



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 05.13.20



Executive Director Update - May 13, 2020

Coronavirus Information

Wear, Wait, & Wash

Good afternoon,

Each day with the continuing stability in infection rates, we draw closer to being able to partially reopen our taprooms and brewpubs. It is critical that we get this right the first time. We cannot afford a new spike in cases or another shut down. As an industry we need to set the example for how to operate and keep our customers and employees safe. We also need to lead our customers, as ultimately it is their behavior that will allow our hygiene and sanitation protocols to succeed. Our attention to these details and enforcement of our “new rules” will let us move more quickly into Phase III and continue the path forward..

Over the past two weeks we've sent a number of reopening checklists to help guide your thinking. We anticipate having NCDHHS formal guidelines by Monday at the latest. But ahead of publication of those guidelines, we encourage you to implement the following now so you are ahead of the curve:

- Are your preliminary opening procedures and protocols in place? If not write them up now so you need only edit them when final guidance is available.
- Implement an [Employee Health Screening Daily Checklist](#)
- Get your draught lines cleaned and ready to go! The BA provided the following article [Prepare Draught System for Reopening](#) and MicroMatic sent the [Restarting your Draught Beer System](#) Make sure you are talking with your restaurant clients and bottle shops to make sure they are doing the same.
- Designate a Safety/Health Czar to retrain both your employees and returning employees about the new safety protocols you've instituted and to be the expert for your customers.

- Order your PPE now. Masks, gloves, sanitizer, sneeze screens, etc. Here are some resources:
 - [A&B Store Fixtures](#)
 - [All-State Packaging](#)
 - [Wright Marketplace](#)
 - [Hand Sanitizer Pickup Orders \(Charlotte\) from Deutsche](#)
- Make any required physical changes to your location NOW! This includes any ABC applications for extension of premises.

Getting ready now will enhance your customers' experience and give them confidence to return for more of your fine beverages.

Other news and information:

Consumer Readiness Survey: We had a phenomenal response to the [consumer readiness survey](#). Over 4,250 people responded and the message is clear:

- 35.6% are ready to start Phase II now and 29.3% will be comfortable coming back out later in May or June. But also of note, 30.5% do not expect to return until late June or even later.
- In order for folks to be comfortable returning, they overwhelmingly (88%) want to know about your safety protocols in advance and have clear signage and messaging. Clearly, customers want to know and experience that you have their health at the center of your business.
- Another item of note, 70% of those surveyed anticipate continuing to use your curbside and delivery services.
- [To review the full survey report, click here.](#)

Local Grants and Loans:

A reminder: many communities have local grant programs and they are now taking applications. Go to your county and city websites to see if they have a program and how you can qualify.

Finally to the numbers. We had an increase in hospitalizations to 521, but they remain within an acceptable range. Our state's death toll rose to 597 and new diagnosed cases rose by 470 to 15,816. Completed tests went up by over 8,000, we now stand at more than 210,000 tests completed. Impacts from the Phase I opening should start to be reflected in the coming days. We'll continue to watch the numbers closely. 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>

