



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 04.24.20



Executive Director Update - April 24, 2020

Coronavirus Information

Good afternoon,

You've had a day to digest the Governor's phased plan to reopen, and last night he released the [presentation](#) from the press conference. It is clear we will need sustained declines or stable levels of infections and hospitalizations to proceed. It is also clear that when we do have the opportunity to reopen, it will be in a limited manner and positive epidemiological trends will have to continue or we may revert to more stringent guidelines.

We have been in discussions with our other impacted NC business association partners and other Guilds around the nation to understand and cooperatively lobby for best practices that will allow us to reopen safely for our customers and employees, while keeping the spread of the disease trends down. The BA will be releasing a two part series on various measures breweries can implement in order to safely reopen, which we will repost once available.

While required processes and procedures for reopening are still murky, we encourage you to consider the following advanced planning:

- **Health and Reopening:** A written plan that could be delivered to the health department or other regulating agencies that clearly spells out your safety and hygiene procedures and processes. At a minimum, this must include your plan to:
 - Maintain social distancing,
 - Control capacity,
 - Ensure safety for employees and customers
- **Strategic Planning & Modeling:** Map out the financial impact of various scenarios on your current operating model, such as;

- if you can only operate at 25% capacity for an extended period of time, or
- If you have to close after 60 days or in the fall because we have a new and/or large spike.
- How can you adjust and adapt to mitigate worst case scenarios?

To be sure, there will be guidelines and restrictions we will need to accommodate. There will be challenges in bringing customers back to our taprooms and moving back towards profitability. This is going to be a long and bumpy ride. This crisis is not a sprint, rather it is a marathon. Restrictions and consumer angst will be with us for a long time. The old models may not work, and certainly new models will need to be developed. I know this group to be creative, optimistic-realists, and socially conscious. I am confident we will come through this as long as we focus on the things we can do within our control

Now the numbers... good news for our rolling 7-day average. COVID-19 case numbers for today increased to 8,052, a smaller increase than yesterday, and hospitalizations declined by 11 to 477, both great metrics. The death toll increased by 16 to 269. Testing is also increasing with an additional 4,000 test results, bringing our state total to over 100,000 to date.

On to other news and updates...

- The House passed Phase 4 of the CARES Act. The President is expected to sign it today. There is anticipation that when Congress returns from recess they will begin work on CARES Act II.
- **#BelieveInBeer - The Craft Brewery Relief Fund:** The Brewers Association has partnered with Bottleshare, a fundraising nonprofit dedicated to the craft beverage community, to create the [Believe in Beer Fund](#) to support breweries and state brewers guilds impacted by the coronavirus pandemic.
 - The fund is open for breweries and state guilds from across the country to [apply for financial assistance](#) for operational expenses such as payroll, rent, and utilities.
 - Beginning today through the end of American Craft Beer Week® on May 17, individuals can [contribute to the fund by visiting GoFundMe.com](#). Relief funds will be available to breweries and state guilds that demonstrate immediate financial need due to COVID-19 and meet the [outlined criteria](#).

Have a great weekend.

Stay healthy my friends.

Remember...

- You are on the front lines to help keep your patrons and employees safe and healthy. Follow the Guidance and Executive Orders!
- Use common sense in planning and finding ways to market and sell your products.

- Keep perspective, as we are in the midst of a global crisis.
- A The faster we stop the spread of the virus the faster we can get back to business.
- Stay focused on what you can control and be ready to adapt.
- And, as always, take care of each other, your employees, your customers, and yourselves, as this will be a long and challenging road

Please keep us posted on what is going on either by reaching out to me with your questions, richard@ncbeer.org, or posting consumer related information to promotions@ncbeer.org

UPDATES AND RESOURCES

<https://www.ncdhhs.gov/es/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina/nc-updates>

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

<https://www.brewersassociation.org/brewing-industry-updates/coronavirus-resource-center/>

<https://ncbeer.org/covid-19.php>

