

FROM DISTILLED SPIRITS AND JUICE TO HAND SANITIZER; LOCAL BUSINESSES SHIFT EFFORTS TO HELP RENOWN FIGHT THE GOOD FIGHT AGAINST GERMS AMID PANDEMIC

Seven Troughs Distilling Co., Damon Industries, The Depot and Forsaken River have worked together to supply Renown Health with 726 gallons of hand sanitizer to date.

RENO, Nev. (April 30, 2020) – Thanks to the support of local businesses, Renown Health’s need for hand sanitizer is being met. Seven Troughs Distilling Co., with the help of several area distilleries including The Depot Craft Brewery Distillery and Forsaken River Spirits, is using their distilling equipment to create ethyl alcohol. Damon Industries mixes the ethyl alcohol with other key ingredients in accordance to the hand sanitizer recipe issued by the FDA and World Health Organization, bottles the contents, and distributes the bottles to Renown. This community-wide collaboration has resulted in 726 gallons of hand sanitizer for Renown thus far.

Seven Troughs had previously manufactured hand sanitizer and surface sanitizer using their non-beverage grade alcohol for years, which employees used internally to sanitize their hands and clean machines. At the start of the pandemic, the distillery continued producing the sanitizer for family and friends. The word spread quickly about Seven Troughs’ capabilities – and that’s when Renown reached out to the distillery to see if they could help.

“All of a sudden, instead of making a 50-gallon batch of hand sanitizer, we needed to make a 500-gallon batch,” said Seven Troughs president Tom Adams. “We quickly realized that we were very much out of our depth. We thought it would be a better plan if we could focus on what we do well, which is making ethanol, and if we could get a partner that could focus on the formulation and bottling. That ended up being Damon Industries.”

Before the pandemic, Damon Industries primarily manufactured juice products for smoothie shops and healthcare facilities – a market that had basically collapsed. The team at Damon Industries was quick to respond to Adams’ call for assistance, as it was a chance to serve the community and keep staff employed.

“It didn’t take any convincing,” said Damon Industries’ vice president of sales Brandon Halvorson when asked about the company’s impetus for moving into the hand sanitizer industry. “We knew the community needed a product and we knew we had the partnerships that could get it done. It’s been our pleasure to work with the outstanding people of Renown and of northern Nevada to keep our community supplied during this difficult situation.”

Before boxing up and distributing the hand sanitizer to Renown facilities, employees at Damon Industries stick a Renown-branded Fight the Good Fight label to every bottle, a reminder that the fight against COVID-19 extends far beyond the walls of Renown’s care sites.

“I am amazed by how quickly Seven Troughs and Damon Industries sprang into action to meet our need for hand sanitizer,” said Renown’s director of operations Ian Wayman. “In addition to their swift manufacturing efforts, they’re selling us the hand sanitizer at an extremely reasonable rate, charging just enough to pay for supplies and keep their staff employed. This type of genuine and sincere support from our community partners serves as a reminder that we truly are all in this together.”

See b-roll for this story [here](#).

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About Renown Health

Renown Health is a locally governed and locally owned, not-for-profit integrated healthcare network serving northern Nevada, Lake Tahoe and northeast California. Renown is one of the region's largest private employers with a workforce of more than 7,000. It comprises three acute care hospitals, a rehabilitation hospital, the area's most comprehensive medical group and urgent care network, and the region's largest and only locally owned not-for-profit insurance company, Hometown Health. Renown has a long tradition and commitment to continually improve the care and the health of our community. For more information, visit renown.org.

About Seven Troughs Distilling Co.

Seven Troughs Distilling Co., LLC was established in 2012 as the Great Basin's first licensed distillery since 1877. Focusing on historically styled spirits, Seven Troughs' offering includes award-winning whiskies, gin, and rum. When not manufacturing hand-sanitizer, Seven Troughs offers tours and tastings at our Sparks, Nevada distillery and a full restaurant and craft cocktail menu at our Downtown Reno location, the Seven Troughs Speakeasy. www.7troughsdistilling.com.

About Damon Industries

Damon Industries is passionate about creating products that help and inspire. We move millions of gallons per year, but always start with our core values. Family, Fun, Integrity, and Gratitude guide us from procurement to production. Our partnerships are as important to us as the wide range of products we produce. Beverages and cleaners to sauces and whiskey, we make sure to treat our customers, employees, and suppliers like family. Damonpacking.com