



OLD DOMINICK DISTILLERY

Domenico Canale, an immigrant from San Pietro di Reveneto, Italy, established himself in Memphis in 1860, at

the end of that town's first big boom. By the time Canale arrived, the town had experienced 1,200% growth and immigrants were responsible for more than one-third of the population.

By the mid-1860s, Canale was operating his own fruit cart and eventually opened his own store. Despite the war, Domenico's business thrived and as Memphis exploded after the war, Canale & Bros.—a prosperous wholesaler, confectioner, and whiskey purveyor—opened in 1866.

Old Dominick bourbon appeared and the business continued to thrive until 1909 when Tennessee's own prohibition law shuttered all whiskey operations.

Almost 100 years and five generations later, D. Canale's extant family spent \$10 million and three years building a state-of-the-art new distillery with the aim of resurrecting the old brand. They intended to bring back old products and establish several new ones.

Cousins Chris Canale and Alex Canale opened the newest incarnation of Domenico's legacy in May of 2017 and the distillery has flourished since.



ALEX CASTLE MASTER DISTILLER OF MEMPHIS

Old Dominick's head distiller is Alex Castle. She grew up near Covington, Kentucky, not far from Cincinnati, and graduated from the University of Kentucky with a degree in chemical engineering.

"I really loved chemistry and calculus and physics. I wanted to go into something that used those subjects but wasn't teaching," Castle told the *Memphis Daily News*. Her mother suggested she try her hand as a brew master or a master distiller and she found her calling "I said, 'Okay. Done. I'm doing one of those.'"

She has worked at Alltech's Lexington Brewing and

Distilling Co. and Town Branch Distillery, finishing as a distillery supervisor at Wild Turkey, before moving down to Memphis. Currently, she lives in the downtown section of the city with her husband and their dog, Whiskey.

"I've never been one to sit at a desk all day, so I definitely love the hands-on aspect of being a maker—but I also love the creativity that I can have when developing a new product," she told *Edible Memphis*. "When you spend an entire day producing enough distillate just to fill a few barrels and then have to wait several years to finally enjoy that product, you definitely learn to appreciate the work and effort that goes into anything artisanal. Patience. With spirits, you have to be patient. You can't rush the process at all. The whiskey will be ready when it's ready."



The distillery is located in a cavernous, revamped old machine works. Brick, spit-polished stainless steel, copper, and glass enhance the old building, including a very mod tasting bar, an outdoor tasting patio, and a 13-foot high neon sign featuring the famous Dominick rooster, America's oldest breed of chicken.

The distillery has two Vendome stills, one for whiskey and other potables, and the other for vodka. They also have six large 1,800-gallon stainless steel fermenters and even mill their own grain. They currently have two large grain silos and have planned to build two more. The fermentation of their mashes is generally three to five days.

Their plain, silky smooth vodka uses the same mash as their Tennessee whiskey. They also have a Honeybell Vodka, which is flavored with real honeybell oranges. The nose is outrageous and the flavor is completely dry, yet incredibly refreshing.

Released in 2020, Formula No. 10 Gin (95 proof) is made with eight different botanicals. It's a lovely craft gin, aromatic, and perfect for martinis or other mixed drinks.

The pride and joy of the early line was the Old Dominick Memphis Toddy. They use the high-rye bourbon and then steep a blend of spices and fruit to flavor the whiskey. The flavored whiskey is sweetened to taste and bottled at 60 proof. The nose is rich with clove, cinnamon, black pepper,

cardamom, and orange peel. This is a lovely, lovely liqueur that is perfect for the holiday.

HULING STATION SERIES

In 1866, Domenico Canale's spirits business was booming. Rail cars bearing oak-aged whiskeys rolled in and out of the D. Canale & Co. warehouse at Huling Station. Any bottle bearing the Old Dominick brand was known far and wide to be fine whiskey. More than 150 years later, Huling Station Straight Bourbon is an homage to the whiskeys of 1866 Memphis. These whiskeys are starting to see some nice distribution.

Huling Station Straight Bourbon (100 proof) is a high-rye bourbon with a mash bill of 52% corn, 44% rye, and 4% malted barley. The average age of the whiskey is 4 years in new American #4 char barrels. This whiskey has notes of caramel, dried apple, and vanilla with a gingersnap finish.

Huling Station Straight Wheat (90 proof) is made from a mash bill of 83% wheat, 12% corn, and 5% malted barley. This sweet, soft whiskey, is approachable with an easy finish

of honey and vanilla.

Huling Station Blend (100 proof) is a 50/50 blend of their wheated whiskey and their bourbon. It opens soft and warm with hints of cereal, touches of vanilla, oak, and caramel, as well as a slight twang of gingersnap at the end.

Old Dominick is not only prepared to dominate the Memphis market—it is built to compete with the big brands in Tennessee and beyond.



OLD FORGE DISTILLERY

Old Forge Distillery in Pigeon Forge is all about history. According to the distillery, “Mordecai Lewis was granted a 151 acre plot of land by Governor William Blount [in 1790]. Rich with natural resources and located along the banks of the Little Pigeon River, the area was ideal for building the forge and the mill. Iron-making was one of Tennessee’s first true industries. The iron forge was built by Isaac Love [in 1817]. [In 1830,] William Love, Isaac Love’s son, built the Old Mill. Listed on the National Register of Historic Places, it has been in continuous operation stone grinding corn, wheat, rye, and buckwheat.” In 1910, they built a grain supply warehouse and farm store—and that’s just the beginning.

Fast-forward to July 2014, Old Forge Distillery, located in a 100-year-old former farm supply store, opened their doors. They get their corn from a 184-year-old mill right next door—the same one built by William Love.

Old Forge specializes in moonshine. They make three different kinds using the freshly ground grain. They also



make rum, vodka, gin, infused spirits, and truly fantastic bourbon.

Old Forge Blended Bourbon Whiskey (100 proof) is aged for 9 years in white American charred oak barrels and non-chill filtered. The whiskey is mellow and smooth with nice oak, caramel, and vanilla flavors. “Chilling a whiskey during the filtering process can increase efficiency but can also alter the flavor by removing natural proteins and fatty acids,” head distiller Keener Shanton explains.

