

Message from the CEO

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Unidine®

## Message from the CEO

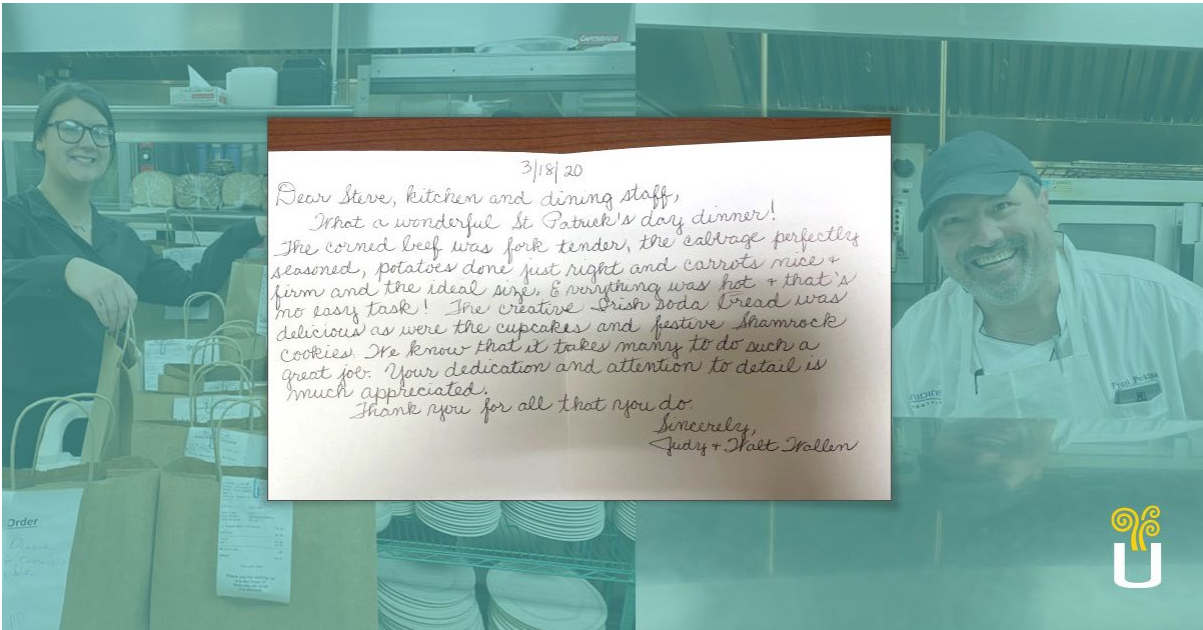
### Our Values

Our team motto shares the story of Unidine's purpose. But what do we mean when we say, *"We Are Exceptional People Providing Exceptional Service To Exceptional Customers?"*

For every daily line up, we recognize our teammates for their dedicated efforts that bring value to our organization. Whether it's a team member who takes the initiative to step up or a team member who takes on extra responsibilities every day across our communities, we collectively share hundreds of stories of **exceptional people**.

When you are in the presence of **exceptional service**, you can feel it. It's about making that one customer in front of you feel like they are your utmost priority. For our customers, we provide two essential products: food and customer service. It's this combination that generates our customers' perception of us. When we achieve excellence in both areas, we provide a dining experience, unlike any other.

Of course, then there are our **exceptional customers**. No matter who the customer is, we must ensure that we provide everyone with the same extraordinary level of attention and care. In a business like ours, we are fortunate enough to create meaningful relationships with the people we serve, with the chance to make a difference in their lives. We are even more grateful when they take the time to share their experiences with us:



Over the past 19 years, we have received thousands of letters of appreciation from our customers. The one thing they all have in common is that the exceptional customer is eager to share their story—and this is how we know that we achieved the exact sentiment behind our motto.

The Importance of Owning Our Values

Another example of an exceptional team providing an exceptional experience Buckingham's Choice in Adamstown, Maryland.

Letters from our Residents

If I hadn't experienced it I would not have believed how seamlessly your staff managed the unexpected closure of the dining room on such short notice today. I had planned to eat in the dining room with some friends when I saw the notice posted on the new residents' portal that the dining room had to be closed. I went up to the main building expecting chaos and long waits. Instead I was greeted by a staff that had obviously answered an all hands on deck call. Clearly there was a plan (I am always fond of Plan B or even Plan C!) and they were ready to make it work. In spite of the circumstances they had smiles on their faces.

There was not a long wait to place an order. I will admit that after I gave Robin my order, I went back to my cottage satisfied by the process but very skeptical that my dinner would actually be delivered in 40 minutes as I had been told. That was not a problem — it was going to show up and that was enough. To my great surprise my doorbell rang just minutes after the projected time and there was one of our wonderful servers with a smile, a warm greeting (from a distance!) and my dinner. The order was exactly accurate and the food was delicious. The staff here did something I would not have imagined possible and I appreciate it. I know that the next weeks will present many challenges. It will be hard to have most of our activities cancelled and we will miss the companionship of sharing dinner together in the dining room. Some in our community may get sick. But last night got us off to a good start and we know that we are all in this together.

This will be one of the stories that gets told to new residents, "And then there was the night that the governor ordered all sit down restaurants closed in the middle of the afternoon and our staff figured out a way to get dinner to all of us in our homes. And it worked. Aren't you glad that you chose Buckingham's Choice?"

Thank you to the whole staff who made this happen.

Stars that S.H.I.N.E

As the coronavirus continues to impact our entire community, my focus remains on the health, safety, and well-being of our people. Our team continues to live #theunidineway with



uninterrupted meal service to the residents in our communities. Here are a few examples of our team working to prepare pick-up, to-go and delivery items in their community.







### Submit to The Unidine Way!

As submissions to **The Unidine Way** have continuously grown, we've started to utilize more of your photos on our [LinkedIn](#), [Facebook](#), and [Instagram](#). So that we can feature more of our teammates and culinary presentations, we encourage your submissions to include as much detail as possible along with high-quality photographs—so that we can share more of your stories with our online community. For more examples, please review our [photography guidelines](#) on SharePoint, and for any questions, please email [AMalmquist@unidine.com](mailto:AMalmquist@unidine.com)



As always, thank you all for everything you do to contribute to Unidine's success. Please keep sharing your stories and photos of exceptional customer experiences by sending them to the [TheUnidineWay@Unidine.com](mailto:TheUnidineWay@Unidine.com).

Regards,

Richard B. Schenkel

**Fresh. Authentic. From Scratch. That's the Unidine Way.**

Unidine Corporation  
1000 Washington St  
Ste 510  
Boston, MA 02118-2798