As the largest wine and spirits distributor in North America, Southern Glazer’s employees interact with hundreds of thousands of customers, suppliers, vendors, and visitors. Therefore, we extend our safety protocols to those external stakeholders and adjust certain commercial activities to also help reduce risk of exposure to the virus among our customers, suppliers, and other partners. This includes changes in operational procedures, including driver “drop and go”/contactless delivery protocols, limitations on who can access our distribution centers, adjustments to store reset and merchandising schedules, suspension of certain market events and ride-alongs, and specific COVID-19 visitor guidelines.

Ensuring the Safety of our Workforce
The Company has a comprehensive approach to ensure the highest levels of safety while employees are at work or in the field serving customers. This includes areas such as classifying an employee's risk of occupational exposure based on job function, control measures to minimize the risk from outside sources, detailed case tracking and reporting processes, and facility cleaning and operating protocols. Through ongoing training, education, and the development of new policies, the Company also engaged employees to play an active role in maintaining their health and safety at work and at home. Best practices implemented during the COVID-19 pandemic include:

• Promoting personal hygiene and self-monitoring;
• Temperature screenings and self-declarations at every facility;
• Free at-home testing program for all U.S. employees in partnership with BioIQ;
• Enhanced sanitation at every location;
• Masks and social distancing required at all locations, as well as signage and visual cues to direct foot traffic patterns;
• Cross-functional incident response teams located at every facility and office to manage and enforce all protocols;
• Comprehensive case reporting, tracking, and tracing program;
• Mandatory COVID-19 safety training for all employees working in a facility or office;
• Providing employees with a comprehensive COVID-19 Resource Guide as a reference for the Company’s latest policies and protocols; and
• Use of an emergency notification system to push out time-sensitive communications to all employees via all modes of communication, both on work and personal technology devices.

Taking Care of Our Communities
Our culture of giving back is never more evident than in a time of crisis, and the COVID-19 pandemic is no exception. In addition to the work that’s been done to protect the safety and security of our people and partners, our teams stepped up to help provide frontline healthcare workers, hospitality employees, and hard-hit communities with critical resources and support. You can read more specifically about these efforts in the Community section of this report on page 11.
Community
VolunCheers Update

The coronavirus brought a wave of new challenges and uncertainties, forcing all of us to adjust our regular routines to fit a “new normal” while keeping our loved ones safe. Despite these hurdles, our employees did not turn their attention away from volunteering and charitable giving. Rather, our people stepped up to support their communities when it was most dire, driving significant positive impact and spreading much-needed hope. Our enterprise-wide employee volunteering and giving portal, VolunCheers Online, allowed us to capture all of the time and goodwill our SGWS FAMILY donated throughout this tumultuous and uncharted time. In addition to our employees’ unparalleled compassion, the Company’s recognition programs, network of VolunCheers Ambassadors, and adjusted CSR programming all contributed to an inspiring 2020.

With VolunCheers Online, Southern Glazer’s employees can organize and track their volunteer events, fundraising efforts, and personal charitable activities—all on one platform. In turn, we have been able to capture a detailed picture of the amount of time and resources our SGWS FAMILY is devoting to charitable impact. This year, Southern Glazer’s employees leveraged VolunCheers Online to remain connected while oftentimes physically apart, implementing philanthropic activities in their respective markets. Highlights from 2020 include:

6,630
Registered Users

11,883
Total Volunteer Hours Logged

$156,820
Employee Donations

Since the platform was launched in July 2018, our SGWS FAMILY across the United States and parts of Canada has created more than 535 volunteer events, logged almost 38,000 volunteer hours, and given nearly $280,000 in donations. Additionally, 31% of employees, consisting of more than 6,630 of our team members, have registered on VolunCheers Online. A majority of events created throughout the year supported the following categories: community development, health and wellness, and diversity and inclusion.

Giving & Fundraising
While shelter-in-place orders resulted in canceled or postponed in-person volunteer events, employees found alternative methods to provide meaningful support to their communities amid the pandemic—charitable giving being one of them. In 2020, Southern Glazer’s employees donated a total of $156,820 to certified 501c(3) organizations. This is an incredible 177% increase in employee donations from 2019, exhibiting our employees’ unwavering dedication to giving back when needed most.
The Company held its annual national giving and volunteering campaign throughout the holiday season, harnessing employees’ positive momentum throughout the duration of 2020. For the giving portion of the campaign, Southern Glazer’s donated $25 for each employee volunteer hour recorded on VolunCheers Online from November 1 – December 31. From a selection of five charities working to support underserved communities amid the pandemic, employees voted for Meals on Wheels to be the recipient of the matching gift. With a total of 2,210 volunteer hours logged during the campaign period, Southern Glazer’s employees raised a total of $55,250 to keep isolated seniors safe and nourished.

For the volunteering leg of the campaign, employees were encouraged to donate canned goods to their local Feeding America food bank or Food Banks Canada center. The individual volunteer activity provided an opportunity for employees to support their neighbors in need while remaining safe and socially distant. Together, our employees logged 60 volunteer hours to provide much-needed meals to communities across our North American footprint.

The goodness doesn’t stop there. As part of the #SGWSGivesBack portion of the Campaign, Southern Glazer’s also donated $10,000 to God’s Love We Deliver, an organization that delivers medically tailored meals to those who are too sick to shop or cook for themselves.
VolunCheers Recognition & Incentive Programs

Each of our VolunCheers programs—VolunCheer of the Month, VolunCheer of the Year, and VolunCheers Online Monthly Incentives—have served to raise awareness of Southern Glazer’s national VolunCheers program and garner new users to the online platform every month.

The VolunCheer of the Month and VolunCheer of the Year programs function as both fun and meaningful opportunities to recognize employees who leverage the VolunCheers Online platform to organize and execute impactful volunteer events for their local communities.

Each month, three to five employee volunteers who meet predetermined criteria are entered as finalists for the VolunCheer of the Month poll. Our SGWS FAMIL Y is then asked to vote for the candidate who they think is most deserving of the distinction. The person who receives the most votes is named VolunCheer of the Month and awarded a certificate of recognition and a $250 gift card. Amid the height of the pandemic, the VolunCheer of the Month Program was momentarily paused to remain sensitive to the climate. All volunteer event creators who stepped up during this challenging period were recognized once the program was relaunched.

