



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 05.14.20



Executive Director Update - May 14, 2020

Coronavirus Information

Wear, Wait, & Wash

Good afternoon,

We'll have a chance to open soon, and while NC has been spared from the worst of the pandemic, this crisis is far from over. A second or third wave is possible if we are not diligent in our preparations, and if we (businesses and consumers) do not stay vigilant and follow CDC and NCDHHS guidelines. We've been posting the safety and hygiene efforts you should undertake for your employees and customers, but as you work through your reopening plans and strategies, we ask you also consider the following:

What if...

- ...your customers ignore your posted rules? We've all read about the "it's my body and my risk... I'll do what I want" contingent. Indoor spaces, loud conversations, and lack of face coverings are all recipes that will increase the chance of infection. How will you and your staff manage the non-compliant few?
- ...your team is not ready or comfortable returning to work and serving customers? Have you checked in with them? Have you sought their input to determine what will make them secure in the thought of returning to the job? We have prepared a brief [Employee Readiness Survey](#) for your staff. We encourage you to share it with your team. We will keep the survey open until Sunday evening, so we can share the results early next week.

We cannot emphasize enough that as we look to reopen our on-premise operations, we must be careful. We need to rely on science to help prevent a resurgence. You may have seen this article by immunologist Erin Bromage - [The Risks-Know them-Avoid them](#). If not, it is a worthy and sobering read.

In talking with many of you, I am heartened by your compassion and attention to safety, hygiene and it's potential consequences. It is clear we all know how imperative it is that we not only get this right, with our messaging and actions, but also hold our customers accountable as well.

Practical Tools for you:

We've created a tool box for you. Click the links below to access them.

- **#NCBeer Brewery Pledge:** This Pledge is our industry's commitment to the health and safety of our communities and employees. By posting this at the entrance of your taproom, you're demonstrating to customers that your business is in compliance with recommended NCDHHS and CDC guidelines. So, display it and post it on your social media sites and let your customers know you care.
 - [Download the #NCBeer Brewery Pledge here.](#)
 - [Download the #NCBeer Pledge Logo here.](#)
- **#NCBeer Consumer Pledge:** This Pledge outlines our expectations of our customers. We are a community of humans, regardless of political, ethnic, racial, sexual, or religious beliefs and orientations. We are all humans first, and we must do our best to take care of one another. Let folks know your expectations for when they are in your establishment. Display the consumer pledge and post it with discussion on your social media pages.
 - [Download the #NCBeer Consumer Pledge here.](#)
- **Signage:** In addition to the Pledges, we've created the following signage for you to post
 - [Maximum Occupancy](#)
 - [Maintain Social Distancing](#)
 - [Be Smart, Do Your Part: Reminder of the 3 W's for your customers](#)

Other news and information:

- In today's press briefing, Governor Cooper announced a new resource on the NCDHHS website: a listing of [COVID-19 testing collection sites](#). Per this new document, if you think you need a test to determine if you have COVID-19, contact your health care provider to discuss your symptoms.
- **Sanitizer:** In addition to supply resources we listed yesterday, [Madison Chemical](#) also has sanitizer available. Contact Steve Gerloff for more info: steve.gerloff@madchem.com

- **Other Signage:** [Packaging Solutions](#) has a variety of distancing floor decals and no seating signs.
- **FDA Registration & FSMA Compliance Flowchart:** In case you missed the [BA Article](#)

And the numbers... Testing continues at a strong pace, with nearly 9,000 tests completed yesterday. Hospitalizations declined by 14, we now have 507 in hospitals and we remain within an acceptable range. Our state's death toll rose to 615 and new diagnosed cases jumped 691 to 16,507. Vigilance and science remain our watchwords for moving forward.

We'll be back in touch when we have the NCDHHS guidance for restaurants and bars to share with you. Look for the employee survey results on Monday (please distribute the link to your team).

Until the next time... Work on your plans, 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>

