RESPONDING TO POTENTIAL Coronavirus INQUIRIES OR REVIEWS
COMMUNICATING REGARDING Coronavirus DIAGNOSIS/TRANSMISSION
HOW-TO GUIDE

March 18, 2020
WHY THE HOW-TO GUIDE
As you develop an action plan for possible coronavirus-related communications, it is critical that you are responding to any inbound media requests, wholesale inquiries, customer inquiries and requests, or social sharing in a manner that is consistent, timely and accurate. Additionally, if your brewery experiences a positive diagnosis or a transmission, you must be prepared to quickly and effectively communicate to relevant internal and external stakeholders, including employees, partners, vendors, and customers with potential exposure.

ABOUT THE HOW-TO GUIDE
This How-To Guide outlines a suggested 2-step process for how you respond to inbound requests from media and wholesale, potentially negative consumer product inquiries/review, or social sharing.

Furthermore, this How-To Guide is a reference tool for your team to use when answering a question from consumers, retailers or media outlets inquiring about the impact of coronavirus on the business.
Key Crisis Situation Team (KCST)

In a crisis situation, the following team members must be immediately informed of the situation via email and/or phone. Final action decisions will be made by TK with the counsel of KCST.

Key Crisis Situation Team Contact Information:

1. TK | [email] | [phone]
2. TK | [email] | [phone]
3. TK | [email] | [phone]
4. TK | [email] | [phone]
5. TK | [email] | [phone]

For High Risk Inquiries Only

Definition of High-Risk: Any inquiry related to the status of production or business closures not answerable by FAQs, you’re not certain how to respond, you question the intent of the source, or just don’t know what to do. The goal in this how-to guide is to have actionable steps for each team member to turn these potentially high-risk inquiries into low-risk.

Use the following statement if contacted with any coronavirus inquiry regarding timing/availability updates, before you have a formal statement prepared:

“Thank you for contacting us. We are in the process of gathering facts before releasing any updates. We will be back in contact with you soon with more information.”

Examples of High-Risk Scenarios

- Article published or in the works featuring product contamination
- Post to / comment on brand social media channel(s)
- Comment or post on prominent trade forum and/or chatroom
- Video posted on Youtube featuring the brewery
- Wholesale inquiry on ETA for delivery/status
Initial contact refers to FAQ sheet and responds to inquiry within 6 hours.

**Low Risk** (Ex: Comment/Email Questioning Threat)
- Initial contact refers to FAQ sheet and responds to inquiry within 6 hours.

**High Risk** (Ex: Accusation Made)
- Complete Crisis Inquiry Log and immediately elevate to Key Crisis Situation Team (Subject Line: “High Risk Crisis Report”).
- Key Crisis Situation Team meets with 3 or more members within 2 hours.
- Key Crisis Situation Team deems inquiry Low Risk and provides answer to internal contact within 10 hours.
- Key Crisis Situation Team deems inquiry High Risk, then determines response plan and identifies spokesperson within 2.5 hours.
- Spokesperson responds to inquiry within 3 hours.
- Original contacted team member monitors every 2 hours during working hours for follow up.
- Team member logs inquiry in Crisis Inquiry Log within 24 hours.

Key Crisis Situation Team deems inquiry High Risk, then determines response plan and identifies spokesperson within 2.5 hours.
- Spokesperson responds to inquiry within 3 hours.
- Original contacted team member monitors every 2 hours during working hours for follow up.
- Team member logs inquiry in Crisis Inquiry Log within 24 hours.

**Risk Level Assessment**

- **Low Risk**: Initial contact refers to FAQ sheet and responds to inquiry within 6 hours.
- **High Risk**: Complete Crisis Inquiry Log and immediately elevate to Key Crisis Situation Team (Subject Line: “High Risk Crisis Report”).
  - Key Crisis Situation Team meets with 3 or more members within 2 hours.
  - Key Crisis Situation Team deems inquiry Low Risk and provides answer to internal contact within 10 hours.
  - Key Crisis Situation Team deems inquiry High Risk, then determines response plan and identifies spokesperson within 2.5 hours.
  - Spokesperson responds to inquiry within 3 hours.
  - Original contacted team member monitors every 2 hours during working hours for follow up.
  - Team member logs inquiry in Crisis Inquiry Log within 24 hours.
**Positive Diagnosis Process**

**Notification of Positive Test**
(Employee, Other Stakeholders)

- Complete Crisis Inquiry Log and immediately elevate to Key Crisis Situation Team (Subject Line: “High Risk Crisis Report”)
- Key Crisis Situation Team meets with 3 or more members within 30 minutes
- Key Crisis Situation Team identifies spokesperson, determines course of action within 1 hour
- Notify the CDC and follow procedures, as directed.