At the end of the year, Southern Glazer’s team members voted among the VolunCheer of the Month finalists to select the recipient of the 2020 VolunCheer of the Year Award, who received a $5,000 donation to their charity of choice. This year’s winner is Gena Fogarty, SGWS Team Member Events & Communications Manager, who selected Future Smiles to receive the donation on her behalf.

In addition to celebrating employees through its recognition programs, Southern Glazer’s monthly incentives program provides another exciting avenue to increase engagement on VolunCheers Online. The VolunCheers Online Monthly Incentives Program encourages employees to leverage the platform for all volunteer and charitable-related efforts. Team members are eligible to win meaningful prizes in a variety of ways, from participating in virtual volunteering, to supporting Breast Cancer Awareness Month during October, or even referring colleagues to register on the platform. Prizes for the incentive program included VolunCheers Online merchandise, gift cards, and Southern Glazer’s donations made to select charities on behalf of employee winners.

VolunCheers Recognition & Incentive Programs

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<th>Month</th>
<th>VolunCheer of the Month</th>
<th>VolunCheer of the Year</th>
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<td>January</td>
<td>Esther Gonzalez</td>
<td>Gena Fogarty</td>
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<td>SGWS FL</td>
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<td>March-May</td>
<td>Laura Brinlee</td>
<td>Brad Groves</td>
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<td>August</td>
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<td>September</td>
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<td>October</td>
<td>Laura Carpenter</td>
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VolunCheers Ambassador Program

Southern Glazer’s VolunCheers Ambassador Program, designed to further drive local participation in volunteer activities across all markets, celebrated its one-year anniversary in July 2020. The program is comprised of more than 80 volunteer ambassadors spanning 44 U.S. markets, plus the District of Columbia and Canada. Our Ambassadors were hand-selected by local leaders based on their passion for and experience in leading volunteer activities in their respective markets. Ambassadors leverage VolunCheers Online to organize and promote local volunteer efforts, drive participation in national volunteer campaigns, and share best practices for volunteer engagement within their communities.

As we navigated uncharted waters in 2020, our VolunCheers Ambassadors truly rose to the occasion by executing creative volunteer events that kept colleagues involved in their local communities, all while adhering to state mandates and keeping their teams safe. To thank Ambassadors for continuing to expand the Company’s charitable footprint, despite all the challenges and disruption that 2020 posed, Southern Glazer’s partnered with Realized Worth to offer custom volunteering webinars on “Transactional Volunteering vs. Transformative Volunteering” and “Strategies for Partnering with Nonprofits and Scoping Volunteer Activities.” Through our monthly VolunCheers Ambassador calls, which are joined by speakers from nonprofits that have also pivoted to virtual and remote programming, our Ambassador network maintains close and frequent communication as we navigate this new landscape together.

A New Kind of Volunteering

The coronavirus affected nearly all aspects of our lives, including the traditional way of volunteering. In-person volunteer events quickly became impossible, forcing volunteer event organizers to convert to a remote or completely virtual landscape. Despite the unexpected need to adjust, our people didn’t miss a beat in acclimating to the climate to support their local communities.
Community
COVID-19 Relief and Recovery

Despite the personal and professional challenges we’ve all faced, as an organization, Southern Glazer’s also managed to not lose sight of its responsibility to give back and help communities in need. Our employee VolunCheers truly stepped up with individual and team efforts to help provide frontline healthcare workers, hospitality employees, and hard-hit communities with critical resources and support. Some examples of the meaningful work that was done are highlighted below.

- The Company donated 30,000 KN95 masks to the American Red Cross to distribute to healthcare professionals and local responders serving communities on the front lines of the public health emergency.

- SGWS of New Mexico partnered with the University of New Mexico and a local brewery to get some much-needed hand sanitizer and PPE equipment to McKinley County, one of the hardest hit areas in the state of New Mexico. Our New Mexico team also partnered with 38 wineries and distilleries from around the world and 65 locally owned restaurants to feed first responders and healthcare providers. The participating suppliers covered the cost of the meals, and our customers cooked and delivered the meals.

- SGWS Toronto, Ontario National Portfolio Manager Jennifer Pashkovsky created heart-warming signs thanking frontline healthcare workers and displayed them over her balcony overlooking the highway in Toronto.

- SGWS of New York helped transport 2,400 brand-new BiPAP machines (assisted breathing machines that can be used as ventilators), donated by Florida-based medical device manufacturer Mercury Medical, to a military warehouse in Guilderland Center, NY. Roy Kohn, SGWS VP of Operations, North Eastern Region, shared, “Successfully working through the logistical challenges and transporting this cargo not only personified the spirit of the Southern Glazer’s operations team, but it also provided an emotional victory during these very troubling times.”

- Southern Glazer’s teamed up with Beam Suntory to donate $1 million to the United States Bartenders Guild (USBG) and Restaurant Workers’ Community Foundation (RWCF) in an effort to support the bar and restaurant community impacted by COVID-19.

- SGWS employees across our North American footprint remained connected for a cause with a Virtual Happy Hour series. More than 250 employees raised a total of over $6,300 for CORE: Children of Restaurant Employees and RWCF by leveraging their virtual happy hours as fundraisers for these important causes.
In addition to the grassroots efforts of our employee VolunCheers, the Company put its expertise to work to provide additional relief to hospitality workers and businesses. Early in the pandemic, Southern Glazer’s established a free online resource center at SGWSCustomerCare.com to provide customers with timely operational updates, financial and relief information, public health resources, and virtual learning and education opportunities from many of our suppliers.

We are particularly proud of the way our world-class Food Network & Cooking Channel South Beach and New York City Wine and Food Festival teams pivoted to create and launch innovative virtual programming—from the Sip with #SOBEWFF virtual cocktail classes to NYCWFF at Home cooking series—benefiting much-needed hospitality industry relief. Through the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund, the Festival has granted more than $1.6 million to restaurants and restaurant workers in 2020, and NYCWFF raised more than $250,000 for hospitality relief. More details about these efforts are outlined on page 17, where we highlight a few of Southern Glazer’s signature charitable events.

In addition, members of our Communications team worked on a pro-bono basis to raise awareness for a non-profit organization called the Business Interruption Group, also known as BIG. BIG was founded by some of the top chefs and entrepreneurs in the country to fight for restaurants and other small businesses that were denied much-needed business interruption insurance coverage during the pandemic.
Community

Responsible Consumption

Actively promoting and advocating the safe and responsible use of adult beverages, as well as the prevention of underage drinking, is an essential part of Southern Glazer’s community education initiative.