Old Forge Cyclone Jim Tennessee Bourbon Single Barrel (110 proof) is a limited edition, 12-year-old, single barrel, non-chill filtered Tennessee Bourbon. “Describing Cyclone Jim as a limited edition isn’t marketing hype,” says Shanton. “You simply can’t age a whiskey that long without nature shrinking the supply. But the taste makes it all worthwhile!” About this incredible 110 proof whiskey, Shanton says, “The high proof enhances the flavor profile without sacrificing smoothness. Devoted bourbon fans will love sipping Cyclone Jim.” The whiskey has lovely notes of toffee, caramel, vanilla, and oak.

Old Forge Cyclone Jim is named after the horse who powered the clay grinding mill for Pigeon Forge’s original pottery enterprise, now known as Pigeon River Pottery. The beloved Cyclone Jim was in charge of cleaning the freshly harvested clay taken from the Pigeon River. As Cyclone Jim’s popularity spread, he and the pottery store became the first tourist attraction in Pigeon Forge. After Cyclone Jim retired, every horse that took on the job took his name. “I thought it was a great name for a single barrel bourbon,” Shanton says, “Because every bottle is a signature expression of a great spirit.”



KEENER SHANTON AND THIN MASH TECHNIQUE

Previously a fireman with a penchant for home brewing, Old Forge head distiller Keener Shanton specializes in a thin mash technique (a combination of no-cook and cooked

processes) that he insists “results in a smooth spirit with a deep grain flavor.”

Shanton operates the 100-gallon batch still that produces three different recipes—No. 001, No. 007, and No. 008. The 1830 Original Recipe No. 001 is made from 100% corn. Recipe No. 007 is 70% corn, 25% rye, and 5% malted barley. Recipe No. 008, called Miller’s Blend, is a wheated blend with a mash bill of 70% corn, 25% wheat, and 5% malted barley.

“Once the corn is ground and it’s gone through the tempering and blending with Shanton, the resulting moonshine will be ready to bottle...The spring water used to make the moonshine comes from Dandridge and hasn’t seen the light of day until it gets here,” Kris Tatum, the distillery manager, told Melanie Tucker in *The Daily Times*.

This is real geek stuff, but if you’re talking distilling, you better know brewing. In Shanton’s, and a number of brewer’s eyes, the thickness of the mash is everything.

In John Palmer’s whiskey bible *How to Brew*, Palmer writes, “The grist/water ratio is another factor influencing the performance of the mash. A thinner mash of [greater

than] 2 quarts of water per pound of grain dilutes the relative concentration of the enzymes, slowing the conversion. [This] ultimately leads to a more fermentable mash because the enzymes are not inhibited by a high concentration of sugars.” Palmer continues, “A stiff mash of [less than] 1.25 quarts of water per pound is better for protein breakdown and results in a faster overall starch conversion, but the resultant sugars are less fermentable and will result in a sweeter, maltier beer.” Palmer explains, “A thicker mash is more gentle to the enzymes because of the lower heat capacity of grain compared to water. A thick mash is better for multi-rest mashes because the enzymes are not denatured as quickly by a rise in temperature.”

In layman’s terms, Shanton is doing his best to manage carbohydrates and sugars, protein breakdown, and mash temperature. If this trifecta can be achieved, the results will yield a more flavorful distiller’s beer and a more flavorful whiskey.



MOONSHINE

Old Forge Distillery 1830 Original Unaged Corn Moonshine (100 proof) is made using the famous recipe No. 001 which has a mash bill of 100% corn. Smoke and eucalyptus do come across as promised with hints of exotic fruits and a light, sweet, and smooth finish.

Old Forge Distillery 1830 Original Distiller's Blend (100 proof) is made from recipe No. 007 with a classic Tennessee corn, rye, and barley mash bill. Hints of corn bread and malt, sweet corn, stone fruits, come through and a smack of gingersnap precedes a smooth finish.

Old Forge Distillery 1830 Original Miller's Blend (100 proof) is a wheated un-aged whiskey made from a mash bill of Tennessee corn, wheat, and barley. Creamed corn, cereal, pancakes, butter, and lots of vanilla come across in this one.

The moonshines also come in such flavors as Chocolate, French Toast, Coffee, Blackberry, Lemon, Apple Pie, Cinnamon, Vanilla Bean, Bananas Foster, Oatmeal Cookie, Kettle Corn, Pumpkin Roll, and many, many others. All

three of the “original recipes” series are very good, high quality, un-aged whiskeys, but I found the corn and wheated versions to be the best.

There is also an Old Forge Rum made from a traditional molasses mash bill, their very clean, grain-based Old Forge Vodka, and a series of high-end, mixologist-friendly, artisanal flavor-infused neutral spirits. These spirits are made with natural flavors such as orange, rosemary, ginger, lemongrass, cherry, and basil.. Of special note is the Old Forge Tennessee Root (92 proof). This is a grain spirit gin made with locally hand-selected botanicals and juniper and aged in former bourbon barrels. This is a spectacular barrel-rested gin for gin enthusiasts.

The Old Forge Reserve Single Barrel Bourbon (89 proof) is a single barrel, 9-year-old sourced bourbon. This nice whiskey offers hints of caramel, honey, apple, and gingersnap.



OLD GLORY DISTILLERY

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At the young age of 26, Matt Cunningham already has a brand-new distillery the size of a large grammar school. He came up with a label and an idea and then went out and sold it. There was barely any funding, so Cunningham turned to Kickstarter and set a \$25,000 goal, eventually raising \$37,632!

“In the years it’s taken this venture to go from concept to reality, I’ve been referred to a few too many times as Mr. Cunningham. Mr. Cunningham is my dad. And my dad will even disagree with that and tell you Mr. Cunningham was my grandfather. Regardless, I’m 26 years old, and I’m simply Matt,” says Cunningham.

A lifelong Clarksville native and University of Arkansas graduate, he became interested in the craft distilling after college, but became a fireman. But soon Cunningham busied himself with turning his dreams of distilling into reality.

Old Glory started out making moonshine and vodka but it’s very evident that Cunningham has much bigger plans. He’s laying down Tennessee whiskey and bourbon every chance he gets and building up a position on barrel-aged

whiskey. Cunningham is dedicated to becoming a player in the Tennessee whiskey business and his distillery is already humming with conference rooms, rental bars, and a massive wedding space, making it one of the most popular event spaces in Clarksville.

