



CONTACT:

Haley Allen

info@lacrossedistilling.co

608.881.8800

129 Vine Street | La Crosse, WI 54601

PRESS RELEASE FOR IMMEDIATE RELEASE

DATE 03/19/2020

LA CROSSE DISTILLING CO. HAND SANITIZING SOLUTION COMMUNITY OFFERING

(LA CROSSE, WISCONSIN, MARCH 19, 2020) In response to the spread of Covid-19 in our nation, La Crosse Distilling Co. is pleased to offer a new hand sanitizing product free of charge to any and all recipients. All of their house spirits are distilled from a certified organic ethanol base which allowed their production team to develop an 80% alcohol antiseptic topical solution. La Crosse Distilling Co. plans to have their new product available in their tasting room next week. Please follow their social media platforms for further information inclusive of the release date to the public along with instructions.

Founder, Nick Weber, states "As COVID-19 continues to influence nearly every aspect of our personal and professional lives, the health and well-being of our community is top of mind. Amid all the negative, we saw an opportunity to make a positive impact. This is our small contribution to our community, and a slight nod to finding the positive in every situation."

At La Crosse Distilling Co. we source our water locally from the region's glacial aquifers, seek only the finest organic ingredients and obsess over every detail; making each of our spirits a unique expression of a particular place, a farmer's passion and our careful work. Join us at our geothermal powered distillery and tasting room where Genuine Wisconsin Spirit is captured in every sip.