



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 04.14.20



Executive Director Update
April 14, 2020

Good afternoon,

In case you missed it, Governor Cooper's press conference yesterday expressed early optimism that we are starting to flatten the curve. He stressed that the next two weeks will be critical to maintain social distancing and abide by the various executive orders, if we are to beat this disease and get the economy rolling again. He hinted that, if the numbers continue on this trajectory, we may see some easing in the beginning of May.

Speaking of numbers, new COVID-19 cases rose by 208 or 4%, hospitalizations jumped by a third (as expected) and deaths have risen to 108. Projections indicate tomorrow will be the peak, and the slow down in new cases is very encouraging. Again, CAUTIOUS OPTIMISM... let's see what the next few weeks bring.

On to other news and updates...

- Brewbound posted a positive article regarding off-premises sales. Trends are positive compared to last year, but the lack of on-premises sales are causing a great deal of pain in the industry.
https://www.brewbound.com/news/2020/nielsen-beer-category-off-premise-sales-up-19-f-or-the-week-ending-april-4?utm_source=Brewbound&utm_campaign=ebabb54d6c-mailchimp&utm_medium=email&utm_term=0_6026cb3473-ebabb54d6c-169799281
- Because we can use some good news... The BA released 2019 growth statistics for small & independent craft breweries. Craft market share rose 0.6% and dollar volume

rose 6% and by volume we grew 4%. 2020 will see some challenges as we don't have the same off-premises reach as do the big multinational firms.

https://www.brewersassociation.org/press-releases/brewers-association-releases-annual-growth-report-for-2019/?utm_source=informz&utm_medium=email&utm_campaign=BA&_zs=eqGXN1&_zl=dOrh5

The pace of the news is beginning to slow. SBA relief is mostly sorted out, as is the unemployment picture (at least in terms of what is available.) Now, we have to work through the log jam of claims and loan applications. Let us hope the number of COVID-19 cases continues to flatten and hospital admissions start to fall, strict social distancing is working... and hopefully we'll be back in business in the not too distant future.

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>

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