



AT THE BAR WITH BOWDITCH

A Legal Blog for the Craft Brewing Community

“Garden” Against COVID-19?

BY ROBERT G. YOUNG • MAY 4, 2021

Teaming up with its craft brewing industry, the State of New Jersey recently announced a new public health program, “Shot and a Beer.” Under this program, which the Governor announced over Twitter, individuals (21+, of course) who receive their first vaccine shot in May will be eligible for a free beer from the tap room at any one of 13 participating craft brewers. A true win-win!

The Garden State is not alone in offering this type of program, as several states are offering incentives to drive up their vaccination rates. The State of Connecticut, for example, is offering to purchase a drink for fully-vaccinated individuals at participating restaurants between May 19-31. The State of West Virginia, on the other hand, is offering a more direct financial incentive: a \$100 savings bond to younger residents who get vaccinated.

As Massachusetts transitions from its large, mass vaccination sites to a more regional and local vaccination strategy, perhaps a similar incentive will be in the offing?