**Considerations**
- Direct, timely contact with potentially exposed parties, including employees, vendors, partners, and service providers
- Medical privacy laws may prevent you from identifying individuals with a positive diagnosis or exhibiting symptoms — follow guidance from your Human Resources lead
- Fiduciary responsibility for publicly traded companies, board of directors
- Potential cancellation of scheduled events and/or travel
- Backfill availability
FAQ

1. What measures would TK BREWERY take if an employee with a confirmed case of COVID-19 was exposed to others?

Customers, coworkers and other individuals that were potentially in contact with the affected employee will be notified directly and privately through various channels, as available.

2. Have there been any confirmed cases of COVID-19 in the TK brewery, production facilities, or taproom/restaurant?

We are not aware of any cases of COVID-19 at the TK brewery, production facilities, or taproom/restaurant. We recommend that customers monitor updates from their local health officials for the most accurate and current information.

3. What is TK BREWERY doing to keep employees and customers safe during the COVID-19 outbreak?

For breweries still open:
In line with recommendations from the Centers for Disease Control and Prevention in regard to COVID-19, TK BREWERY has decided to postpone/cancel community events for the next two weeks as we monitor the situation closely.

We have also taken proactive measures to increase the frequency and rigor of cleaning and sanitization and consider our retail locations safe for visitors.

We recommend that all staff and employees take extra precautionary measures, as directed by the CDC: CDC steps to prevent illness

For breweries forced to move to takeout/delivery orders or close:
In line with recommendations/orders from the TK Governor/City/Public Health Organization, we have closed our brewery/taproom. [If applicable] Our beer will still be sold in stores and available for pickup to go/delivery or at TK retail locations.

4. How is COVID-19 impacting TK BREWERY’S production?

For breweries still producing:
TK BREWERY is still producing beer to sell in retail stores and available to local consumers to go/for delivery. We have taken proactive measures to increase the frequency and rigor of cleaning and sanitization of our production facilities.

For breweries that have halted production:
TK BREWERY has made the very difficult decision to suspend production for the foreseeable future. We will be up and running as soon as we’re able. For additional updates, follow us here [TK link].
5. Is it safe to visit TK BREWWERY during the COVID-19 outbreak?

For Breweries still open:
Yes, we have taken proactive measures to increase the frequency and rigor of cleaning and sanitization and consider our retail location/taproom/brewery safe for visitors. Our brewery remains open for business, as long as there are not restrictions enforced by local, state, or federal agencies. TK BREWWERY continues to be a safe place for all customers.

At this time, there is no evidence COVID-19 spreads from packaging or food.

6. RESPONSE SCENARIO: TK BREWWERY employee tests positive for COVID-19, brewery location forced to temporarily close

TK BREWWERY today temporarily closed its taproom/brewery located at TKTK ADDRESS in TKTK CITY after becoming aware of a confirmed case of coronavirus COVID-19. The brewery/taproom will return to normal business operations as soon as possible.

TK BREWWERY is closely monitoring the situation and is continuing to follow all public health guidance while implementing enhanced cleaning as recommended by public health officials.

- TK BREWWERY quickly activated protocols recommended by the Centers for Disease Control and Prevention (CDC) and local health organizations in response to the situation and will continue to follow all public health guidance.

- Deep cleaning and sterilization of the location has been completed. At this time, there is no evidence COVID-19 can survive on packaging or be transmitted through food.

- Some employees were in prolonged, close contact with the affected individual and have been asked not to come to the building in accordance with guidance from the Centers for Disease Control and Prevention. Those employees will continue to be paid during their time off.

- Customers are being notified of potential exposure through a variety of communication channels, and customers should visit the CDC’s website for information about what steps they should take if they feel they have come in contact with someone diagnosed with COVID-19.
## Crisis Inquiry Sheet

**Date:**

**Time:**

**Name:**

Please Check one of the following:

- [ ] Low-Risk Inquiry
- [ ] High-Risk or Not Certain/Any Doubt Inquiry

<table>
<thead>
<tr>
<th>Location/Venue</th>
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<tbody>
<tr>
<td>Description of Inquiry</td>
<td></td>
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<tr>
<td>Time occurred or began?</td>
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<td>Exact Verbiage/Link to Post</td>
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<td>What actions taken thus far?</td>
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<td>TK Brewery statement issued?</td>
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<td>To whom has the response been communicated externally by TK Brewery?</td>
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<td>Has a similar incident occurred in the past, when?</td>
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<td>Other important information?</td>
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