

Sensory Friendly Shopping

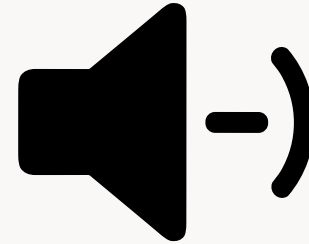
Welcoming and delighting customers through inclusion



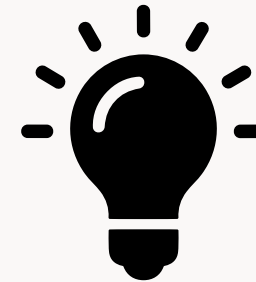
What is a Sensory Friendly Shopping Environment?

A ***Sensory Friendly Shopping (SFS) environment*** is one that adjusts for elements that can contribute to sensory overload and make everyday tasks such as grocery shopping difficult for certain individuals

These elements can include **sound**, **lighting** and **smell**.



VOLUME DOWN



DIM LIGHTS

SFS Launched in over 450 stores across Canada



Increases
community and
workplace
engagement



Easy to execute at
store level



No additional
labour required



Competitive
advantage

How to create a Sensory Friendly Shopping Environment



Assign an SFS Store Champion to train employees and coordinate weekly SFS hours



Engage a community partner to support launch (optional)



Reduce overhead/case lighting by 50%



Silence or reduce all sounds from PA systems, music, telephones, scanners and registers, lottery machines

Refrain from collecting shopping carts/baskets during SFS hours



Lower department noise such as deli and bread slicers



Turn off washroom hand dryers/post signage for non-use during SFS hour(s)



Display front-end SFS signage and customer support



Sensory Friendly Shopping Key Messages

- The grocery store is a central hub of the community. It's important to us that everyone feels welcome and included in our stores.
- At Sobeys Inc., we pride ourselves on creating an inclusive environment that reflects the diversity of the customers and communities we serve. This commitment is supported across our full organization and store network.
- SFS is an opportunity for customers who may have sensory sensitivities to enjoy a reduced noise and lighting shopping experience on regularly scheduled days and times.
- A sensory friendly environment is one that adjusts for elements that can contribute to sensory overload and make everyday tasks such as grocery shopping difficult.
- Even customers that may not have sensory sensitivities have told us they enjoy this sensory reduced shopping experience!

Appendix

- ✓ **Front-end SFS Checklists**
- ✓ **FAQs**
- ✓ **Signage**
- ✓ **Who to contact for support**
- ✓ **Reduced lighting image**

Pre-Sensory Friendly Shopping Hours Checklist



OVERHEAD AND CASE LIGHTING	
Reduce to 50% (where possible)	
CASH REGISTERS	
Ringers/Sounds turned off	
CUSTOMER SERVICE DESK	
Ringers off or reduced/handheld vibrate option activated if/where possible	
Lotto machine/terminals sound reduced or off	
SELF CHECKOUT MACHINES	
Ringers turned off	
CASHIERS	
Do not page	
Call Duty phone for all inquiries	
CUSTOMER ORDERS AND PARCEL PICK-UP	
Online/phone orders are filled as required/on demand	
Collect carts/baskets 15 minutes prior to SFS hours	
IN-STORE AND VESTIBULE LED SCREENS (CONCEPT/RENO STORES)	
Large screens turned off during SFS hours	



Post-Sensory Friendly Shopping Hours Checklist



OVERHEAD AND CASE LIGHTING	
Back to normal store lighting protocol	
CASH REGISTERS	
Ringers/Sounds turned on	
CUSTOMER SERVICE DESK	
Ringers turned on	
Lotto machine/terminals sound turned on	
SELF CHECKOUT MACHINES	
Ringers turned on	
CASHIERS	
Paging resumes	
CUSTOMER ORDERS AND PARCEL PICK-UP	
Online/phone order fills resume	
Cart/basket collection resumes	
IN-STORE AND VESTIBULE LED SCREENS (CONCEPT/RENO STORES)	
Large screens turned on	



FAQs

Q: Do I contact MSC to program my lighting to 50% for Sensory Friendly Shopping hours?

A: *Please adjust your lighting manually. This will also help when seasonal time changes occur.*

Q: Do we need to get in-store supplier partners like Starbucks to silence their machines?

A: *No. It's business as usual for our partners, however let them know about our SFS program to see if/how they would like to participate*

Q: Can delivery trucks still ring back door bell to notify delivery is waiting?

A: *Yes. Deliveries will continue as per usual process.*

Q. Can we reduce sounds on front-end lottery terminals?

A: *Yes, lottery terminal sounds can be reduced.*

Q: Can customers use their cell phones during Sensory Friendly Hours?

A: *Yes.*

Q: Do staff and customers need to lower their voices during SFS hours?

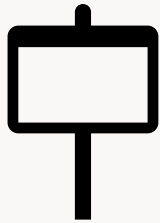
A: *No*

Q: What if I run out of carts for customers?

A: *Please collect carts and baskets 15-30 minutes before Sensory Friendly Shopping hours start so that you minimize the possibility of not having enough carts for customers.*



Who to contact for support



To order SFS T-Stand signage contact
[Sobeys Print Services \(sobeysprintservices.com\)](https://sobeysprintservices.com)



Questions about Sensory Friendly Shopping?
Contact: DEI@sobeys.com
Florence.Chapman@sobeys.com

T-Stand Signage Example and Specs

Colours: Banner-specific

Sensory T-Stand

TSD-V3

22" x 28" finished size

4/4 on 40pt styrene

Dry erase lamination on both sides

I-cut round corners and 2 holes at top for hanging

**Contact: Sobeyes Print Services
(sobeyesprintservices.com)**

Sensory-Friendly Shopping

Date _____

From _____ **To** _____

To provide a welcoming environment for all our shoppers, you can expect:



Reduced store lighting



Suspended announcements
No overhead music
Reduced scanner noises



No cart collection

T-Stand Signage Example and Specs

Colours: Banner-specific

Sensory T-Stand

TSD-V3

22" x 28" finished size

4/4 on 40pt styrene

Dry erase lamination on both sides

I-cut round corners and 2 holes at top for hanging

**Contact: Sobey's Print Services
(sobey'sprintservices.com)**

Sensory Friendly Shopping

Date: _____

From: _____ To: _____

To provide a welcoming environment for all our shoppers, you can expect:



Reduced store lighting



**Suspended announcements
No overhead music
Reduced scanner noises**



No cart collection during hours