



March 12th, 2020

Dear Valued Customer,

As you are probably aware by now, the outbreak of coronavirus (COVID-19) was recently classified as a “pandemic” by the WHO. We have five confirmed cases of the virus in Minnesota, and the Department of Health is encouraging people to take all necessary precautions and not put themselves at risk – which includes avoiding gatherings of more than ten people in one place.

We do not take this situation lightly, and in the best interest of our customers, our employees, and the community, the decision has been made to postpone the Wedding Design Show scheduled for March 20-22 until a later date. We know that many of you were looking forward to attending, and we sincerely apologize for the inconvenience, but we feel it would be irresponsible to hold the event at this time. Full refunds will be given for any deposits already paid, and we hope you can all join us September 19-20 for our 65th Anniversary Fall & Winter Classic.

We are also taking precautions at our warehouse facility, and have implemented a daily disinfecting procedure for all common areas, carts, and surfaces. We hope that this situation will be resolved very soon, but until then, we will follow the recommendations of medical professionals to prevent the spread of the virus. We are retaining our normal business hours, staffing, delivery schedule, and other services for you.

In light of the recommendation that people avoid large gatherings, we also encourage you to take a proactive approach to any upcoming events you may have, and to be prepared to see a potential increase in cancellations. Please be diligent about having conversations with your clients upfront regarding cancellations and responsibilities, and to take the necessary steps to protect your business. In accordance with our existing policy, we will still accept cancellations if they are received 14 or more days prior to the ship date. However, if an event is cancelled closer to an event date, we believe this is between you and your client, and we cannot issue refunds or accept cancellations.

Additionally, due to the travel restrictions that have recently been imposed, we do anticipate some delay and difficulty in receiving product. Much of our fresh product is transported on passenger flights, and with the travel hold, freight space will become scarce and costly. Incoming supply product will also experience transit delays. We urge you to plan ahead as much as possible, and keep open lines of communication with us and with your clients in order to minimize issues.

We hope the impact of this virus will be short-lived and less severe than predicted, but until we know the course it will take, we should all be as prepared as possible for any outcome. Please let us know if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Lee Spence". The signature is written in a cursive, flowing style.

Lee Spence, President & CEO, and your Koehler & Dramm Team

KOEHLER & DRAMM WHOLESAL FLORIST
2407 East Hennepin Avenue
Minneapolis, MN 55413

612-331-4141 // 877-KOEHLER
Online at koehlerdramm.com