



**State of North Carolina
Alcoholic Beverage Control Commission
Newsletter**

July 2010 Issue 11

Our best wishes go out to Rutherfordton ABC Manager Linda Challand who recently retired and congratulations on a job well done!

**Linda Challand
31 Years
Rutherfordton ABC
Rutherford County**

Linda was born in Ontario, Canada and from there her family moved to Illinois, followed by Florida and Fletcher, NC. When the family moved back to Florida, Linda came to Asheville in 1971 where she worked as a secretary with Butler Building Construction Company. In 1978 she relocated to Polk County and in 1979, to Rutherford County.

In Rutherfordton, Linda worked with Esom Truck Sales, Case Tractor Dealership, Rutherford Enterprise (newspaper), and a local CPA firm utilizing her bookkeeping skills obtained in high school. While employed at the newspaper, the referendum for the ABC store was passed and through her job with the CPA firm, she was hired at the ABC store and paid \$4 per hour in the position of Secretary/Bookkeeper under the manager, Dick Otterson. In 1989, she became the manager while retaining her accounting duties.

Linda's outside interests started at age 12 participating in horse competitions. She later became interested in mules. In 1972, she began entering mule competitions and in the late 1980's and early 1990's she was the first to compete with a mule in the Western North Carolina Hunter Pace Series and won the series championship for two years in a row. Around 1996 she entered the Biltmore 100 Mile Ride Competition at Biltmore Estate and won her division for best horse and rider combination in the whole competition.

She will spend her time in Rutherfordton and Big South Fork Recreation Area near Jamestown, Tennessee (a horse community), where her plans are to build a cabin. There are miles of trails to ride her four mules. Linda retired July 1, 2010.

Rutherfordton ABC opened in 1979. Annual sales are approximately \$1 million.

Established in 1787, Rutherfordton is among the oldest towns in western North Carolina and is the seat of the oldest continuous government in the region.

North Carolina is home to two distilleries: **Piedmont Distillers** located in the town of Madison, and **Carolina Distillers** located in the town of Lenoir.

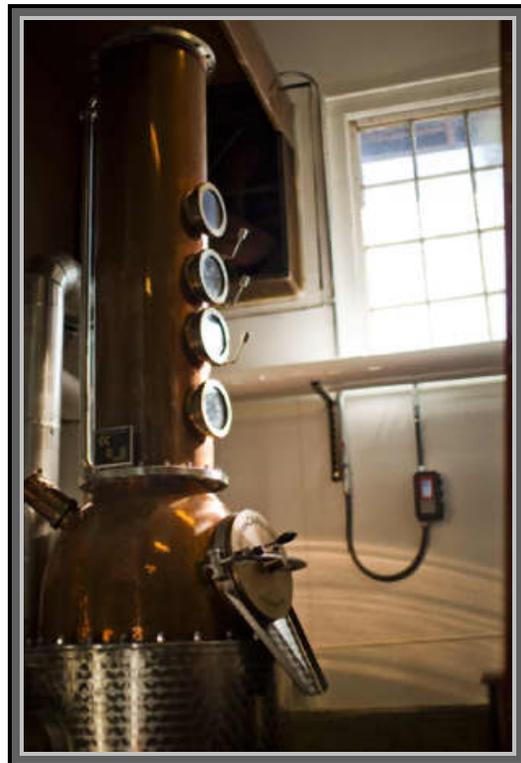
**Piedmont Distillers
Madison, NC**



Piedmont Distillers founder, Joe Michalek, is a native New Yorker who moved to North Carolina in 1995. Through his job in marketing, Joe had the opportunity to travel the South attending music festivals, NASCAR races and the like. On one such adventure, he found himself in a cabin in the woods listening to a jam session by local blues legends, when someone handed him a jar of peach moonshine. At first, he was apprehensive to take a sip. After all, he didn't know where it came from or who made it. He did not hesitate long, though, this being the stuff of legends. He took a sip of the illicit brew and was surprised that it tasted great and was very smooth.



