



**Dear Valued Customer,**

I hope that this update finds you healthy and well. After the obstacles that were overcome in 2020 regarding the COVID-19 Pandemic including unprecedented demand and supply constraints, 2021 has begun with many of the same challenges. Demand remains higher than ever while our industry's supply chain remains a challenge and many Americans are still suffering from the havoc wreaked by COVID-19. We sincerely thank you for your partnership and business in 2020 and thus far in 2021 and offer our deepest sympathies to those of you who have dealt with the harsher aspects of this horrible virus.

While continuing to deal with the implications of COVID-19, in 2020 Central hosted our first virtual trade show. Our team worked tirelessly to put together a show that would allow us to have the greatest opportunity for success in a remote environment. As with any new venture, we have many excellent learnings coming out of our first year, and many new ideas that could have been achieved with more time to plan. While we have opportunities to improve, the show results were exceptional as you, our customers, engaged fully in this new venue and helped to make the show a resounding success. Our team is now working hard to fulfill and execute against those commitments and to get you ready for the season.

Based on the timing of our show, and the current restrictions imposed by the city of Las Vegas for the foreseeable future, we have made the difficult decision to once again host a virtual only show for the 2021 season. With a year of learnings under our belt, and an increased planning cycle we are confident that we can continue to build on the momentum from last year's show. Our team is dedicating our focus on improving every aspect of the virtual experience to ensure that we provide a show that is just as valuable to you as a live show, while reducing complexity in the experience. We have been working towards returning to the live show format, and hope that we will be able to return to a physical show in the future. This decision reflects our primary commitment of maintaining a safe and healthy environment for our customers, our employees, and our vendor partners.

**More information will be forthcoming this summer as we look to deliver a first-class virtual trade show in August.**

Thank you for your understanding and partnership.

Sincerely,

Jim Stewart  
Director of Sales – West Coast  
Trade Show Committee Chairman

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