As part of the Company’s commitment to responsibility, Southern Glazer’s Youth Alcohol Awareness and Education Foundation, Inc. has been funding programs that support alcohol safety and underage drinking prevention since 2017. This includes the Foundation’s sponsorship of the AlcoholEdu® for High School alcohol safety education course—a 90-minute interactive course, developed by leading education technology company EVERFI, that engages high school students with science-based alcohol education and interactive exercises, providing an individualized experience that changes perceptions, motivates behavior change, and supports healthier decisions regarding alcohol.

During the 2019-2020 academic year, Southern Glazer’s significantly increased the reach and impact of AlcoholEdu® for High School by more than 300% through its expansion of the program beyond South Florida and into Dallas and Collin Counties in Texas. As a result, we successfully provided 7,650 high school students across 59 schools with alcohol safety education. Students in Southern Glazer’s-sponsored schools gained a more thorough understanding of the effects of alcohol on the brain and body and were better prepared to consider the possible consequences of their decisions.

Since the kickoff of Southern Glazer’s program in 2017, the initiative has reached more than 11,000 students across 85 high schools, with the completion of more than 11,500 hours of learning. What’s more, the Company is keeping the momentum going for the 2020-2021 school year by expanding the program to include New York counties Bronx, Kings, Nassau, New York, Queens, and Richmond. The program will be available for the next three years, through the 2022-2023 school year, in these New York markets, as well as Miami-Dade and Broward Counties in South Florida and Dallas and Collin Counties in Texas.

At Southern Glazer’s, we know that knowledge is power. Doing our part to provide teens with alcohol safety education helps equip them with the information and awareness they need to make healthy and safe decisions around alcohol.
Community
Supporting Education

Education paves the way to brighter futures and is an invaluable key that opens the doors to success. It’s important to Southern Glazer’s that those in our local communities have the opportunity to receive a quality education and excel, regardless of economic status or background. It’s why we remain committed to supporting a variety of local educational institutions that foster learning, mentorship, diversity, and both personal and professional development. Each of the following initiatives directly support those who live, work, and/or receive an education in the state of Florida or Texas, where Southern Glazer’s is headquartered.

In 2020, Southern Glazer’s renewed its partnership with Step Up, an organization that propels girls living or going to school in under-resourced communities to fulfill their potential by empowering them to become confident, college-bound, career-focused, and ready to join the next generation of professional women. The partnership, which began in 2019, is for the 2020-2021 school year and includes Southern Glazer’s employee engagement with female students enrolled in Step Up. The initiative includes participation in college preparedness and career conferences, hospitality career panels, and mentoring sessions. In the spring of 2020 (pre-pandemic), Southern Glazer’s sponsored a field trip to The Star, the 91-acre campus of the Dallas Cowboys World Headquarters and practice facility in Frisco, TX. Step Up high school student members had the opportunity to tour the impressive facility and learn from successful women in the hospitality, sports, and entertainment industry. Also in the spring, Southern Glazer’s female executives participated as mentors in the organization’s virtual Career Connections Conference, aimed at helping Step Up teens identify their leadership style. During the fall season, we hosted a virtual wine tasting for mentors, featuring the McBride Sisters of the McBride Sisters Collection. We also sponsored a virtual Careers in Hospitality session for mentees, featuring a panel of female Southern Glazer’s executives and Olk Elk Distillery Beverage Director & Lead Mixologist Melinda Maddox. Southern Glazer’s Careers in Hospitality sessions effectively expose students to positive female role models and the many career options that exist in hospitality.
Southern Glazer’s also renewed its commitment to Step Up For Students, a nonprofit organization that helps manage the income-based Florida Tax Credit Scholarship Program—a program funded by corporations with tax-credited donations. Over the past decade, Southern Glazer’s has generously funded 146,448 scholarships through contributions totaling $930 million to Step Up For Students. For the 2019-2020 school year, Southern Glazer’s contributed a total of $165 million and funded 23,708 scholarships. The Company’s $150 million contribution for the 2020-2021 school year will fund 21,228 scholarships to provide low-income children the opportunity to attend the school that best meets their learning needs and access to the educational opportunities they deserve. Step Up For Students scholarships can be used for tuition at one of more than 1,800 private schools approved by the Florida Department of Education or as a transportation scholarship to attend an out-of-district public school.

In 2020, Step Up For Students joined forces with Equality Florida (EQFL), the state’s leading LGBTQ rights organization, to bring LGBTQ awareness training to private schools wishing to participate. The goal is for Equality Florida to expand a current public school-based LGBTQ training program to private schools with scholarship students. Step Up For Students has raised $1 million privately to seed the endeavor. That money is aimed at providing four years of ongoing training services for private school administrators and teachers, provided by Equality Florida's Safe Schools team and coordinated by Step Up For Students' staff.

Florida International University’s (FIU) Chaplin School of Hospitality & Tourism Management also remains a primary focus for Southern Glazer’s. The Company continues to make direct and ongoing donations to the School to nurture a thriving hospitality industry in South Florida and beyond. The School features the Wine Spectator Restaurant Management Laboratory, giving students hands-on restaurant operating experience; the Mel Dick Wine Tower, an above-ground wine cellar and training space; and the Southern Wine & Spirits Beverage Management Center, a seminar-style classroom designed for the examination and appreciation of wine. The Chaplin School is also the benefiting charity of the Food Network & Cooking Channel South Beach Wine & Food Festival presented by Capital One (SOBEWFF®), hosted each year by Southern Glazer’s. To date, SOBEWFF® has raised more than $31.8 million for the School. Approximately 1,300 FIU students volunteer each year to help produce the Festival, giving them a unique hands-on industry experience participating alongside event management professionals, world-renowned chefs, winemakers, spirits producers, and restauranteurs. Scholarships are also funded by proceeds from SOBEWFF® and awarded to standout students annually. The Lee Brian Schrager Excellence in Leadership Awards—created 10 years ago by Southern Glazer’s in honor of Mr. Schrager, Senior Vice President of Communications and Corporate Social Responsibility for Southern Glazer’s and Founder and Director of SOBEWFF®—recognize students who commit a tremendous amount of time to volunteering at the Festival each year.

