



# 2019 Novel Coronavirus (COVID-19)

## NCCBG Coronavirus (COVID-19) Update: 04.07.20

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Executive Director Update  
April 7, 2020

Good afternoon,

COVID-19 data continues to show a steady increase with cases now totaling 3,221. Our increases are running between 10 and 15% daily, which compared to many states is positive. The death toll has risen to 46. The State is indicating they predict North Carolina's peak (in terms of deaths) will be around April 15th. That said, there are strong hints that the Stay-at-Home orders will continue beyond April. As we have been stating, best case estimates project the economy will begin to slowly open in late May or early June. Plan accordingly.

We have a couple of quick updates.

- The **Durham situation** has been resolved satisfactorily. Brewers are essential businesses and may carry out their manufacturing, wholesale and retail operations. That all said, it is incumbent upon all breweries to have a COVID-19 plan that addresses how you are protecting your employees and customers. What actions are you taking to maintain compliance with stay-at-home orders and to assist in combating this virus? Can you clearly articulate it? Is your plan outlined in a written document? If not, it may be a good idea to create one and share it with your employees and customers.
- Regarding the **PPP loan program**, many banks are hitting their lending cap within the program. So, if you plan to participate and haven't contacted your banker, do so today.
- The second edition of the **BA's COVID-19 Impact Survey** is now available:  
<https://www.brewersassociation.org/insights/brewery-sales-dropping-sharply-many-set-to>

-close/ It is not a pretty picture, and I am waiting for Bart to send the NC specific results. The survey confirms what we already know - COVID-19 is an existential threat to many sectors of our industry.

These past few weeks have been hard. There is conflicting information from governmental sources at all levels, safety net systems that cannot keep up with the level of demand, and the angst of not knowing where the end of the mess is... we will continue to offer facts and insights into the situation and give you tools to help plan and act in a manner that will preserve your business. My promise to you is that the Guild will continue to work with our three-tier partners, regulators, legislators, and local officials to find a path forward that considers the common good and collective health of our society, and allows for a speedy recovery of our industry.

Until the next time, stay healthy my friends.

**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](mailto:richard@ncbeer.org), or posting consumer related information to [promotions@ncbeer.org](mailto: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>

**WASH**  
**YOUR**   
**HANDS** 