



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 05.23.20



Executive Director Update - May 23, 2020

Wear, Wait, & Wash

Take the Pledge - Post the Pledge - Communicate the Pledge - Live the Pledge

Good Morning:

It's the start of a fine weekend, a holiday weekend. It's the symbolic start of summer, and **we can open** as part of NC's phased opening! HAPPY MEMORIAL DAY WEEKEND!

Yesterday afternoon, the Governor's office and NCDHHS issued a [clarification to EO 141](#) and [FAQ's for EO 141](#) that clearly state that Brewpubs, Breweries and Taprooms can open and must abide by the [rules and guidance set forth for restaurants](#).

The Governor and NCDHHS heard us out, worked with us and trusted us to reopen in a manner that will protect the public health of North Carolinians. We are grateful for their trust and support. It is our turn for EVERYONE to roll up their sleeves and go to work... not just selling beer on-premise, but being good (no, great!) stewards in our communities.

It is imperative that every brewery be a leader and set the example for responsible on-premise behavior, both for our staff and our customers. To accomplish this, we must:

- Study, implement and communicate the requirements and [Interim Guidance for Restaurants](#) established by NCDHHS, that we are required to adhere to.
- Implement, display and communicate the [#NCBeer Brewers Pledge](#). Do this on all your social media and prominently on location.
- Implement, display and communicate the [#NCBeer Customer Pledge](#). Success in

combating the virus is the responsibility of everyone, let your customers know you are counting on them to do their part.

- Post reopening signage: [maximum occupancy](#), [maintain social distancing](#), "[Be Smart, Do you Part](#)"
- Sign up for the [Count on ME NC](#) free online training. Have all your staff get certified. It is an excellent program and another way to show the public that you are serious about public health and safety.

This is our next step in returning to "normal", but we remain at war with COVID-19. Open your doors only when you can meet all the requirements of the guidance. Hold your employees and customers accountable to meeting those standards. Hold each other accountable as responsible business owners to meet those standards.

We cannot afford to go backwards. Let's be confident that we are the leaders who will make a positive impact. I am counting on you... our customers are counting on you. I know our industry will be that leader. Thank you for all your efforts.