

FOR IMMEDIATE RELEASE



## Heritage Distilling Co. to Produce 15,000 Gallons of Hand Sanitizer per Month for Customers and Hospitals

*Customers will be able to purchase in-store where it is available “on-tap,” online, in select retailers, or via regional delivery*

GIG HARBOR, WA March 24, 2020 – In an effort to combat the spread of COVID-19, today, Heritage Distilling Co. (HDC), makers of BSB-Brown Sugar Bourbon will begin the sale of their locally made Heritage Distilling Hand Sanitizer at their tasting room locations in Seattle, Gig Harbor and Roslyn, WA and in Eugene, OR. In total, HDC estimates that it will produce up to 15,000 gallons per month, which is equivalent to nearly 250,000 of the standard 8-ounce hand sanitizer bottles that once used to grace store shelves. HDC will offer Heritage Distilling Hand Sanitizer to healthcare facilities and non-profits. The hand sanitizer is bottled at 80% alcohol for use in conformity with FDA and WHO guidelines.

“We have shifted our focus away from producing our flagship BSB-Brown Sugar Bourbon product into making hand sanitizer on a large scale for the public and hospitals, first responder and front line workers,” said Heritage Distilling Co. CEO Justin Stiefel. “Working to protect our communities is our number one focus right now.”

Heritage Distilling Co.’s Hand Sanitizer will be available “on-tap” complimentary for customers who spend \$15 or more in-store. Customers will be allowed to get one complimentary 8-oz fill (bring their own vessel) with in-store purchase. Heritage Distilling Hand Sanitizer will also be available in 750ml bottles for \$15 in HDC retail locations and online; additional sizes and bulk ordering options are in the works.

Special pricing is available for all front-line workers with ID, including healthcare professionals, military, first-responders, Tribes, postal and delivery employees and grocery store employees at the rate of \$7.50 per 750 ml bottle, effectively two-for-one pricing. The pricing model was standardized by the Washington Distiller’s Guild with the state of Washington to prevent price gouging and will ensure HDC is able to continue to purchase materials and can offer reduced pricing for front-line workers.

“From day one, supporting our community has been a core pillar of our business,” Stiefel said. “So, in the midst of a global pandemic that is severely impacting our community, shifting our production and employees to produce and distribute hand and sanitizer is now our focus. Like other companies, we recently underwent a round of layoffs in response to the rapidly changing COVID 19 situation, which was painful for our team. The demand we are already seeing for this product means we might be able to call some of those production people back to work. We ask everyone to be patient as we work to meet the

demand for this product, which is growing by the hour. Our team is working around the clock to make the product and if we sell out on any particular day we will be working to restock the product."

All tasting room locations will abide by their respective state government's guidelines on safe social distancing. Only ten people, including HDC employees, will be allowed in a location at a time. Customers who wait outside will be asked to stand six feet apart.

ID will be required when purchasing the Heritage Distilling Hand Sanitizer. To prevent price gouging, customers are limited to two bottles of HDC Hand and Surface Sanitizer per day.

Healthcare facilities who are looking for Heritage Distilling Hand Sanitizer can reach out to [handsanitizer@heritagedistilling.com](mailto:handsanitizer@heritagedistilling.com).

Tasting room hours vary by location, for more information, visit:

<https://heritagedistilling.com/blogs/news/tasting-room-hours>

Updates to this program and photos will be available on HDC's Blog:

<https://heritagedistilling.com/blogs/news>

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