



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 05.11.20



Executive Director Update - May 11, 2020

Coronavirus Information

Wear, Wait, & Wash

Good afternoon,

The trends in NC continue to be positive as we entered Phase I of the reopening process this past weekend. My own observations lead me to believe that more customers are wearing masks in public as are the retail workers that I saw. Compliance with the guidelines should keep our infection rates down and allow us to move forward with confidence. Over the weekend more than 15,000 tests were completed and new cases rose by less than 1,000. The death toll is slowing, with 6 deaths this weekend, and hospitalizations declined over the weekend as well.

Speaking of confidence, particularly consumer confidence... As you know, on Friday afternoon, the Guild released our consumer survey, and we are pleased to report that over the weekend we had more than 1,000 respondents. For a sneak preview of early reporting, here are some highlights for you:

- 40% of the respondents are ready to visit taprooms & brewpubs now, with another 27% likely to head to a taproom later in Phase II, and,
- 29% thinking they will hold-off on a visit until Phase III.
- Only 4% said they wouldn't visit a taproom anytime in the foreseeable future.
- 90% of those surveyed thought it was very important that you have safety protocols in place and they are clearly published.

This is good news, but we need to be sure to maintain our customers' trust by opening in a safe and hygienic manner. We will be closing the survey on Tuesday at midnight, and will have the final data report available for your review on Wednesday.

Please post the survey link <https://ncbeer.wufoo.com/forms/kpa5lh5150be65/> to your social media channels. The more consumer responses we can obtain, the more accurate and useful our reporting will be.

Other news and information:

We've been sending many reopening guides and workplace checklists over the past week and we will continue to do so as we move closer to the projected beginning of Phase II.

- *From CertiPay:* [COVID-19 Return to Work-Site Plan](#)

Also, we're hearing there were some technical issues with AENC's's mental health article by Dr. Stephen Kennedy we posted last week. We have now fixed the link. To read "[Maintaining Your Mental Health During These Difficult Times](#)", [click here](#).

Stay healthy and look after each other!

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.
- 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 sending 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>

WASH
YOUR 
HANDS 