Over the next several years, moonshine became Joe's passion. He read books, tasted all sorts of recipes, watched documentaries and eventually earned the trust of local moonshiners. These old-timers shared their recipes, distilling techniques and general tricks of the trade. Once he had learned as much as he could, Joe decided it was time to share North Carolina moonshine with the rest of the world.



Piedmont Distillers opened its doors in 2005, with its first spirit Catdaddy Carolina Moonshine. Catdaddy harkens back to the moonshining days-of-old with its corn recipe, secret flavors, copper still and small batch process. In May of 2007, moonshine and racing legend Junior Johnson became part owner of Piedmont Distillers and together they introduced Junior Johnson's Midnight Moon. It is based on the Johnson family's generations-old moonshine recipe. It is also born in a copper still, made from corn, crafted in small batches and triple distilled.



While their first two spirits are moonshines, Piedmont Distillers does not consider itself strictly a moonshine distillery. Rather, their focus is on hand-crafted, superior quality spirits that are made one small batch at a time. They are constantly innovating new spirits that embrace distilling traditions and ingredients of the region, excite the palate and the senses, and offer people something different than what's typically on the store shelves.

Piedmont Distillers is a small operation with fewer than ten employees. They are located in the town of Madison (pop. 2000). The distillery is housed in the

town's former train station built in 1915. Madison, North Carolina is exactly what you might imagine. A small, southern town filled with kind folks, many of whom have lived there their entire lives.

Carolina Distillery Lenoir, NC

From Epicurean Food & Wine Magazine, (Charlotte) July-August 2010. [Permission granted to republish the following information]

Authentic Apple Brandy - Made in the heart of historic Lenoir, in a former carriage house, a third-generation distiller is concocting apple brandy for the first time... legally. Chris Hollifield's grandfather and great grandfather always had quart jars of amber-colored apple and peach brandy on hand, but it was not until later in life that he learned his relatives had been in and out of prison because of the sought-after brandy which was illegal until prohibition was lifted in 1933.



"I took an interest in making brandy about eight years ago. I wanted to try out our special family recipe (made from apples, peaches and whatever other fruit was available) for friends and family,"

Hollifield says. He goes on to say, “This isn’t apple flavored brandy, this is the REAL thing.”



Today, the distillery hand-crafts 10,000 gallons of the homemade apple brandy each year. Each barrel is hand-numbered as is each bottle of brandy so they know which barrel it came from.

Distilling brandy is a lot like making wine, the owners explain. They purchase the apples, generally Pink Ladies, from Lowe Orchards in Wilkesboro. Harvested in September, the apples are made into juice and kept refrigerated until the juice is needed.

Now Hollifield heads up Carriage House Apple Brandy distillery, which occupies a 110-year-old building that was formerly a carriage house. Two years ago, Hollifield, the master distiller, partnered with Keith Nordan, a Lenoir businessman and friend, who wanted to help preserve a little North Carolina history. Hollifield had the family recipe and know-how; Nordan, who retired from Lowe’s Home Improvement, built houses and opened The Wine Cellar & Bistro in downtown Lenoir with his wife, decided Lenoir needed a small distillery in the historic area of town.



Brandy enthusiasts can take a ride up to Lenoir and visit the Carriage House Distillery, which opens at 8 a.m. weekdays. It is best to make reservations in advance for a tour and tasting. You may even be one of the lucky ones to get one of the hand labeled, numbered bottles while the sealing wax is still

warm. Carriage House Apple Brandy is located at 126 Mulberry Street, Lenoir, NC. To make reservations, call 828-499-3095. Carriage House Apple Brandy is on Facebook or you may email them at carolinadistillery@gmail.com.

Lincolnton ABC Grand Opening

On April 28, 2010, Lincolnton ABC held its grand opening for their new store at its new location.



**New Hanover County ABC
Castle Hayne ABC Store
Grand Opening**

On June 16, 2010, New Hanover County ABC held its grand reopening at their Castle Hayne store location. The store had been closed a number of years.



Send any retirement and other announcements for inclusion in future newsletters to Guy Potts guy.potts@abc.nc.gov or call him at 919-218-0748