Old Glory doesn't have any Tennessee whiskey or bourbon right now, since Cunningham refuses to bottle sourced whiskeys under his label. He'll wait. He's got hundreds of barrels aging right now. And he's making more every day. Old Glory Tennessee whiskey is made from a mash bill of 70% corn, 20% wheat, and 10% malted barley and is passed through Tennessee maple charcoal for mellowing. Old Glory bourbon is made from a mash bill of 73% corn, 19% rye, and 8% malted barley. Both are being aged in small, 30-gallon charred new American white oak barrels. Other whiskeys are being aged in larger barrels for a longer-term maturation.



They bottle their moonshine, rum, and vodka. “We’ve got a lot of industry here, but a lot of it is stuff people have a hard time putting their hands on. We wanted to bring something here that you could come see exactly how it’s made, from



start to finish, and actually take a product that we made home with you,” Cunningham told *Clarksville Now*.

Old Glory Bourbon Whiskey Small Batch (90 proof) is made from the mash bill of 73% corn, 19% rye, and 8% malted barley. This is small batch whiskey making right now. This whiskey is a blend of their in-house bourbon, roughly half of which has been aged in 25-gallon and standard 53-gallon barrels. This whiskey has a big sweet nose of caramel and dried fruit with hints of vanilla and white pepper on the finish

Old Glory is a family endeavor. “My dad [Tom Cunningham] was the general contractor for the project...My mom [Tammy Cunningham] is my biggest fan and she does a little public relations work for me...My grandfather hand-painted the Old Glory logo on the sliding loading dock doors on the front of the building. He’s a retired sign painter...My uncle, Scott Harrison, built the open-face Old Glory Distilling Co. neon sign that sits atop the building. So, this truly is a local, and family-oriented project,” Cunningham told *The Leaf-Chronicle*.





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Old Glory Smooth Shine TN Moonshine (80 proof) is made from a mash bill of 70% wheat and 30% sugar, rather than corn. This shift results in an incredibly smooth, malty 'shine with honey, vanilla, and yellow cake flavors.

Old Glory Tennessee Vodka (80 proof) is made from 100% non-GMO corn, finished in their copper pot still, and filtered through the same sugar maple charcoal they use for their Tennessee whiskey. This vodka is super clean and extra smooth.

Old Glory Jumper's Stash is a white rum made from 100% molasses. It is named for the brave men and women of the 101st Airborne Division (Air Assault), the Night Stalkers of the 160th Special Operations Aviation Regiment (Airborne), and the 5th Special Forces Group (Airborne). Their home base Fort Campbell is located just a few clicks away from the distillery. This smooth, easy-to-drink dram is sure to bring them pride.

Old Glory White Hat Whiskey (80 proof) is their small batch bourbon that was released in December 2017. Their high-rye mash bill makes an excellent, smooth, and spicy

whiskey.





OLD TENNESSEE DISTILLING COMPANY

In 2015, Old Tennessee Distilling Company opened up in Kodak, Tennessee. They debuted their first bottled spirits at the Smokies Festival that June. Old Tennessee Distilling is known for producing moonshine, whiskeys, vodkas, ryes, rums, infused fruits, and gin.

The distillery was originally named for the 1950s Robert Mitchum film *Thunder Road*, but in 2019, the company had a change of direction. History is important to Old Tennessee and their spirits are made on-site by master distillers, Old Tennessee's farm-to-bottle products are handmade and homegrown from the bounties of local fields and the fertile minds of their forebears. The goal was to respect the past while living for the moment. Many of their products are named for historical figures, important events in the history

of Tennessee, like Cal F. Johnson, the Treaty of Dumplin Creek, and Tuckaleechee Caverns. Thus, they arrived at Old Tennessee Distilling Company.

Jason Franklin was born and raised in Sevierville, Tennessee, and represents the next generation of distillers. He attended Tennessee Institute of Electronics and studied information technology, remaining in the electronics industry for a more than a dozen years. In 2003, Franklin became very interested in the process of making moonshine and over the next few years, he built a series of progressively larger stills which ultimately led him to his first distilling job. Then he got his first job in distilling. In 2015 he was hired as master distiller and began setting up the distillery, experimenting, and creating the many products they have there now.

Dwight Bearden has more than fifty years of whiskey-making under his belt. Born and raised in Dahlonega, Georgia, Bearden's family has been making liquor for at least four generations. He started making 'shine at the wise age of 6 with his father. School wasn't as fun or

fascinating as bootlegging and he had his first still at 17. At Old Tennessee Distilling Company, where Bearden's first still now resides, the old-school distiller likes to make corn whiskey, moonshine, and the occasional apple brandy. He's an entertaining fellow and if you're lucky, he has a few stories he's happy to retell.



The lineup of moonshines produced by Old Tennessee are under the Dumplin Creek name. Tennessee Frost 100 Proof (50% ABV) is a classic corn and cane Tennessee unaged 'shine made from ground corn and sugar. Smooth and straightforward with some good corn flavor. Other flavors in the Dumplin Creek line include Apple Pie, Autumn Maple, Bananashine, Blackberry Bramble, Cinnamon Bonfire, Little River Lemon, Pumpkin Patch, Red Haven Peach, Salted Caramelicious, S'mores Moonshine, Summer Strawberry, Toasted Mango, Watermelon Falls, and Orange Dreamsicle.

Under the Dumplin Creek brand they also produce Dumplin Creek Gin 90 proof (45% ABV) and Dumplin Creek Vodka 90 proof (45% ABV). Another of the key products is their Renegade Rum 92 Proof (46% ABV), which also comes in a barrel-aged version and a coconut flavored version.

They also produce Cal F. Johnson Black Mountain Rum 84 proof (42% ABV) and Cal F. Johnson Black Mountain Spiced Rum.

Old Tennessee Straight Bourbon Whiskey 13 Years Old (86% proof) is a 13 years old bourbon aged in American

charred oak. This very nice whiskey produces hints of caramel, fruit, cereal, sweet corn, buttered popcorn, dried apple, spice, and a hint of white pepper.

Butcher's Bourbon Prime Cut Tennessee Straight Bourbon Whiskey 12 Years Old (92 proof) was aged in American charred oak barrels for 12 years. This is a very nice bourbon, great for sipping and stands up to ice.

Old Tennessee is popular for their very good moonshine, but their whiskeys are also quite impressive.





