



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 03.30.20



Executive Director Update
March 30, 2020

Good morning...

Last week was tumultuous both in terms of COVID-19 spread and the uncertainty around Stay-at-Home orders and relief efforts. Hopefully this week will help bring some clearer direction, now that North Carolina is under a statewide, Stay-at-Home order and the President signed the CARES Act into law.

The big questions for our breweries (beyond the growing health crisis) is how to access federal relief funds and what the state will do on a more local level. Unfortunately, there are still a lot of unanswered questions and the governmental systems are struggling to keep pace with the demand.

This week we begin to sort out what the CARES Act actually can do for the industry, and we begin to work with the state to help shape our local relief efforts.

First up is the Brewers Association's Power Hour. McDermott Will & Emery will lead a webinar titled, SBA Assistance for Brewers During the COVID-19 Crisis: What's Available, scheduled for Tuesday, March 31st at 2PM EDT. [Register here.](#)

I anticipate receiving clarifying information from our member law firms, CPA's and financial consultants and we will be posting that information on the resource page as well. In the interim, as you have questions, please send them to me and we will attempt to track down the answers.

In this time of uncertainty we know a few things, the virus is still spreading. It appears that society as a whole is adjusting to the new realities of social distancing and this will help slow the

spread. But as we've seen from other places, this will take a long time. Prepare for long term disruption, at least through the end of May, and stay informed in order to most effectively manage your business.

Stay healthy,

And, 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 posting consumer related information to promotions@ncbeer.org

UPDATES AND RESOURCES

<https://www.ncdhhs.gov/es/divisions/public-health/coronavirus-disease-2019-covid-19-responses-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>