For the second consecutive year, Southern Glazer’s was pleased to serve as the Exclusive Sponsor of the University of Miami (UM)’s Herbert Business School 2020 Distinguished Leaders Lecture Series. With a $100,000 contribution, the Lecture Series brought students, alumni, and Southern Glazer’s employees together with numerous top business leaders, such as the CEO of Politico, Patrick Steel; Chairman of the Board and CEO of Bank of America, Brian Moynihan; and President of American Airlines Group and American Airlines, Robert Isom. Southern Glazer’s Chief Executive Officer Wayne E. Chaplin, who serves on the University’s Board of Trustees, is a double alumnus, graduating from both the Business School and Law School at UM.
Community Disaster Relief

In response to the devastating wildfires that swept across several states in the western U.S. this past year, Southern Glazer’s matched supplier partner Constellation Brands’ $100,000 donation to support charities focused on raising wildfire relief funds. The Company donated $50,000 each to the Napa Valley Community Foundation and Sonoma County Resilience Fund, organizations that are providing much-needed disaster assistance to local residents impacted by the California wildfires.

Southern Glazer’s employees living in the impacted areas were safe and accounted for, and the Company has provided support for those who had been either displaced or experienced other losses as a result of the fires.

Southern Glazer’s leverages its SGWS Relief & Charitable Foundation to help provide financial relief to any SGWS employees who are impacted by natural disasters. The Foundation provides tax-free disaster relief grants to employees and their families who have been adversely affected by a Federally Declared natural disaster, including hurricanes, tornadoes, wildfires, floods, mudslides or any other acts of nature that result in significant property damage or loss, or other financial hardship for our employees. The Foundation relies primarily on individual donations from team members and support from Southern Glazer’s to fund the program. An Emergency Bridge Loan from Southern Glazer’s is also available as an option to employees. This program was established to provide a source of expedient cash flow to an employee and their family who has been impacted by a disaster. These short-term, interest-free loans are intended to “bridge the gap” between the time a major catastrophe hits and when a team member has secured longer term recovery resources like an insurance claim or federal disaster assistance.
Community
Signature Charitable Events

For more than four decades, Southern Glazer’s has supported local educational, arts, and hunger-relief programs in our communities by founding, hosting, and sponsoring a variety of signature charitable events. Through its ongoing support of several of the world’s most well-known wine and food festivals, Southern Glazer’s helped continue the events’ charitable missions, and created new innovative programming that provided much-needed relief to the hospitality industry and others impacted by COVID-19.

As the exclusive wine and spirits sponsor of the Food Network & Cooking Channel South Beach Wine & Food Festival presented by Capital One (SOBEWFF®), Southern Glazer’s works collaboratively with its world-class suppliers to secure more than 300 top wine and spirits brands for the Festival’s 100+ curated events, held throughout Miami-Dade, Broward, and Palm Beach Counties, all to benefit the Chaplin School of Hospitality & Tourism Management. To date, SOBEWFF® has raised more than $31.8 million for the School. Following the 2020 festival, in response to the COVID-19 pandemic, the event team regrouped to quickly launch the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund to provide immediate financial assistance to restaurant workers in South Florida. Since it launched on March 25, 2020, the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund has granted more than $1.6 million to more than 500 local restaurants in South Florida. SOBEWFF® also launched a free weekly mixology and educational series in 2020, Sip with #SOBEWFF, that brings top bartenders, mixologists, and spirit experts into consumers’ homes for a live, virtual, hands-on cocktail-making experience. Donations from this series support the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund. In August, the Festival partnered with Mayor Carlos A. Gimenez and Miami-Dade County on an additional grant program designed to provide immediate financial relief for hospitality businesses impacted by COVID-19 closure orders in the County. A $5 million grant, administered by the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund with oversight by the County, supports employees of independently owned and operated restaurants, hotel restaurants, bars, and caterers in Miami-Dade whose businesses have been significantly diminished during the COVID-19 pandemic.
The Company also serves as the exclusive wine and spirits provider for the Food Network & Cooking Channel New York City Wine & Food Festival presented by Capital One (NYCWFF), benefiting the hunger-relief organizations Food Bank For New York City and No Kid Hungry®. The Festival has raised $13.8 million to date for these hunger-relief organizations. NYCWFF also quickly responded to the needs of those in the hospitality industry whose livelihoods were devastated by the pandemic. In April, it launched NYCWFF at Home presented by Bank of America, a virtual, live cooking and educational series that brings consumers into the kitchens and living rooms of their favorite chefs, cooks, mixologists, and food personalities. Proceeds from these ticketed online events, which sold for $20 per person, support the NYCWFF Restaurant Employee Relief Fund, a campaign to support the National Restaurant Association Educational Foundation's (NRAEF) Restaurant Employee Relief Fund to help restaurant workers hit hard financially by the COVID-19 crisis. NYCWFF is partnering with the NRAEF to raise funds specifically for restaurant workers throughout the state of New York.

Both festival teams united in the summer for the Rachael Ray's Yum-o!® Cooking Camp delivered by Shipt and powered by the Food Network & Cooking Channel New York City and South Beach Wine & Food Festivals presented by Capital One. The free, 16-part live virtual cooking camp helped provide a fun and accessible activity to support families whose camps and childcare centers were closed during the summer. The interactive online series connected viewers to their favorite chefs, celebrities, and lifestyle personalities, who taught them simple recipes, skills, and techniques to up their culinary game, all while providing an unforgettable summer learning experience. Proceeds from sponsorships and optional online donations went toward two beneficiaries: Boys & Girls Clubs of America and a newly founded Rachael Ray's Yum-o!® Scholarship Fund at the Chaplin School of Hospitality & Tourism Management at Florida International University, offering students the opportunity to further their ambitions in the kitchen and beyond.

October’s NYCWFF festival was reimagined in light of the ongoing pandemic, but its commitment remained unchanged—to support the New York City hospitality community and serve as a resource that connects people with world class chefs, restaurants, and bars, all while continuing the fight to end hunger for No Kid Hungry® and Food Bank For New York City, whose missions are now more crucial than ever. With more than 60 events taking place over nine days, the 2020 NYCWFF offered a robust lineup of virtual and live programming all for a good cause, including Johnnie Walker presents Behind the Burger Bash hosted by Rachael Ray, NYCWFF Goes Virtual presented by Capital One, an Intimate Dinner Series, and NYCWFF Presents Wine Gems Online Auction Experience.