OLE SMOKY DISTILLERY

If there is an instant success story in Tennessee that resulted from the changing of the distilling laws in 2009, Ole Smoky Distillery is it. Ole Smoky became the first federally licensed distillery in the history of East Tennessee and was only the fourth distillery licensed in the state when it opened on July 4, 2010. At the time, only Jack Daniel's, George Dickel, and Prichard's were open and Ole Smoky quickly became the poster child for craft distilling, proving the market for moonshine was ripe for the picking.

The original distillery was located in Gatlinburg where Joe Baker founded the company and, using his marketing genius, proffered his family's 100-year-old family recipe. Since then, dozens of distilleries claim such heritage for their recipes, but Baker was first in and made it stick. The current recipe was tweaked with the help of legendary master distiller and consultant Dave Pickerell, who was previously

the master distiller at Maker's Mark.

Ole Smoky was an instant media darling, featured on the Today show and on Martha Stewart Living radio. The brand was smartly positioned and the market was hungry for novelty. Today, Ole Smoky is among the bestselling moonshines in the United States and the brand is now available in 49 states and Canada. The original distillery is still located "up the hill" from Gatlinburg, ready to snap up visitors to Dollywood and the Great Smoky Mountains.





The Gatlinburg distillery, which is also known as “The Holler,” is America’s most visited distillery. It’s a unique experience, a shop, and distillery all in one! The smell of cooking and fermenting grains hits visitors right as they approach the entrance where they have the opportunity to see the distillers at work. The original staff of seven employees swelled to more than 300 in just six years and the small batch process gave way to making more than 1,000 gallons a day!

Just like the old-time moonshiners, Gatlinburg’s moonshine was sold in old-fashioned mason jars with lids. They were among the first to start offering numerous flavored moonshines and they now have more than 26 available.

Ole Smoky Original Moonshine (100 proof) is a spicy, smooth ‘shine, with lots of buttered corn, sweet creamed corn, and a little spice at the end. It has a smooth, smooth finish.

In October 2014, Ole Smoky opened a second location called Ole Smoky Barn at The Island, Pigeon Forge. The Ole

Smoky Barn has approximately 6,000 square feet of public space with an on-site still and tasting area. It echoes the design of the original “Holler,” using reclaimed, local barn wood, fixtures, artwork, and other elements. Moonshine made at the “Barn” is jarred, labeled, and sold on-site. Joe Baker said, “It’s a great destination that offers a memorable experience for families visiting the area.” They now have four locations. Two in Gatlinburg (The Holler and The Barrel House), The Barn in Pigeon Forge and 6th & Peabody in Nashville.

In February 2016, Ole Smoky launched a new, aged whiskey line after it purchased Davy Crockett Whiskey and rebranded it Ole Smoky Tennessee Whiskey. They turned the old Davy Crockett Barrelhouse in Gatlinburg into a third Ole Smoky location and paired the strengths of Crockett’s very high quality whiskey products with their own already very strong and highly-recognized brand name. At the Ole Smoky Barrelhouse, visitors are able to see firsthand how aged whiskey is made.



“Having two categories under Ole Smoky’s name is a huge win for the company and we hope it will be a great opportunity to increase our fan base,” said Robert Hall, CEO of Ole Smoky. While locals were sad to see the demise of the Crockett label, experts in the field applauded the move as it increased Ole Smoky’s reach and breadth in an age where brown spirits have moved to the forefront of the liquor industry.

Ole Smoky Whiskey launched with four expressions: Ole Smoky Straight Tennessee Whiskey, Ole Smoky Blended Whiskey, Ole Smoky Salty Caramel Whiskey, and Ole Smoky Tennessee Mud. The company has since moved to add flavored whiskeys, echoing the trend among big whiskey producers. The other flavors include Honey, Cinnamon, Pecan, Salty Caramel, Root Beer, Mango Habanero, Peach, and Salty Watermelon.





Ole Smoky Blended Whiskey (80 proof) is the distillery's take on a blended whiskey. Very smooth, approachable whiskey with sweet notes of cereal, caramel, and spice. It's an easy sipper that's great with just ice or for cocktails

Ole Smoky Tennessee Straight Bourbon Whiskey (80 proof) is the classic whiskey of the line, aged in charred new American white oak barrels. It is said to be aged for approximately four years, though no age statement is proffered on the label. Despite that, this is a solid whiskey with notes of caramel, honey, pecan notes, light brown sugar, and a hint of spice at the end.



POSTMODERN SPIRITS

BY EMILY WEST

In the summer of 2017, Eric McNew took the dive into making multiple spirits while waiting on his whiskey to age at PostModern Spirits.

“As most start-up distilleries go, you either source from

another product or you have to be really innovative to come up with cool ideas until you have an aged product,” McNew said.

McNew’s bourbon, aged in a cherry wood barrel, is akin to a Highland scotch. “We were committed to not sourcing products and do authentic products.”

Each week, PostModern Spirits picks up 600 gallons of mash from a nearby brewery. McNew brings that back to ferment for five days until distilling it over the weekend. “With the current bourbon craze, we wanted to do something different,” McNew said. “That’s what we are aiming to do with our single malt and not trying to emulate other flavors.”

In the meantime, McNew also creates five different spirits that range from a corn whiskey vodka to flavorful liqueurs. He also makes a variety of gins which he hopes give a spirited twist to cocktails.

“We wanted great things to mix with those and other spirits,” he said. “That’s why we wanted to do the liqueur line. We have a clear vision of where we want to go with

authentic products and really trying to be genuine in what we do.”

Post Modern Spirits American (Single) Malt Whiskey (90 proof) is made from locally-crafted beer partnered with Crafty Bastard Brewery to create this American (Single) Malt Whiskey. The mash bill is 100% malted barley. There’s a sweet, smoky character with a delicate aromatic finish.

Post Modern Spirits hi(rye) Whiskey (90 proof) has more than 50% rye in its mash bill. “This rye whiskey is truly a first for Knoxville,” said head distiller Ron Grazioso. “No one has fermented, distilled, and aged a rye whiskey in the modern era in Knoxville. The rye grain is notoriously difficult to work—some say rye whiskey is made from the tears of distillers. We had a great time collaborating with our friends from Elkmont Exchange on this whiskey.”

Giniferous Gin

Empirical Dry Gin

Chamomile Liqueur

Elderberry Gin Liqueur

Currently barreling

American Single Malt

Whiskey + UpRoot Gin

PRODUCTS

KORE Vodka

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PRICHARD'S DISTILLERY

Phil Prichard was born in 1939. "At that time, there was no Austria on the map," he wryly points out. At 78 years old, he is still an imposing man, virile, and in possession of a booming, gruff voice.

