

COVID-19 Crisis Response Announcement

During this time of emergency we at LaGrange Bread Company would like to reach out to our town and community in order to inform and educate everyone on the current situation with local retailers supply chain.

Firstly, we are LaGrange's largest distributor of the following brands: Sunbeam, Nature's Own, Wonder, TastyKake, Dave's Killer Bread, Merita, Captain John Derst, Cobblestone Bread Co, Sunmaid, Canyon Bakehouse, Papa Pita, and Mi Casa Loca. As for in store labels we supply Great Value, Clover Valley, Piggly Wiggly, and Oven Fresh.

At this time we are experiencing what we term as "Crisis Mode". During this time our supplier Flowers Foods will be making necessary adjustments to their bakeries to meet the growing demand for in store products.

Please know that our staff is working around the clock to do everything possible to meet the food demand of our community during this crisis. We will continue to serve the great city of LaGrange as we all are forced to make these drastic changes to our lives.

How will this be achieved?

Bakeries across the nation will be running 24x7 and running maximum efficiency. By limiting the amount of SKUs available will allow the bakery to save time and produce more bread in order to meet the demand of everyone who is now being forced to eat at home and buy more groceries.

Will there be enough bread?

Yes, absolutely. We are seeing a huge decline in restaurants which will allow more time in the bakery to run bread that can be sold in stores instead of being packaged for wholesale.

When will stores have bread?

By this weekend all stores in our service area will begin to see a major relief in the bread supply.

What stores do we service?

Wal-Mart Supercenter, Wal-Mart Neighborhood Market, Wal-Mart Supercenter (Valley, AL), Kroger, Piggly Wiggly #401 (Lee's Crossing), Givorns Foods (Valley, AL), Ingles (Hogansville, GA), Piggly Wiggly (Franklin, GA), and The Country Market (Salem, AL). We also serve 14 Dollar Generals and 2 Family Dollar stores in the following cities: LaGrange, Valley, Beulah, Franklin, Newnan (Power's Crossroads), Corinth, Grantville, Hogansville, and Luthersville.

Ok, so what bread will I be able to buy?

Our primary focus now is having bread on the shelf. Here is a list of our bakeries focus items:

- Sunbeam Giant 24oz
- Nature's Own Honey Wheat 20oz
- Nature's Own Butter Bread 20oz
- Wonder 20oz (White)
- Wonder Hamburger 8ct
- Wonder Hotdog 8ct

While we are focusing on these items we will be making best efforts to supply other items as well.

Please note that all store brands will be in limited supply. Stopping the bakery to change bags and run products that can not be sent to all stores slows down the supply chain and will cause supply to not meet the demand.

PLEASE PLEASE PLEASE

Do NOT touch every loaf on the shelf. ALL of the bread is fresh. Please just pick it up and put it in your shopping cart. We need to limit the spread of the outbreak the best we can.

We will also be working with some members of our local communities to provide a way for anyone over the age of 65+ to get a loaf of bread for their personal consumption without the need to go to the store. More details to come.

Thank you for your understanding and support during this time. We will do our best to navigate this rocky road ahead and keep bread on the table. We believe we will all get through this as a community and be stronger in the end. We encourage everyone to be safe and take any precautions necessary to stay in good health.

Thank you,

Joshua Sims
Director
LaGrange Bread Company