Since 2008, Chicago Gourmet has celebrated the Windy City as a world-class epicurean destination—with title sponsor, Bon Appétit, and presenting sponsor, Southern Glazer’s Wine & Spirits, and alongside founding sponsor Illinois Restaurant Association (IRA). A portion of the proceeds from the Festival support local non-profit organizations committed to a range of important causes. In 2020, in response to the pandemic, Chicago Gourmet created new innovative events celebrating Chicago’s diverse culinary landscape while safely bringing food and drink enthusiasts the memorable experiences they crave. The IRA also formally introduced the Illinois Restaurant Association Educational Foundation (IRAEF) Restaurant Employee Relief Fund, a new beneficiary of this year’s events. The fund provides one-time, emergency cash relief to qualifying restaurant workers facing unforeseen hardship as a result of COVID-19.
People & Diversity

Part of Southern Glazer’s mission is to build a wholly inclusive and diverse culture that ensures everyone in the Southern Glazer’s FAMILY is respected, engaged, and motivated to grow professionally and personally. That’s why our Leadership Team is dedicated to fulfilling that mission today, tomorrow, and into the future. In doing so, we hope to realize our vision of attracting and retaining a diverse talent pool of employees to support company growth as we remain the industry leader.

This past year was unique in many ways and reinvigorated the Company’s commitment to equality and diversity. From programs to improve racial equality in our communities, to initiatives to speed our own progress of improving diversity and inclusion within our workforce, Southern Glazer’s intends to continue its journey and help bring about real and lasting change.

Promoting Racial Equality in Our Communities

In 2020, citizens across the U.S. and the world expressed unprecedented outrage as millions of people watched in horror and disgust the video of George Floyd, a Black man, being forcibly suffocated as bystanders pleaded for the police officer to remove his knee from Mr. Floyd’s neck. The unfortunate reality is that this was not an isolated incident of racial violence in America, and followed horrifying acts perpetrated against other Black people and people of color including Ahmaud Arbery, Christian Cooper, and Breonna Taylor.

In addition to taking a strong and public stance condemning these and similar acts, Southern Glazer’s took several actions in 2020 to promote racial equality, from philanthropic grants and community education programming, to internal workplace initiatives and programs to support Black- and minority-owned wine and spirits businesses.

Our community-facing programs included financial support for The Equal Justice Initiative and scholarship funds for Florida A&M University and the Black Hospitality Initiative. Prior to these new initiatives, early in 2020, the Company announced a $1 million commitment to the Thurgood Marshall College Fund (TMCF). The partnership with TMCF gives Southern Glazer’s access to its diverse talent pipeline, connects Southern Glazer’s employees with Historically Black Colleges and Universities students for mentoring and professional development, and provides student leaders with opportunities to pursue future careers with the Company. Southern Glazer’s has also expanded its relationship with leading social impact education innovator EVERFI to fund diversity-themed online education courses for high school students in Miami-Dade and Broward Counties in Florida, and Dallas and Collin Counties in Texas.

To expand diversity within our portfolio of brands and the vendors that we do business with, we have also enhanced our process to identify and support minority-owned wine and spirits brands, as well as other businesses through both our supplier selection, multicultural marketing, and corporate procurement processes.
Improving Diversity & Inclusion in Our Workforce

We can’t truly have an impact in our communities without first looking inward. Southern Glazer’s has been working long before 2020 to improve representation of diverse people across all ranks and functions in our Company. In addition to continuing our ongoing programs to identify and develop diverse talent, we launched some new and innovating programming this year to up our game.

Courageous Conversations
Internally, Southern Glazer’s leaders across our organization hosted a series of Courageous Conversations, frank discussions among employees focusing specifically on racial equality and on how we can be the change, as individuals, leaders, and as an organization. Approximately 7,000 employees joined these various virtual discussions over the course of several weeks.

Idea Distillery – Crafting Innovation
In August 2020, we launched an internal “Idea Distillery” competition centered around a strategic pillar of our organization—building, enhancing, and sustaining a more diverse culture at Southern Glazer’s. The Idea Distillery concept originated as part of a 2019 Exceptional Leaders Program (ELP) class and has since become an established crowd-sourcing program at SGWS to grow a culture of innovation and collaborative problem solving across the enterprise. The diversity-themed Idea Distillery was the first-ever all-employee competition of its kind. It included monetary prizes for first, second, and third place winners, and the Company committed to donating $25 for every idea submission to the Equal Justice Initiative. In the end, the competition garnered more than 500 ideas and raised nearly $13,000 in support of the Equal Justice Initiative.
**Investing in Diverse Talent**

In light of the pandemic, Southern Glazer’s had to readjust and take some of its signature recruiting and development programs from in-person to online.

Beginning July 1st, 26 students from across the U.S. participated in a six-week SGWS Virtual Internship Program (VIP). Interns engaged in networking opportunities with SGWS executives, mentorship and coaching, educational webinars, project-based learning, supplier interaction, and professional development discussions with their managers. The overall focus was to provide an impactful learning experience that supports the career development of our interns and aligns with our SGWS FAMILY values. We were pleased that as part of our commitment to diversity and inclusion and in conjunction with our long-term partnership with Thurgood Marshall College Fund, this year’s intern class included six students from Historically Black Colleges and Universities and TMCF member schools.

Also in 2020, 10 SGWS female leaders completed the annual Women in Leadership program in partnership with Columbia University and the Wine & Spirits Wholesalers of America (WSWA). The annual program, originally launched in 2019, consisted of an intensive curriculum designed to accelerate the advancement of women leaders in the wine and spirits industry, enabling them to navigate the business landscape, develop and leverage their talents, and step into roles of greater influence and leadership. Since the pandemic prevented the program from being delivered in its usual one-week, in-person structure, it transitioned to a virtual format over a four-week period to accommodate participants. The SGWS participants joined eight other women from WSWA member companies: Breakthru Beverage Group, Allied Beverage Group, Republic National Distributing Company, United Distributors, Badger Liquor, and Central Distributing. The program is open to women employed by WSWA member companies by way of a nomination from their respective companies. Following this year’s program, former WSWA Chairman and current Executive Vice President with Southern Glazer's Wine and Spirits, Barkley Stuart, received the 2020 WSWA Women’s Leadership Council’s (WLC) Icon Award. This honor recognizes Mr. Stuart for his courageous advocacy work to advance women in the wholesale tier and empower women and men to champion diversity in the wholesaler tier and beyond, as well as the importance of serving local communities with similar efforts.

