



## JOINT PRESS RELEASE

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## Virginia Breweries, Cider Makers, Distilleries, Beer Distributors and Wine Makers band together to make scarce hand sanitizer

*Initiative will coordinate efforts to support Virginia businesses in the fight against COVID-19*

**Richmond, Virginia** – Today the Virginia Distillers Association, Virginia Craft Brewers Guild, Virginia Beer Wholesalers Association, Virginia Association of Cider Makers, Virginia Wineries Association, and the Virginia Manufacturers Association with their respective memberships launched a cooperative and unified effort to produce and

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provide hand sanitizer to support the response to the current COVID-19 complex emergency. While individually many within those industries continue to have a tremendous positive impact, many are donating hand sanitizer free or at very low cost so are increasingly operating "in the red" during the current complex emergency. Working cooperatively the group will now be able to assist in locating materials and funding as well as share knowledge.

Over the past several weeks the groups worked diligently with a Virginia Service Disabled Veteran-Owned Company, the Center for Applied Innovation, LLC located in Yorktown, to rapidly establish a consortium to help produce and distribute volume production of sanitizers to regional health and emergency workers by leveraging Virginia distilleries, breweries, beer distributors, cider makers, and wineries to support this effort. The consortium will handle everything from A-Z, including, but not limited to supply chain issues leading to production bottlenecks to getting it in the hands of those that need the sanitizer most. The result will be seamless, centrally managed, and decentralized operations to meet hand sanitizer needs while helping put people in Virginia back to work and keep them working in these sectors. One key component of this initiative is integrating the approach into Virginia's supply chain and Emergency Response system to provide this essential quantity to those who need it the most. The group is currently reaching out to the Governor's Office and other State Agencies.

Among its first actions, the group is directly addressing one of our greatest challenges in that some of the normal suppliers for ethanol have raised their prices over 140% in the last week alone from a market average of \$3.75 a gallon to over \$20.00 a gallon although the demand due to falling gas prices is continuing to fall.

The group is asking all Virginia distilleries, breweries, beer distributors, cider makers, and wineries to participate and seeking small businesses and other industry partners to assist with locating and coordinating needed transportation, packing materials and other areas.

“This is a great opportunity to facilitate the great work to date and initiative by Virginia's brewers, cider maker, distributors, distillers and wine makers during such a critical time.” Says Bob Morris the Center for Applied Innovation' President. “The members of these groups as well as Virginia Manufactures deserve our support and this is a way to help such small businesses help keep people in jobs as we work through this. With the including of the Helping the Heroes program from our non-profit partner in Partners International Foundation, we have a strong team to move forward together.”

Those desiring to participate in and support the effort can find more information at: [www.caihq.com/COVID-19/](http://www.caihq.com/COVID-19/)

The public can assist by donating to support providing free hand sanitizer by **texting the keyword “Heroes2” to 71777** or contacting the group through the website: [www.caihq.com/VAHand/](http://www.caihq.com/VAHand/)