“I grew up in Memphis, Tennessee, and in 1980, I moved to Vermont where I purchased a small farm. My wife, Connie, and I married in 1982 and in addition to our real jobs, we began to import horses from Norway. In 1987, we moved from Vermont to upstate New York where we purchased a beautiful farm overlooking the Mohawk River valley, a place where we could pursue the raising and breeding of our Norwegian Fjord horses. It just so happened that a Christmas gift shop was included with the purchase of the farm. It was a good business,” recalled Prichard for GotRum.com.

Eventually, the taxes more than doubled and the Prichards were in need of a new line of work.

A friend casually mentioned the idea of making rum in Tennessee from locally-grown sorghum molasses. “Now that was an interesting thought!” said Prichard. They moved back to Tennessee and he started making rum with sorghum molasses. An old high school friend, Victor Robilio, eventually tasted this rum, and said, “Phil, you are producing one of the finest rums in the world. If you do not pursue this as a commercial venture, you are going to make a serious

mistake.”

With that little push, Prichard opened Prichard’s in 1997.

Prichard’s Distillery is the third-oldest distillery in the state and was one of the first 10 craft distilleries in America. Prichard himself counts men like Fritz Maytag and pioneers like Anchor Steam Brewing and Distilling among his friends. He is so persuasive that when the local planning board had its final roll call on his distillery, Dimple Gyser (a presumed teetotaler who was known to be tough on any new changes in the community) gave an enthusiastic “Yes!”

Prichard named the enterprise after his grandfather who operated an open distillery (illegally) for many years in the 1880s.

In 2000, Prichard’s bought an old schoolhouse in Kelso, which had been turned into a community center. The distillery slowly expanded but it needed immense work. Prichard could have built a new building but his work paid off at his unique distillery. The immense bottling line is in the old gymnasium, the old school office now operates as



one of the two stores, and the old trophy case now holds gleaming bottles of Prichard's liquors.

They also operate a lovely second tasting room known as Prichard's Distillery at Fontanel. Fontanel is also the home of The Mansion, the 40-room, 33,000-square-foot log cabin formerly belonging to Barbara Mandrell. They established this satellite location in 2014 and installed a classic lambic copper still, the result of Prichard's trips to The Hague, Frankfurt, and Cognac. "I called Vendome and asked, 'You ever build one of these?' And they said 'No.' I said, 'You better learn!' " The still at Fontanel is one of the most beautiful in Tennessee. A big, pear-shaped copper still with a long swan neck, it sits gracefully at the center of the distilling room floor. When asked what he was making with it, Prichard gave a sideways glance. "Brandy. We're going to make fine brandy. And cuts are critical in brandy." Prichard's plans to release small, limited-edition brandies yearly for the holiday season.



A SOLDIER'S CHILD FOUNDATION



If there is one thing Phil Prichard is passionate about, other than his own business, it's his involvement with A Soldier's Child Foundation (ASCF). Prichard's Distillery is a proud corporate sponsor of this organization.

The inspiration for ASCF came while Daryl Mackin, the fonder and executive director, was preparing for his six-year-old son's surprise birthday party. Like most parents, he was easily caught up in all of the "chores" required to pull off the celebration.

"I quickly lost sight of the joy of the moment," says Mackin. "I was sitting at my computer at work where I have a memorial of Staff Sgt. Marc Golczynski on my wall. Marc was the son of my previous neighbors, Henry and Fay Golczynski, and a fallen soldier of the Iraq war. I also have a very moving picture of Marc's son Christian receiving his father's flag." The award-winning photo by Aaron Thompson was reprinted all over the world. "As I finished typing out my son's invitations and gave a big sigh of frustration, I looked

up at my wall and was immediately convicted in my spirit for my negative attitude. My heart turned to Christian Golczynski, who will never be able to have a party planned by his dad.

“There are many children like Christian that will never receive another birthday gift from their parent because they gave their life while defending our freedoms. Likewise, the fallen soldier will never be able to give their child a surprise birthday party, a bicycle for their son, a necklace for their daughter, or financial assistance for their child’s first car or pursuit of higher education.”

TheASCF’s mission is to serve the children of military personnel who have lost their lives while defending the United States of America. ASCF has three points of service for the children of our fallen: birthday celebrations up to the age of 18; mentorship programs for children in Journey Camp (for ages 10 to 16), and Leadership Development (for ages 17 to 25); and college scholarships through the Fallen Patriots Foundation and Folded Flag Foundation.

A portion of every bottle of Sweet Lucy sold by Prichard’s

Distillery goes to this fund.



Prichard’s is proud of their copper pot still, the first one used to make a Tennessee whiskey. The company ages their



product in everything from 15-gallon to 53-gallon charred American white oak barrels and they're famous for three things: rum, whiskey, and liqueur. The rum is iconic and sold in a myriad of flavors, including Fine Rum, Crystal Rum, Peach Mango Rum, Key Lime Rum, Cranberry Rum, and Private Stock Rum. The bottle is modeled off an old, iconic 19th century one with a crooked neck. I loved the two classic rums.

The Prichard's Fine Rum (80 proof) is modeled after the classic rums of the Colonial period, made with molasses and barrel-aged for a minimum of three years. It is a big, rich, delicious rum with notes of caramel, honey, vanilla, and spice.

If you're a rum enthusiast, you'll want to try Prichard's Limited Edition Private Stock Aged Rum (90 proof). This is a blend of aged rums, some as old as 13 years, in small, 15-gallon barrels. Packaged in what looks like a perfume bottle, this is rum done as fine cognac or old Highlands Scotch. This is not just a drink, it's a dram. Caramel, figs, dark honey, baked apple, pear, and vanilla all come through in this aged

gem.

Prichard's is also well-known for their bourbon and Tennessee whiskey. They offer the Lincoln County Lightning, Double Barreled Bourbon, Double Chocolate Bourbon, Tennessee Whiskey, Tennessee Malt Whiskey, and a Rye Whiskey. There is no question that Prichard's Double Barreled Bourbon Whiskey (90 proof) is among the better bourbons being made in the United States. The sourced whiskey is aged for 9 years and has a mash bill of white corn, rye, and malted barley. According to the distillery, "Bourbon is generally barreled at a relatively high 125 proof. However, the final bottle proof may be as low as 80. Our bourbon is taken from 120 proof to 95 proof and re-barreled in new charred oak barrels to reinforce the barrel notes that bourbon is so famous for." In fact, the bourbon is barreled twice, a technique and name Prichard trademarked. In a not-so public fight, Prichard spent hundreds of thousands of dollars defending his trademark successfully against one of the big boys from Kentucky. The rich opulent taste of the double barrel is hard to beat. Thick with caramel, burnt



sugar, brown sugar, and hints of toffee, baked apples, and pears, this is an exceptional bourbon that even Jim Murray has given consistently high scores.

