



PRESS RELEASE
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THE REGROUPEMENT GELAMAIN QUÉBEC WILL OFFER FREE HAND SANITIZER TO THE HEALTHCARE NETWORK AND SOME ESSENTIAL SERVICES

The union of regional SMEs creates strength: the Quebec-based group to contribute to the collective effort in times of crisis

[Images available here](#)

Montreal – March 31, 2020 – Quebec-based micro-distillers and alcohol processors are pooling their efforts to offer their support and expertise during the COVID-19 pandemic period. In order to address the disinfectant shortage, seven local companies, in collaboration with the *Regroupement Gelamain Québec*, which itself brings together collaborators and partners offering *pro-bono* expertise to support this unique initiative, will produce and distribute 25,000 liters of hand disinfectant – the equivalent of 125,000 200-milliliter bottles – in various formats during this week. These products will be distributed free of charge in the healthcare network and for other services deemed essential by the government.

This initiative is made possible by the generous donation of alcohol from the global leader in beverage alcohol, Diageo, which operates the largest distillery in Valleyfield, Quebec. Many partners across the province have offered complementary products and services.

Breuvages Trybec (Cowansville), Distillerie 3 Lacs (Valleyfield), Distillerie La Chaufferie (Granby), Distillerie Cirka (Montreal), Distillerie Fils du Roy (Saint-Arsène), Distillerie Vice & Vertu (Quebec) and Distillerie de Québec (Quebec) are the initial producers of the group. Thanks to the regulatory process coordinated by the *Regroupement Gelamain Québec*, all the required authorizations to launch production were obtained from Health Canada, who offered exemplary collaboration to issue the licenses in record time. Other members of the Association des micro-distilleries du Québec (AMDQ) have shown interest in joining the initiative.

Hand sanitizer is an essential product in preventing the spread of coronavirus when washing your hand with soap and water is not possible. This product is currently difficult to find on the market due to the high demand. As a response, the *Regroupement Gelamain Québec* was created to significantly increase local production availability, to help in making the province autonomous for this much sought-after product as well as to make it available to those who need it most.

"The exceptional commitment, tireless determination and hard work from each member of the team, particularly for the regulatory clearances, allowed us to set up this organization in less than a week. It's incredible how everyone has stepped up to the challenge!" said Christiane Bergevin, instigator and spokesperson for *Gelamain*, who also highlighted the invaluable support of Claude Reid, Member of the National Assembly for Beauharnois.

Initially, the distribution, coordinated through the government of Quebec's social services centres, will cover the healthcare and essential services network in the regions of Montreal, Capitale-Nationale, Estrie, Montérégie and Bas-Saint-Laurent. Ultimately, the *Regroupement Gelamain Québec* hopes to be able to continuously supply employees working in essential services within the food industry throughout the province.

The first delivery of 1,000 liters, consisting of 2,000 400-millilitre bottles and 50 4-liter cans, was distributed on Sunday, March 29, 2020, in the Montérégie-Ouest region.

"Our professionals are pleased to support this initiative that can contribute to saving jobs in several regions of Quebec and maybe even help save lives," says Anne-Marie Hubert, Managing Partner for Eastern Canada at Ernst & Young LLP, whose teams supported the initiative by working hard to define a collaborative procurement model that will serve SMEs both during and after the crisis.

Distilleries interested in joining the group are invited to communicate with the contact person below. For the continuity of its activities, the *Regroupement Gelamain Québec* is actively seeking alcohol and complementary products donations, including bottles and containers.

#Quebecselfsufficient_sanitizer

The Regroupement Gelamain Québec wishes to recognize its main collaborators:

- Adfast Canada
- Association des micro-distilleries du Québec (ADMQ)
- David Bérubé, chemist advisor – spirits sector
- Diageo
- Ernst & Young s.r.l./S.E.N.C.R.L.
- General Dynamics Canada
- Le Cabinet de relations publiques NATIONAL
- McCarthy Tétrault
- Monique Mercier, Corporate Director
- T.D. Smith Transports (Dennis Black & Bob Aitkende)

As well as numerous local partners:

- American Chemicals
- Chambre de commerce de Kamouraska
- Chambre de commerce de Rimouski
- Chambre de commerce de Rivière-du-Loup
- Chambre de Commerce de Témiscouata sur le Lac
- Chambre de commerce de Trois-Pistoles
- Consolidated Bottles
- Double Dose Design
- Elnova
- Groupe Pixel
- IMCD Canada
- Imprimerie Ste-Julie
- Jardinier Du Carrefour
- Lallemand
- MiniMax Express
- Morneau Transport
- Mout International
- Produit Unique
- RMG Prévention
- Service incendie de Témiscouata sur le lac
- Tendance EIM
- The Unscented Company
- Transport Pharand
- Transport RDL
- Vignole et Cidrerie Coteau Rougemont
- Ville de Dégelis
- Ville de Montréal
- Ville de Rivière-du-Loup

About [Diageo](#)

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness. Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice. Follow us on Twitter for news and information about Diageo North America: @Diageo_NA

About [Breuvages Trybec](#)

Breuvages Trybec is an independent processor serving the wine and spirits industry. The company, located in Cowansville, offers processing, bottling and supply chain management services to producers and agents wishing to increase their presence at the SAQ and in the Quebec food network. Its products are also distributed elsewhere in Canada, the United States and Europe.

About [Distillerie 3 Lacs](#)

The Distillerie 3 Lacs unites three passionate people of artisanal spirits: Nicolas Bériault, Mathieu Caron and Dominic Proulx. The founders have combined their ideas and their respective strengths to create a place to produce spirits in Salaberry-de-Valleyfield. A first product, Gin 3 Lacs Citron-Tournesol, has been a great success since entering the SAQ in August 2019. New products will be introduced to market in 2020.

About [Distillerie Cirka](#)

As the first "grain-to-bottle" micro-distillery in Quebec, Distillerie Cirka is meticulous in every detail and proud to work with local producers both for its spirits and for its hand sanitizer distributed in its community.

About [Distillerie Fils du Roy](#)

The Distillerie Fils du Roy was created by a family's passion for quality spirits. The young distillery acquired agricultural land in Saint-Arsène and grows several aromatic plants which are used in the composition of its various spirits. The climate of the Lower St. Lawrence region plays an important role in the tastes and personality of the spirits.

About [Distillerie Vice & Vertu](#)

The Distillerie Vice & Vertu was born from the sting of a doctor for the alchemy of alcohols. In their Saint-Augustin distillery, Franck Sergerie and his team make spirits that have nothing traditional about them. Chemistry? Witchcraft? Vice & Vertu was the first distillery in the Capitale-Nationale region to produce artisanal spirits after Prohibition.

About [Distillerie La Chaufferie](#)

La Chaufferie is first and foremost the story of a few friends whose mission is to produce alcohols of exceptional quality from local Quebec products (from grain to glass). The distillery distinguishes itself by the fact that it is one of the only distilleries, except for two or three others located in Quebec, to produce its own alcohol. The distillery is in a beautifully restored building located in Granby.

About [Distillerie de Québec](#)

Distillerie de Québec was founded in 2016 by Christophe Légasse and David Lévesque, who who both committed their knowledge and determination toward creating quality unique products with a regional

taste. The distillery currently produced the Cap Diamant vodka, the Trait-Carré gin and the Trait-Carré 1665 aged gin.

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General inquiries and media requests

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To join the initiative

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