



JOINT PRESS RELEASE

For Immediate Release

April 20, 2020

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Innovative local distillery leads the way in a Virginia Breweries, Cider Makers, Distilleries, Beer Distributors and Wine Makers pilot to coordinate hand sanitizer production.

Dida's Distillery helps design an effort to support Virginia businesses in the fight against COVID-19

Richmond, Virginia – Today Dida's distillery became the premier pilot distillery in a cooperative and unified effort to produce and 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.

"We welcome Dida's as the first full pilot distillery in the project", said Bob Morris the Center for Applied Innovation' President. "Dida's was invaluable during the development and coordination for this initiative by not only helping design the approach but serving as the pilot for full roll-out that begins today. It would not have been possible without their support and participation."

Through the group's web page local governments and the public can order hand sanitizer to meet their needs. First responders and other qualifying organizations can also apply to request free donated stocks of hand

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sanitizer. The public can also show their support for Dida's by following a link to either make a tax deductible donation or to buy spirits by mail from Dida's through their website.

"We've been honored to participate in this effort to address the critical need for hand sanitizer created by the coronavirus/COVID19 pandemic." Says Allan Delmare, Distiller and owner at his family's farms Rappahannock Cellars and Dida's Distillery, "When we stopped spirit production and announced that we'd be turning our wine into hand sanitizer for donation to first responders, healthcare, and community/public services, people began donating to support our effort. It's been incredible to see the community rally and come together, and I believe it really reflects the fiber of America at our finest: we're all in this together, and we're *all* in. This consortium represents the commitment of our industries to our communities, our patrons, and our frontline public servants, and we're all proud to participate."

Those desiring to participate in and support the effort can find more information at: www.caihq.com/COVID19.

The public can assist by donating to support providing free hand sanitizer by **texting the keyword "Heroes1" to 71777** or contacting the group through the website: caihq.com/covid-19/vahand/

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