



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 04.13.20



Executive Director Update

April 13, 2020

Good afternoon,

We're nearly the projected apex of the curve and while cases are still increasing (up to 4,816) the pace is holding steady at under 10%. Recorded deaths now total 86 and the virus has been detected in 92 counties. Today is also the beginning of the new social distancing rules, specifically impacting essential NC retail retailers, outlined in [Executive Order 131](#). Let's be cautiously optimistic that we will begin to see declines in the coming days.

On to other news and updates...

- CDC has issued new best practice guidelines for critical infrastructure staff. A must read for you and your staff.
<https://www.cdc.gov/coronavirus/2019-ncov/downloads/critical-workers-implementing-safety-practices.pdf>
- ALE will hold a 30 minute webinar discussing the State of Emergency Executive Orders redacted due to COVID-19 and how they impact ABC Permitted Establishments. Seminars will run at various times and dates, starting April 15th and ending April 21st.
<https://www.ncdps.gov/our-organization/law-enforcement/alcohol-law-enforcement/be-responsible-seller>
- Bart Watson at the BA provided NC specific results from the second survey. As was expected, we are mirroring the rest of the Nation. While it is a challenging time, it appears many of you can adapt and survive.
 - On average total sales are down 71.65%. Weighted average draught sales are down 92.7%, and weighted average distributed package sales are up 4.3%. 62% of you have laid off or furloughed some staff.
 - 46% percent can sustain business if current social distancing regulations remain in place for an additional 3 months or more, and 38.55% can maintain for another 1-3 months.

I hope you had a good holiday weekend, and you weathered the strong storms that buffeted the state last night/this morning. A final thought for the day... I have spoken with many of you over the past few weeks and I am impressed with the “can-do” attitude. On the whole, I see your creativity and passion, the investment of time, and efforts to “do right” by your staff and customers. A crisis will bring many things to the forefront, in your case it has brought the best in humanity. Thank you for all you are doing in your communities, and thank you for the opportunity to support you.

So 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, 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-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>

