



TO: All



Members of Virginia Wine & Cider Industry

SUBJECT: The Cooperative Hand Sanitizer Initiative

The Virginia Distillers Association, Virginia Craft Brewers Association, Virginia Beer Wholesalers Association, Virginia Wineries Association, Virginia Wine Board, Virginia Association of Cider Makers and the Virginia Manufacturers Association have developed and agreed to a cooperative effort among all our members and the Commonwealth of Virginia supporting the response to the current COVID-19 complex emergency. We are asking for your cooperation and participation in this effort.

Over the past several weeks our groups worked diligently with the innovative team at the Center for Applied Innovation (CAI) here in Virginia as the lead to rapidly establish a consortium to help produce and distribute volume production of sanitizers to regional health and emergency workers. We will accomplish this together by leveraging Virginia cider makers, breweries, distilleries and wineries to both participate and support. Through the Center for Applied Innovation, LLC we brought in the 501(c)(3) Partners International Foundation to coordinate donations and volunteer support. 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 as well as keep them working in these sectors. One key component of this is integrating the approach into Virginia's supply chain and Emergency Response system to provide this essential commodity to those who need it the most.

We ask you to first coordinate any wine and cider you have available through the CAI and its network so that it can be objectively shared across the community for the betterment of all. While the preferred contribution is donating expiring, spoiled or other products so they can be converted by distilleries, the group is also exploring the means for producers to convert for manufacturing lines. Some of you may be interested in converting a part of your operation to formulate hand sanitizer from raw materials, we can help connect you to those within the brewing and distilling industry already doing so to help.

The situation is urgent. While independently and working with the individual agencies we've achieved success in this area, it is essential we move to an integrated, mutually supportive process that fully engages and supports Virginia's coordinated COVID-19 response.

For further details on the program and to begin participating you only need to contact COL (Ret) Bob Morris as the project lead at: COVID19Team@caihq.com. Bob and his team will get you everything you need.

Virginia Spirits

