



When the nation practically ran out of hand sanitizer, these distilleries said, "Hold my beer (whiskey)," and took on the cause themselves.

When it started to don on the American public that COVID-19 was going to be a serious problem, people flocked to stores, Amazon, and anywhere else they could to buy out the national supply of hand sanitizer. Price gougers like [this guy](#) looked to make a profit off of the situation, which helped spur an even larger crisis with shortages for frontline workers including doctors, hospital administrators, police forces, and fire departments. The national supply of sanitizer became so hard to come by that producers were completely unable to meet the demand.

Enter the newest heroes of this national emergency: beer/liquor distilleries. Some cocktail purveyors are helping out in their own way, like [Sourced Craft Cocktails](#), who are donating parts of their proceeds to the United States Bartenders Guild's Bartender Emergency Assistance Program. Other major companies like Bacardi and PATRÓN® tequila have pledged millions to support frontline workers. But the biggest difference-makers are the independent distillers who have turned their factories into hand sanitizer distribution centers, practically overnight.

According to multiple distillers, turning their warehouse into hand sanitizer factories was relatively easy. It was the demand that blew them away.

“The formula from the WHO is simple and 84% is ethanol. In a couple of weeks we should have 4,000-6,000 four-ounce bottles ready to go,” said Bryan Ricard, the Marketing Director for Sons of Liberty Distillery in Rhode Island. “The part we weren’t expecting was the business side of it. In a day, we had 250 requests. Everyone needs hand sanitizer. Now we’re filling quarter-gallon and half-gallon jugs. Obviously, government and medical-related, we’re donating as much as we can. Most are manufacturing and industrial companies that we’re selling to. Boston PD is coming tomorrow and we’re donating 800 spray bottles to them. One for each cruiser.”

Rhode Island

Two Rhode Island companies, [Sons of Liberty Spirits Company](#) and Java Skincare, teamed up to create hand sanitizer and are giving locals free bottles.