**Recognizing Our Frontline Heroes**

Southern Glazer’s has the greatest people in our industry, and celebrating our talent and teamwork is important and ongoing. While we celebrate National Truck Driver Appreciation Week and Warehouse Employee Appreciation Week every year, this year it was even more important to recognize our people on the frontlines who showed up every day during the pandemic so we could continue to deliver for our customers.

Companywide, Southern Glazer’s drivers each received a polo shirt and hat, and enjoyed various socially-distanced festivities throughout the week, from catered breakfasts and lunches, to raffles and prizes. The Company’s warehouse employees also enjoyed similar treatment during Warehouse Appreciation Week, acknowledging the tremendous work they do to ensure the receipt, storage, handling, packaging, and redistribution of thousands of Southern Glazer’s world-class wine and spirits brands. This year, employees submitted thank you shout-outs via Southern Glazer’s employee intranet and thank you posters signed by the Operations Leadership Team were displayed and circulated within each facility. A health “Step Challenge” was also implemented, in which teams of up to five warehouse employees were formed to compete for team and individual rewards for tracking the most steps over a two-week period.
Governance – Operating to the Highest Standards of Ethics & Compliance

Operating as a responsible and ethical business is at the core of Southern Glazer’s culture and is grounded in our values. From our executive leadership at the top and throughout our entire organization, every employee in the Company understands his/her responsibility to uphold the highest standards of ethics and lawfulness. Maintaining trust in the marketplace is critical to our long-term success and part of what makes Southern Glazer’s a great place to work.

Policies Against Harassment and Discrimination

EQUAL EMPLOYMENT OPPORTUNITY AND AFFIRMATIVE ACTION
Southern Glazer’s Wine & Spirits is proud to be an equal employment opportunity (EEO) employer committed to providing equal opportunities in all of our employment practices including, but not limited to, hiring, placement, promotion, transfer, demotion, treatment during employment, rates of pay or other forms of compensation, layoff or discharge, and recruitment or solicitation of employment. All decisions made with respect to recruiting, hiring, and promotions for all job classifications are based solely on an individual’s qualifications related to the requirements of the position. Likewise, all other employee matters such as compensation, benefits, training, reduction in force, and social and recreational programs are administered free from any illegal discriminatory or retaliatory practices.

NON-DISCRIMINATION POLICY
Southern Glazer’s is dedicated to maintaining a work environment where all individuals are treated with dignity, fairness, and respect. We are an EEO employer committed to providing equal opportunity in all of our employment practices, including selection, hiring, assignment, re-assignment, promotion, transfer, compensation, discipline, and termination. This policy prohibits discrimination, harassment, and retaliation based on race, sex, sexual orientation, national origin, religion, age, ethnicity, disability, ancestry, color, gender and/or gender identity or expression, marital status, pregnancy or medical condition, veteran or uniform service status, genetic information (“Protected Classifications”), or on any other classifications protected by applicable state or local law. Our Non-Discrimination Policy applies to all company employees, agents, vendors, customers, independent contractors, and any other third-party doing business with the Company.

Southern Glazer’s “Speak Up” Hotline and Online Site

The Company is committed to providing resources available to all employees to report allegations of discrimination, harassment, or retaliation to the Southern Glazer’s “Speak Up” hotline at 1-866-898-2725 or online at sgws.ethicspoint.com. The toll-free number and online site operate 24 hours a day, seven days a week, so employees can call without fear of retaliation. A third-party administrator responds to all employee complaints and will then provide the Company with a report of the complaint.
Trade Compliance Training

As a leader in the industry, we take our responsibility to operate our business in compliance with federal and state alcoholic beverage laws seriously. Southern Glazer’s requires that all team members be familiar with the trade practice laws of their states and complete extensive trade practice compliance training. We are continually evaluating and strengthening our compliance programs and policies, including implementing routine audits and reporting protocols, continued and advanced employee training, and vigorous and appropriate enforcement of our disciplinary policy.

Business Continuity – Crisis Management Center and CAN Program

Southern Glazer’s state-of-the-art Crisis Management Center in Miramar, Florida serves as the centralized location responsible for all aspects of incident management for the entire enterprise. This Center and its cross-functional team of leaders led the Company’s complete and ongoing response to the COVID-19 pandemic.

The Center utilizes the latest technology, enabling our National Business Continuity team to monitor and respond to potential threats at any of our 250 locations nationwide. Comprehensive, global threat intelligence information is reported in real-time on a wide variety of hazards, including but not limited to severe weather, natural disasters, terrorism, transportation, health, infrastructure, cybersecurity, utility disruptions, and security. The team employs tools and technology such as Earth Networks, Early Alert, Weather Underground, Planet Risk, and NC4 for comprehensive 24/7 weather monitoring. It also ensures employees receive alert notifications during times of an emergency via the Company Alert Network (CAN). CAN enables Southern Glazer’s Business Continuity team to rapidly send secure, concise, and time-sensitive notifications that communicate critical information to employees. It has the capability to deliver messages securely through multiple methods—by voice, text messaging, and email—in the case of weather, environmental events, emergencies, and other crisis situations. The team regularly used CAN to share important health and safety updates throughout the pandemic in 2020.
Raising a Glass to Our Local Market VolunCheers

**Alabama**

**Exceptional Foundation Chili Cookoff**
Southern Glazer’s Gulf Coast Division participated in The Exceptional Foundation’s 16th annual Chili Cook-Off Fundraiser. The Exceptional Foundation serves 700 individuals with special needs in the Greater Birmingham, AL area by targeting social and recreational objectives not met by educational institutions or the community at large. The SGWS AL team supported in raising $500,000 to continue enhancing the lives of those with special needs, regardless of their financial means.

**Arkansas**

**Holiday Food Drive**
Employees in Arkansas stepped up to donate nearly 130 meals to families in need throughout Thanksgiving and Christmas. Recipients of the donated goods included veterans and military families navigating challenges with COVID-19, providing much-needed relief during the holiday season.

