

# Brewpub Crisis Management:

## *Are You Ready for Disaster??*

*Utilizing Resources You Already Have to Prepare  
Your Brewery for the Worst*

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Wrightsville Beach Brewery

# What Qualifies Me To Give This Talk?

- A) I like beer
- B) I like pizza
- C) I live in North Carolina
- D) I'm not trying to sell you anything
- E) See Reason A



# People Always Come First!!!

How will a storm/virus impact your staff?

Will everyone be safe?

Think like an employee, not an employer

Be mindful of living situations

Have conversations in advance, not in crisis



# What's Your Official Plan?

How will you handle staffing?

When do you close?



When do you re-open??

What if you personally can't be there?

Do you have a written policy/email saved?



# Security and Liability

TTB requires this but did you think about it for when you don't have power?

Cell back up??

If you don't have power, should you serve?

Local Curfews

Risks to staff?

Risks to customers?



# How Well Do You Know Your Building?

Water (Difference between city and county)

Power (How likely are you to lose power? For how long? Local health rules?)

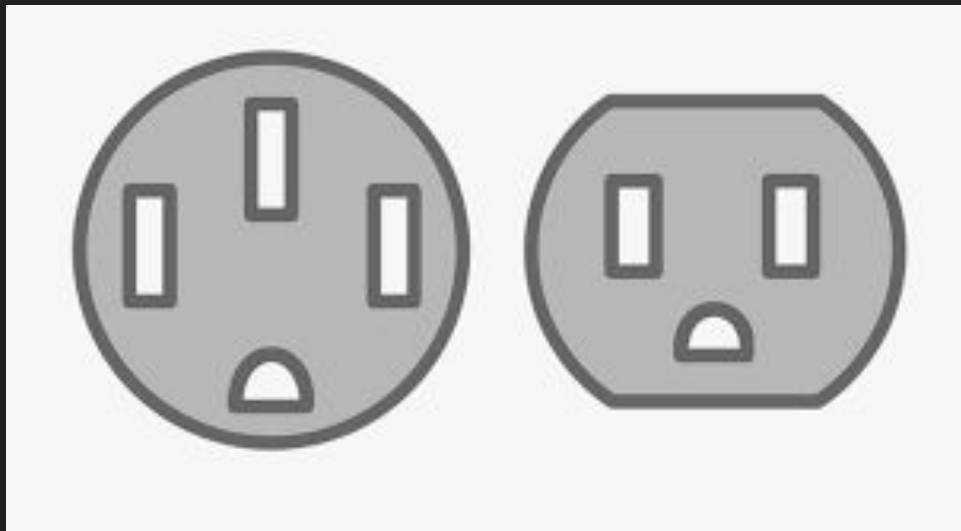
Natural Gas

Electrical Panels

- Dedicated E-panel
- Critical elements

Historical Data

Communications



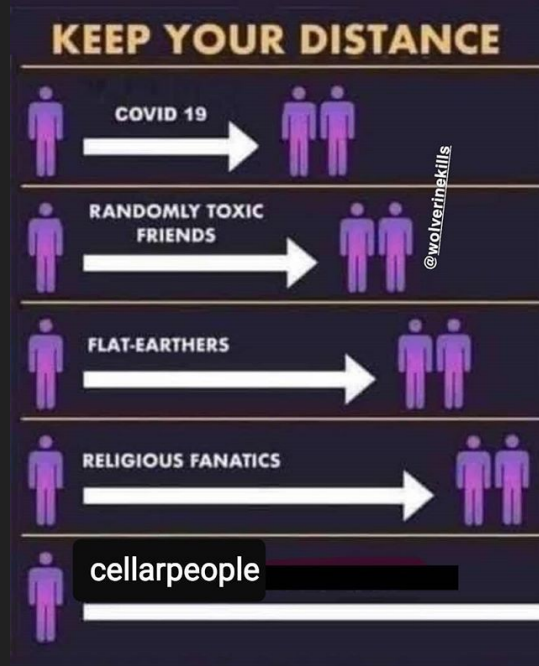
As a lifelong Orioles fan why include a picture of Reggie Jackson?

Bottom of the 9th, bases loaded, Cat 5 hurricane coming, who is clutch?

Is it worth trying to stay open?

What are the risks?

Rewards?



# When it comes to insurance, it's all about the \$\$\$

When is the last time you reviewed your policy??!

Equipment (Do you have an accurate estimate of replacement values?)

Beer!!

- Time in tank
- Packed
- Opportunity cost vs insurance

Payroll history and employee retention

History of insurance claims





# Duty to Staff. Duty to Community

What will you be capable of offering??

Water

Food

Beer?! Cold Beer? ICE!!

What advantages do you have?

[Link on Craft Breweries Giving](#)



# Using Your Advantages/Call To Action

Clean Drinking Water (Always keep your CLT full)

Isopropyl Alcohol

Large following on social media??

Ice maker

NEVER WASTE FOOD OR BEER!!!

Remember, people come first!



# Questions?



At first, I thought I had Covid  
because I couldn't breathe.



Then I unbuttoned my  
pants and it was all ok.

