



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 05.19.20



Executive Director Update - May 19, 2020

Coronavirus Information

Wear, Wait, & Wash

An editorial by Rich Greene:

A new day rising...

Each day we get a little closer to Phase II. Each day we live with a virus that is relentless and kills people, especially our most vulnerable. Worldwide more than 4.5 million people have been confirmed COVID positive, with 1.5 million of those in the U.S. Over 90,000 people have died in the U.S. alone, 315,131 deaths worldwide ... 315,131 families are now grieving as a result of this illness. Some folks are cautious and outward looking in their view, others are less concerned and more inward looking. Some are mad about the situation, while others are scared. Regardless of your personal views, the reality is we are in a major health crisis that is driving the economy. It is very clear that viruses do not care about profits or unemployment numbers. Hope and desire to go back to the way it was... is not a plan. We are not going back to where we once were any time in the foreseeable future. That, my friends, is very clear. To survive this crisis you need a plan based on the facts as we know them, and you need to be flexible.

So, what does your “new day” look like? What is your new paradigm? How will you protect your employees, your customers, your investment? What model will you adopt as we move from Phase I to Phase II? Perhaps we will continue to make positive progress and NC will eventually open even further to Phase III, or perhaps we will need to retreat again. How are you preparing? How are you reshaping your business? What will need to change?

We've kept a little mantra at the end of each update, perhaps it is time to focus on it again...

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

The virus has radically changed the competitive environment. But, yes, eventually we will reopen, albeit in gradual steps. **In order to draw people back, you must create a safe environment for customers and employees.** The recent employee and customer surveys make that very clear. Your employees want to come back, but only if they know you've taken precautions to protect them in terms of safe working conditions, and from rowdy/non-compliant customers, as well. Your customers want to come back, but only when they know you've taken steps to keep them safe from catching the virus. Your transition plans matter. Communicate them clearly to your customers ahead of reopening. Take the brewery pledge and publish the consumer pledge. These are reasonable expectations for all involved.

Also remember, Phase II is temporary. If all goes well, we will have more flexibility in four to six weeks, as we begin to look toward Phase III.. But, none of the reopening Phases are guaranteed, and all are temporary. If we do not set a good example, if consumers disregard the 3 W's, there is a strong likelihood we will regress and have to close to the public again. You and your businesses are community influencers, for our own long term interests... be proactive in using and promoting safe interactions.

The news of the day:

- **Phase II:** There is still no definitive word on when Phase II will begin. The executive order mandating Phase I expires on Friday, May 22nd and we suspect the Governor will announce his intentions on how we move forward either tomorrow or Thursday.
- NCDHHS has not yet issued their **Phase II guidance for restaurants and bars**, however we expect that it will be released in conjunction with the Governor's announcement about Phase II. We also do not expect any surprises. So use the information we've been providing in developing your reopening plans.
- [The numbers](#) continue to move in a positive direction.
- **NC Brewery Employee Survey:** Thanks to all of you who participated and helped to disseminate the Employee Readiness survey. Based on your responses, we've learned that while a narrow majority of our brewery employees are comfortable returning to work

in a customer environment, strong apprehension exists around the task of managing the behaviors and safety of those customers. Additionally, there is considerable concern from our employees around becoming sick, or spreading the illness to loved ones, due to increased public exposure. These findings underscore the importance of building safe protocols for your staff and customers, and communicating clear taproom expectations in advance. [To read the survey report in full, click here.](#)

- **Consumer Survey:** Bart Watson of the BA took our North Carolina consumer survey and combined it with data from Nielson CGA and Beeradvocate to create a view into customer thinking on returning to on-premise consumption. Valuable data for your consumption. [Click here to read “The On-Premise is Reopening. Now What?”](#)
- **PPP Forgiveness Applications:** The U.S. Small Business Administration (SBA) released an application form Friday for Paycheck Protection Program (PPP) loan forgiveness along with instructions for borrowers to complete the form. The [PPP Loan Forgiveness Application](#) and instructions expand on FAQs and interim final rules issued by the SBA over the past few weeks in conjunction with the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

As soon as we have word regarding restaurant and bar guidance we will distribute it immediately. We will also schedule a NC Brewery Town Hall meeting to answer your questions. We do not know the date or time yet, but keep on the look out for this information.

Persevere. Be patient and work on your plans, stay healthy and look after each other!

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>