Prichard's Tennessee Whiskey (80 proof) is the only Tennessee whiskey made in the state that does not use the Lincoln County Process. The whiskey is made using white corn, rye, and malted barley, and then aged for 10 years in heavy charred American white oak and used rum barrels. The flavors of dark honey, sweet corn, vanilla, and spice make this rare whiskey one that you'll want to seek out.

Prichard's is also known for their line of liqueurs. Most notable among them is Sweet Lucy (70 proof). Sweet Lucy was the proverbial name for a flask of homemade sweet liqueur that duck hunters brought with them up and down the Mississippi River. Prichard's bourbon-based version is flavored with oranges and apricots and is one of the best-selling bourbon liqueurs on the market. They also offer a Sweet Lucy Cream Liqueur (36 proof).



WHOSE “TENNESSEE WHISKEY”?

In the attempt to codify “Tennessee whiskey” as a

category whiskey, Jack Daniel's and George Dickel initiated a movement to establish rules similar to those created for bourbon. Most successful categories in wines, beers, and spirits eventually codify, but there was a lone dissenter.

"This is all about my rights. And when you take away any of my rights, I'm going to fight you tooth and nail on it," Phil Prichard told *The Washington Post*. "Last year, a lot of those rights got taken away from me through a process that was abetted by an employee of Jack Daniel's for the benefit of Jack Daniel's. If I wanted my whiskey to taste like Jack Daniel's, I'd make it like Jack Daniel's."

An angry Prichard, who had already been making popular "Tennessee whiskey" for years, testified against the bill in 2013, but despite his protests, most other distillers signed on to the new definition of Tennessee whiskey.

"The only corn we grew in Tennessee in the 18th century was white corn, and we only used pot stills," said Prichard. "If I had the power and influence Jack has in this state, and I told everyone that Tennessee whiskey was made with white corn in pot stills, how would distillers feel about that?"

Prichard was able to reach a compromise and was awarded an exemption that made the distillery the only one in the state that did not have to use the Lincoln County Process.

"If I subscribe to this rule that Jack Daniel's has imposed on us all, then I would then be paying homage to Jack Daniel's and not paying homage to my grandfather Benjamin Prichard," he said over the phone.





SAMUEL T. BRYANT DISTILLERY

Samuel T. Bryant was in the tree removal business for more than a dozen years. He sold his business and then started casting around for something else to do. “I studied chemical engineering in college and was already making wine,” Bryant told *The Jackson Sun*. “So I figured that would be something that would be viable. I sold the tree business in 2011 and we officially opened the distillery July 1, 2016.”

According to Bryant, he presented the idea of opening to a distillery to Ron Acree and Joel Newman of the Tennessee Small Business Development Center. “I talked to [Newman] and Ron [Acree] at the Jackson Chamber, mainly Joel, and we put a plan, an estimate together...and we were thoroughly wrong. What we budgeted was much less than the actual cost, but we still wanted to keep going.” Luckily, Bryant has a good enough sense of humor to laugh about it now.

It’s very much a family affair and on any given day you will see Samuel T. Bryant and perhaps his father, Pete. Samuel T. Bryant makes an unconventional lineup of liquors



and liqueurs. They are one of the few Tennessee or Kentucky distilleries that make a grappa. Grappa is moonshine made with leftover pressed grapes, stems, and cane sugar. It's the Italian version of white lightning. Their grappa is distilled from local grapes from Crown and Century Wineries.

TNKilla (80 proof) is Bryant's version of a tequila. This is an agave-based distilled spirit, but since it's not made in Mexico, it cannot be called tequila. It's a very nice take on the classic spirit and a big favorite of the distillery's fans.

Samuel T. Bryant Tennessee Moonshine (80 proof), which is made with corn, rye, malted barley, and sugar, is a classic grain- and-cane 'shine. It is a smooth, un-aged white whiskey with a lovely nose and an easy finish. They also make several flavors of 'shine, including Blueberry and Coconut.

Samuel T. Bryant Tennessee Sam (80 proof) is "Sam's take on whiskey made in Tennessee." This isn't officially recognized as "Tennessee whiskey" (it has not gone through the Lincoln County Process), but it is his classic 'shine aged in charred American white oak barrels. This is a smooth, easy-drinking light whiskey and a very nice version of a barrel-

aged 'shine.

When discussing Samuel T. Bryant Tennessee Pete (80 proof), Sam likes to ask, "What if bourbon and Scotch had a baby?" As he jokes, they can't call this a Scotch because it is made in Tennessee. It has all the sweet notes of bourbon, but it has all the smoky qualities you would expect from a good Scotch.





ALLISA HENLEY

TENNESSEE'S FIRST FEMALE DISTILLER

It was big enough news when John Lunn left George Dickel for Popcorn Sutton, but when Allisa Henley followed him, the whiskey industry took notice. Henley, Tennessee's first female master distiller had left the safe shade of the Diageo umbrella for Popcorn Sutton.

All hell broke loose. Sazerac bought the Popcorn Sutton distillery (the Popcorn Sutton brand was retained by the owners in Ohio), but Lunn and Henley remained with Sazerac. Since 2017, the team has been firing their pot stills every day and making Tennessee whiskey at Sazerac's Newport distillery. A move was announced in 2018 that



the distillery would move operations to Murfreesboro, but delays in 2020 sidelined the timetable. In the meantime, the two distillers keep building their Tennessee whiskey inventory.

“Allisa worked for more than 11 years in a variety of positions at George A. Dickel, including most recently as the facility’s master distiller. During her time with George Dickel, Henley was instrumental in the launch of George Dickel’s Barrel Select Tennessee Whiskey, Rye Whisky and Single Barrel products. She is also credited with the creation and operation of the brand’s consumer experience center and most recently, with the discovery and launch of a rare 17-year-old limited edition Tennessee Whiskey,” stated Popcorn Sutton.

