

Midland Chilled Foods

Third Lockdown Business Update - 11th January 2021

As we face into a tough trading environment with a third national lockdown, as a business we need to ensure we are doing all we can to ensure supply to our customers, but at the same time we need to be robustly managing our cost base.

Whilst some areas of our market are temporarily closing for a period, Midland Chilled are still here to serve customers large and small, but we need to be efficient and cost effective through this extremely challenging period for the industry and country.

Therefore, we are making a temporary change to our order and delivery schedules:

- Effective Monday 18th January for a period of 4 weeks, Midland Chilled Foods will be moving from a 4-day order and delivery cycle to a 3-day order and delivery cycle.
- This will mean orders and teams will be in place Monday, Tuesday and Wednesday only, for deliveries Tuesday, Wednesday, and Thursday.

All deliveries are in the process of being updated to adjust to this change, and communication will be fed through the sales channels and your key contacts this week.

Thank you for your ongoing support and understanding with this process, and we know this will be temporary. We will continue to monitor the situation, and as business begins to open up again, we will revise our service levels back gradually and inform you ahead of these changes.

We thank you as ever for your custom and support as we all face into this most difficult of challenges.

We hope you, your teams and families remain safe and well, we look forward to coming through this together into a stronger and safer 2021.

Craig Ward
Group Sales Director - UK