**Arizona**

**Southern Helping Southern**
The SGWS Arizona team came together to feed employees who found themselves in greater need this holiday season, whether due to illness or job loss in their families. Led by SGWS AZ VolunCheers Ambassadors Lisa Espinosa and Peggy Hobart, and HR Director Michael Harper, 30 team members came together to safely package and distribute 100 meals, cases of water, and an abundance of cheer to their SGWS FAMILY.

**California**

**Making Strides Against Breast Cancer Virtual Walk/Run**
In honor of Breast Cancer Awareness Month, members of the SGWS California team participated in the virtual Making Strides Against Breast Cancer 5k Walk/Run benefiting the American Cancer Society. Volunteers completed the charitable walk/run in their local areas, and to keep motivations high, shared photos and wine-pairing ideas to enjoy at their respective finish lines.

**Canada**

**SGWS Canada Supporting the Black Community**
Nine SGWS Canada employees, led by VolunCheers Ambassador Jennifer Pashkovsky, formed a committee to plan and execute programming to support Canada’s Black community. After conducting a nationwide survey, the Black Youth Helpline and Canada Helps were selected as recipients of a $25,000 donation. Through Canada Helps, $20,000 will be distributed among the more than 70 deserving organizations under its Black Solidarity Fund, all working to support education, nutrition, mental, and physical health within the Black community. The remaining $5,000 will further the Black Youth Helpline’s mission to ensure productive futures for Canada’s children and youth.
Colorado
Walk to Defeat ALS - Rock Mountain Chapter
Colorado VolunCheers Ambassadors led a group of 65 volunteers, titled Team Larvinator’s, in honor of a fellow colleague who battled ALS. The ALS Association is the only national nonprofit health organization dedicated solely to the fight against ALS. This marked the Larvinator’s eighth year participating, this time in a virtual capacity. The team partnered with Heaven Hill Distilleries and 5280 Whiskey Society to raise $8,600 to further research to find a cure for ALS.

Delaware
Casey Cares Foundation Pajama Party
The SGWS Delaware team collected pajamas to donate to a local children’s hospital. Working in partnership with Casey Cares Foundation, the team distributed 135 pairs of pajamas to critically ill children. The Casey Cares Foundation provides more than 100 activities to critically ill children each week, filling basic needs and emotional support.

Florida
Covenant House Florida
Members of the SGWS Florida team partnered with Covenant House Florida, an organization dedicated to guiding youth experiencing homelessness, to donate four laptops to support local students in need. The laptops serve as critical tools to help participating youth succeed in their virtual educations and employment searches.

Miami Dolphins Cancer Challenge
Under the leadership of SGWS eCommerce Commercial Operations Manager Fausto Escobar, 72 SGWS Florida employees ran and biked to support the Miami Dolphins Cancer Challenge. Volunteers raised more than $17,700 to benefit innovative cancer research at Sylvester Comprehensive Cancer Center, in addition to significant pledges from Tito’s Handmade Vodka and Jim Beam.

Idaho
Wild Turkey Food Drive
The SGWS Idaho team partnered with Wild Turkey Bourbon and local accounts for their third consecutive year raising funds and donations to support local food banks. The team raised more than $1,750 and provided 200 pounds of food for their neighbors in need during the holiday season.

Illinois
SGWS Bottles2Boxes
Employees in Illinois made $15 donations to receive a six-bottle mixed case of wines and spirits. Team members could purchase up to four boxes, and SGWS IL matched each donation, which went toward boxed lunches for first responders and healthcare workers across the state. In addition to donating, employees were able to nominate their local first responders and healthcare facilities to receive the lunches. More than $42,000 was raised to support the meaningful initiative.
Indiana
Urban League’s Drive-Thru Food Distribution Program
Under the leadership of Tito’s Brand Development Manager DeWayne Brown, the SGWS Indiana team supported the Indianapolis Urban League’s Drive-Thru Food Distribution Program, which provided no-contact meal distributions for families financially impacted by COVID-19. Team members volunteered to bag and distribute items, resulting in more than 8,245 families receiving ready-to-serve meals, fresh fruit and vegetable boxes, and community resources.

Iowa
Sky Ranch Donation Drive
The SGWS Iowa team came together during the holidays to collect much-needed coats, hats, gloves, scarves, and additional clothing items for Sky Ranch Behavioral Services, an organization that provides professional behavioral services to reunite families and improve relationships for lifelong stability in the home.

Kansas
Holiday Family Adoption
Every year, the SGWS Kansas and Kansas City, MO teams donate gifts to support less-fortunate families during the holiday season. For a third consecutive year, 50 employees donated much-needed items to Hillcrest Hope House to support four deserving families, providing everything from clothing, to toys, to grooming supplies.

Kentucky
Blanket Drive for the Homeless
The SGWS Kentucky team banded together to support the homeless community by collecting new and gently used blankets to be donated to Wayside Christian Mission, a local homeless shelter. Together, the employees provided two bags of stuffed animals and 64 blankets to be distributed to those who need it most.

Louisiana
BYOBikes
SGWS employees in New Orleans distributed 225 bicycles to children in underserved communities during the holidays. Participating children were selected through a partnership with local nonprofits, Son of a Saint and BYOBikes, and the NOPD Community Outreach Program. The team also fundraised to provide six additional bikes to at-risk youth, complete with helmets, locks, lights, and safety classes.

Maryland/D.C.
Back-to-School Virtual Supply Drive
The SGWS Maryland/DC team partnered with Kids in Need Foundation to host an online drive that provided much-needed supplies to public schools in Baltimore, MD. Together, employees collected more than 370 items and an additional $500 in donations for local students and teachers.
Missouri
Virtual Food Drive
The SGWS Missouri team partnered with the St. Louis Area Foodbank to organize a virtual food drive that ran throughout the month of September. To promote a little friendly competition, employees divided into an East and West team, and the Foodbank provided links that allowed everyone to shop and donate online at their convenience. SGWS Missouri achieved its goal of raising $2,000, providing 8,000 meals to those in need.

Mississippi
Bow Wow Pawrade
SGWS Mississippi dog lovers collected donations for the Humane Society of South Mississippi’s Bow Wow Pawrade. In partnership with Tito’s Handmade Vodka, the team raised $1,600 to further the Humane Society’s mission to make South Mississippi a truly humane community where every pet lives out its life in a loving home.