Of the consumer experience center, Henley told Coed.com, “I essentially had to write a tour script from scratch and you can’t write about it unless you know what you’re talking about. I firmly believe you can learn more on the job than you ever can in a classroom.”

According to Sutton, “Allisa did her undergraduate work at the University of Tennessee-Chattanooga and then earned her MBA from Lipscomb University. She studied at the Stave and Thief Society Executive Bourbon Steward program and is accredited as a Master of Whiskey. Henley has [led] and participated in numerous distillery training classes, whiskey educational seminars, and industry panel discussions throughout the world.”

The Tennessee whiskey world is excited about what will come out of Newport/Murfreesboro. Only time will tell.





SHORT MOUNTAIN DISTILLERY

By Emily West

When Tennessee laws changed—granting whiskey creation outside of just three counties— Billy Kaufman decided he would try his hand at making spirits on his 400-acre farm in Woodbury. Before 1920, Cannon County had 18 distilleries that closed due to Prohibition. After the law changed in 2009, Short Mountain Distillery became the state's sixth distillery.

“What people like to know about us is Al Capone bought alcohol from this land during Prohibition and our farm was the pick-up site,” Kaufman said. “It’s also the same spring that made the products of Capone and we can trace that back.”

Kaufman and his brothers David and Ben conduct a farm-to-bottle process and make organic whiskey and moonshine.

The liquid is aged in white oak barrels, following the Lincoln County charcoal process to create the Tennessee spirit.

“I think making traditional spirits is sometimes unique enough,” Kaufman said. “We don’t have to go out on a limb to get people excellent spirits. We don’t have to go crazy. We use our case spring water to make the quality of distilling that we strive for. I like to think of us as a sustainable green distillery.”

Short Mountain Distillery sees nearly 20,000 visitors a year, Kaufman said. His site is unique with a full restaurant cafe and the occasional transition into a wedding venue.

The distillery even has a private barrel program where customers can buy smaller amounts down to 5-gallon barrels with personalized labeling.

“We don’t predict when our barrels are ready,” he said. “They are ready when they taste right.”

They also produce a classic Shine (105 proof), a Shiner’s Select (100 proof), an Organic Shine (100 proof), and a number of other flavors.



Short Mountain Green Thumb Organic Tennessee Whiskey (100 proof) is the first of its kind, an authentic Tennessee whiskey made with 100% organic malts and grains. It has the classic smoothness with the subtle complexity unique to the category Tennessee is famously known for. Ripe fruit, dry hay, and vanilla are on the nose with tobacco, dried mango, and caramel on the palate, finished with spice, a hint of smoke, and a touch of white pepper.



Short Mountain Tennessee Bourbon Whiskey (100 proof) has a mash bill of yellow corn, oat, rye, and brewer's malts. It was crafted in small batches, and aged for more than 4 years in new American white oak barrels charred at a level three. This whiskey offers sweet hints of vanilla and caramel with just a tinge of black pepper and touches of maple, vanilla, and orange zest.

Short Mountain Red Pecker Rye Whiskey (100 proof) is made with cherry wood-smoked chocolate rye malt. It's crafted in small batches and aged more than 4 years in new American oak charred barrels. Campfire, vanilla beans, black-strap molasses, and cordial cherries are on the nose with bittersweet chocolate, roasted coffee, and smoked pecan on the palate. It finishes with marbled rye bread and English walnut.





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SEVIER DISTILLING CO.

Chris Yett founded Sevier Distilling in 2015 in Sevierville, Tennessee, after he'd been in banking and real estate for more than a decade. "At my distillery we make all of our alcohol through fermentation. I don't buy anyone else's alcohol to make our own. I specialize in whiskey (both moonshine and barrel-aged), vodka, rum, gin, and distilled spirits specialties. I also produce grain-to glass bulk artisan spirits for craft distillers," says Yett.

Working behind Yett is a great team of guys. Chad Cooper is the man with the plan when it comes to being the right-hand distiller and he seems to have the golden touch. Kenny Sweet is also there as well as general manager Doug Branham. They play hard and they work hard.

The Sevier Distilling Company traces its roots all the way back to the genesis of Sevier County. Yett's family tree goes back to the families who settled the mountains

of Appalachia of the East Tennessee region, including the patriarch, "The Immigrant" Valentine Sevier, and his son, "Col." Valentine Sevier, brother of the first Governor of Tennessee, and John Sevier. Beyond a few touches, the distilling techniques and recipes that Yett uses today are the same ones that the Sevier family used in 1750—but that doesn't stop them from being innovators, especially Cooper. Sevier is one of the more elegant and individual distilleries in the state.





Hidden Cove Rum (80 proof) is a 100% sorghum based rum. TenneKeela (80 proof) is an agave-tequila-like spirit (they're not allowed to call it tequila). Branham says of the Lime Tennekeela (80 proof), "We took our Tennekeela and infused it with organic limes for a taste that is outstanding. It's an 80 proof margarita, just add the salt and lime!"

The TennOdka (80 proof) is a super fine, 25-times distilled vodka from Appalachian corn and regional grains.

The Yenoh (82 proof) which is pronounced "Ya Know" (honey spelled backward) is the pride and joy of Sevier Distilling. Sevier claims Yenoh is the world's first honey liquor as its unique recipe is distilled from 100% honey. The nose is outrageous with honey and big floral notes. It tastes lovely with citrus coming through and is perfect for cocktails, especially citrus martinis!

Sevier Distilling Real Deal Shine (100 proof) is truly an artisan moonshine. It's an un-aged corn whiskey. Smooth, sweet notes of Appalachian corn. It's super clean, super smooth, and one of the best 'shines in the state.





SOUTHERN PRIDE DISTILLERY

In March 2012, Southern Pride Distillery became a small-batch artisan distillery in Fayetteville. Owner Randy Trentham (a born and raised local boy) and distiller Tim Shavers cut the ribbon in November 2014. The opening had been delayed because of tornadoes in the region, but Trentham & Co. would not be deterred.

Trentham is an accomplished building contractor, he even worked at Jack Daniel's. At Southern Pride, they use an old family recipe but with a little twist. According to the company, "Our story starts with a great grandmother and her Bible with the family recipe tucked safely inside the cover. Preserved by family members as all family secrets are." Now that's whiskey as religion! Southern Pride uses a copper pot still to make its products, sources local cornmeal from Pearl City, and sources water from a spring on the property. The company found immediate success within the state and its bottles are now available in approximately a dozen states.



