

Outdoor Events & Festival Safety Checklist for **Breweries** from **Brewery Pak®**



Outdoor beer festivals and events held at your Brewery are a great way to create more brand exposure for your brewery and your beers, but you'll want to make sure you minimize your exposure to the unique risks associated with these events. Follow this checklist for valuable tips for safety, and contact your brewery insurance agent for assistance in making sure your workers, your product, and your business are protected.

Brewery-Hosted Event Safety Guidelines

- ☐ **Security** – consider the security needs of the event and whether (unarmed) Police, Paid Security or Volunteers will be necessary.
- ☐ **Bathrooms** – if Portable Toilets will be in use, make sure there are enough to handle attendee capacity and they are anchored/weighted to prevent tip overs in high winds.
- ☐ **Companies that you hire for services (i.e., Portable Toilets, Catering Trucks, etc.)** – obtain certificates of insurance adding your organization as an additional insured on their policy. Obtain contact information for onsite workers.
- ☐ **Have a protocol in place for Designated Drivers or a Drink-Don't Drive Program;** consider engaging car-for-hire services and discounted tickets for Designated Drivers.
- ☐ Know the local and state regulations pertaining to entry fee and the allowable number of samples or pours included, as well as maximum number of attendees.
- ☐ Age-gate the site and establish ID check entrances.
- ☐ Maintain an entrance line formation and keep it safe.
- ☐ **Offer water dispensers and enough food options at multiple locations** – keep attendees hydrated and fed.
- ☐ For large events consider hiring an EMT or having a First Aid tent, table, or area.
- ☐ For special events, such as a 5K Run, participants will need to sign Waivers of Liability, acknowledging they assume the risks involved in the event.
- ☐ **Planning an event that involves high risk activities?** Know what your insurance policy covers before you add fireworks, polar plunges or sumo wrestling to your event!



Brewery-Hosted Event and Festival Safety Guidelines

- ☐ **Tents, awnings, umbrellas, tables** - make sure these are anchored well to avoid collapse or blow overs in bad weather.
- ☐ Provide drainage areas and/or buckets for vendors to prevent dangerous, slick and muddy conditions.
- ☐ **Don't get caught without an umbrella!** Protect your event profit with additional insurance to cover bad weather.
- ☐ **Properly train brewery employees working the event to recognize the signs of intoxication.** Have procedures in place for dealing with inebriated attendees.
- ☐ Train employees and volunteers in accident response and reporting protocol.
- ☐ **Are you insured for transportation of beer to the festival or your offsite event?** Be sure your brewery insurance package includes hired and non-owned vehicles.
- ☐ Check your insurance policy for Assault & Battery coverage.

Festival Safety Guidelines

- ☐ **Due diligence** be sure the festival follows all local and state laws and regulations. What do you know about the festival host? Do you know how your host impacts your own rights and responsibilities? For instance, if a nonprofit hosts a beer festival, only they can receive any portion of alcohol sales. Additionally, the brewery may not require employees to volunteer at the festival, nor can it pay employees to work the event. If a management company hosts the event, requirements will differ.
- ☐ Have legal counsel review the festival contract to ensure there isn't any contractual obligation to cover risks that your brewery insurance doesn't cover.



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