Nevada
Las Vegas Future Smiles Supply Drive & “Smile Bag” Assembly
In honor of National Children’s Dental Hygiene Month, SGWS Las Vegas teamed up with Future Smiles, a nonprofit that provides preventive oral healthcare screenings to children in need. Employees packed hundreds of “Smile Bags” to be distributed to local children. The team also conducted a Children’s Dental Hygiene Supply Drive, which brought in bins of toothbrushes, toothpaste, and floss.

Reno Lipstick, Whiskey and Women Event
To enter this meaningful fundraising event, participants donated an unopened tube of their favorite color lipsticks, which were donated to Dress for Success, a global organization that empowers women to achieve economic independence. In addition to 50 tubes of lipstick, the SGWS Reno team raised $1,670 in donations and collected racks of clothing donated to help women thrive in work and in life.

New Hampshire
Sewing for Those in Need
When the pandemic hit, SGWS New Hampshire CPWS Sales Consultant Tara Evans pulled out her grandmother’s sewing machine and taught herself how to sew face masks. With the support of her colleagues, who provided helpful donations, Tara sewed more than 1,000 masks for frontline heroes.

New Mexico
Vitalant Blood Drive
To help combat a severe blood shortage in New Mexico, the SGWS NM team stepped up to provide much-needed donations to Vitalant Blood Services, one of the nation’s oldest and largest nonprofit transfusion medicine organizations. Together, employees provided 20 life-saving donations to the New Mexico community.
**New York**

**Thanksgiving Drive Initiative**
The SGWS New York State Sapphire Division worked with supplier partners to raise nearly $60,000 benefiting City Harvest and Buffalo City Mission. This team effort provided an incredible 94,580 meals for deserving families. Along with funding Buffalo City Mission’s Thanksgiving event, the fundraiser also raised enough donations to support the nonprofit’s Christmas event, providing nutritious meals for families throughout the entire holiday season.

**North Dakota**

**Casey Cares Foundation Pajama Drive**
The SGWS North Dakota team came together to raise funds and collect pajamas in partnership with Casey Cares Foundation for critically ill children in Sanford Medical Hospital. Employees worked with supplier partners to raise almost $2,800 to provide pajamas as a much-needed source of comfort for the children and their families.

**Ohio**

**Cincinnati Freestore Foodbank’s Rubber Duck Regatta**
SGWS Cincinnati team members raised $250 for the 26th annual Rubber Duck Regatta benefiting the Freestore Foodbank. For each rubber duck purchased during the regatta, 15 meals are provided to families in need. The ducks are then poured into the Ohio River to race downstream. This unique program serves to further the Foodbank’s mission to create a hunger-free, healthy, and thriving community.

**Columbus Relief Toiletry Drive Honoring Martin Luther King**
The SGWS Columbus team collected toiletries to be distributed to Central Ohio’s homeless community. The donations were given out on Saturdays during Columbus Relief’s Bus Outreach Program, during which buses are loaded with much-needed items and delivered to those who need it most.

**Oklahoma**

**Infant Crisis Services + Emergency Infant Services Donation Drive**
A team of 15 SGWS Oklahoma employees volunteered to package toddler meal kits to support Infant Crisis Services, an organization dedicated to serving babies living in poverty and at risk of developmental delay. Together, the team packed 240 meal kits for underprivileged families across the state. A truckload of in-kind donations, including diapers, wipes, clothes, bottles and pacifiers, was also provided.

**Oregon**

**Oregon Wildfire Relief Drive**
Members of the SGWS Oregon team partnered with Bacardi to collect an assortment of much-needed supplies for families affected by devastating wildfires. Donation bins were stationed at local liquor stores within some of the communities hit hardest by the disaster. Through this effort, more than 500 items, including diapers, clothing, toiletries, canned food, and more, were distributed.
**Pennsylvania**  
**Operation Gratitude Letter-Writing Campaign**  
SGWS Pennsylvania Trade Development Director Lehua Pagett led a virtual letter-writing campaign for Coastal Pacific Wine & Spirits Brokers in partnership with Operation Gratitude. Together, 70 employees from 17 different states sent 350 “Dear Hero” letters of gratitude to deployed troops, first responders and frontline medical personnel fighting COVID-19.

**Tennessee**  
**Hurricane Laura Disaster Relief**  
Under the leadership of SGWS Sales Consultant Sandra Erwin, the Tennessee team organized a donation drive for those in Louisiana who experienced a catastrophic hit from Hurricane Laura. Employees banded together to donate everything from generators, to toiletries, dog food, and extension cords, totaling almost $7,000 in critical supplies. Sandra personally transported the goods from Memphis, TN to those most affected in Lake Charles, LA.

**Texas**  
**North Texas Blood Drive**  
Nearly 70 members of the SGWS North Texas team stepped up to donate blood at their local Carter BloodCare center, resulting in enough units donated to save 210 lives. This volunteer event came at a particularly significant time, as COVID-19 caused a severe blood shortage, making the demand for blood donors higher than ever.

**Valentine's Cards for Veteran Patients**  
Twelve SGWS Texas team members joined forces for a meaningful Valentine’s Day letter-writing campaign. The heartfelt letters of gratitude were distributed to veterans who were patients at the VA North Texas Health Care System.

**South Carolina**  
**KY vs SC Kids in Need Foundation Supply Drive**  
With back-to-school season looking very different this year, the SGWS South Carolina team partnered with SGWS Kentucky to collect school supplies for underserved children across the nation. The friendly rivalry resulted in generous donations from 52 employees, all benefiting Kids In Need Foundation, a nonprofit working to ensure that children have all the tools needed to learn and succeed in the classroom.

**Washington**  
**Food Lifeline Virtual Food Drive**  
The SGWS Washington team came together to raise funds for Food Lifeline, furthering the organization’s work to provide food to hundreds of thousands of people facing hunger every year. During the friendly competition between the SGWS WA Operations and Sales teams, employees raised $4,100 in donations, providing 18,000 much-needed meals for the community’s food insecure.
Connect with us across each of our social media platforms for the latest on Company news and activities. Include #SGWSGivesBack to showcase your local VolunCheers philanthropic activity to our team members and industry partners.

@sgwinespirits  @SouthernGlazers  @sgwinespirits

**Connect with Southern Glazer’s Wine & Spirits**
For more information, contact the SGWS Communications & Corporate Social Responsibility team at VolunCheers@sgws.com.