Southern Pride Original Moonshine (90 proof) is twice-distilled and made from cane, corn, and barley. This is a very good 'shine, with a lot of corn bread, cereal, sugar, and honey in the nose. There are also a number of other options, including Peach, Apple, Blackberry, Green Apple, a Double-Barreled Charred 'Shine, and a Double-Barreled Cinnamon.

Southern Pride White Whiskey (80 proof) is a classic un-aged Tennessee white whiskey with a bourbon-like mash bill. This small-batch, barrel-aged whiskey is very pretty and shows real promise for brown spirits at Southern Pride.



As does Southern Pride Double Barrel Whiskey (80 proof), which is barrel-aged and then re-barreled into another charred new American white oak barrel. The Tennessee line of whiskeys (which also features peach and cinnamon flavors) is very strong here and should gain some notice once distribution widens (they are only available at the distillery).

Take it from me, the Tennessee Whiskey and the Double Barrel Whiskey are worth taking home.



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SPEAKEASY SPIRITS DISTILLERY/ PENNINGTON DISTILLING CO.

SPEAKEasy started as a liquor marketing company in 2011. It was a consulting firm that specialized in content,

presentation, public relations, and advertising. They were the marketing department you could never afford to hire in-house.

Today, SPEAKEasy Spirits Distillery/ Pennington Distilling Co. produces more than 140,000 to 160,000 cases of distilled spirits annually, including their own brands and the brand they co-pack. The distillery offers product formulation, private labeling, bottling, rectifying, and processing services to the alcoholic beverage industry, as well as marketing, product design/packaging, distribution, and consulting. They are one of the largest craft distilleries in Tennessee. Unfortunately, because they don't do bourbon and rye (yet), they have flown somewhat under the radar.

SPEAKEasy Spirits was founded by Jenny and Jeff Pennington. Jenny and Jeff had plenty of contacts when they decided to start the distillery, but they still sought advice from such distilling veterans as Greg Davis and Bill Samuels at Maker's Mark, Jim Rutledge at Four Roses, and several folks at Jack Daniel's. They started distilling in 2014 and another partner, Tommy Bernard, joined the distillery soon

after. His arrival brought two major things: an incredible understanding of the liquor distribution business, especially in Tennessee, and money that allowed for the purchase of a large column still.

They found a new home, an old call center and construction company garage, reminiscent of an old airplane hangar in the middle of downtown Nashville. With Jesse Meeks (formerly of Popcorn Sutton) as master distiller and Carter Collins as plant manager, they have quickly assembled an all-star team.

General fermentations last three to five days and are made in cypress mash tubs in 1,000-gallon batches. They cook and strip five days a week and run the still twice a day. They also have a full-time chemist and lab. Between their own brands and their co-packaging operations, SPEAKeasy/ Pennington's sends shipments to more than 33 states, Canada, and Mexico. Slowly, the company is evolving from SPEAKeasy Spirits to Pennington Distilling Company.

Their rise was meteoric, as Jen Todd wrote near the end of 2015, "In three years, SPEAKeasy Spirits Distillery

has invaded bars, restaurants, liquor stores and homes with four brands." Those brands were Pickers Vodka, Whisper Creek Tennessee Sipping Cream, Pennington's Flavored Rye Whiskey, Collins Cordials, and Walton's Vodka.

Pickers Vodka (80 proof) is a classic, clean vodka made with non-GMO white corn from western Tennessee and filtered four times before it is blended with premium Tennessee water. What results is a clear, smooth vodka. The vodkas also come flavored, with such exotic profiles as Blueberry, Blood Orange, and Pineapple.



Walton's Vodka (80 proof) begins with 100% Tennessee red winter wheat. After being pot distilled in small batches, it is then run through the distillery's new, advanced column still and drip-filtered four times before being cut. This is an excellent wheated vodka and definitely worthy of your attention.

Pennington's Flavored Ryes are a line of extra smooth rye whiskeys that come in three flavors: Vanilla, Peach Apricot, and Strawberry. Their popular Vanilla tastes like maple syrup with booze in it. The idea was to balance the spiciness of the rye with the flavors, making a cocktail right out of the bottle. It's also great as a cocktail mixer.

Their best-selling line is Whisper Creek Tennessee Sipping Cream (40 proof). "This was the first bourbon sipping cream to break out of Tennessee commercially. Whisper Creek features premium-aged, charcoal-mellowed Tennessee whiskey made at SPEAKeasy Spirits," say Jeff and Jenny.

"The results are a rich taste and a smooth, less oily mouth feel than more traditional cream liqueurs. It has a different

taste profile, emphasizing the natural whiskey elements, instead of the chocolate and coffee tastes predominant in the current market's numerous Irish creams," raved *Nashville Lifestyles* magazine. They also have such flavors as Mocha, Pumpkin Spice, and Peanut Butter Chocolate.

The distillery makes Collins Cordials, a line of flavored brandies and liqueurs aimed at mixologists and home bartenders alike. Flavors include Triple Sec, Blue Curacao, Amaretto, Sour Apple, Sour Watermelon, and many others.

SPEAKeasy/Pennington has also been laying down serious bourbon, rye, and Tennessee whiskey.



DAVIDSON RESERVE WHISKEY

Davidson Reserve whiskeys are made with local corn. They appreciate transparency so they always share the varieties they use, as well as who grew them. It's a very important aspect of their distilling program and has garnered great praise for quality, as well as taste. These are some of the better whiskeys coming out of Tennessee and they are gaining in reputation and respectability nationally.



Davidson Reserve Tennessee Sour Mash Whiskey (100 proof) is made with a mash bill of 70% Tennessee white corn, 25% Tennessee white cereal rye, and 5% barley, milled on-site using a hammer mill. The whiskey is aged for 4 years before bottling. Sweet aromas of freshly made maple cookies, strawberries, and crème brûlée on the nose. Caramel, graham crackers, pineapple, stone fruit, peach cobbler and toasted marshmallows on the palate with a spice finish.

Davidson Reserve Small Batch Bourbon (100 proof) is made with a mash bill of 60% Tennessee corn, 22% Tennessee red winter wheat, and 18% malted barley. This is a wheated bourbon. The whiskey was barrel-aged 4 to 6 years. Creamy banana pudding, graham cracker, honey almond, maple syrup, dried apricots, toasted marshmallow, dried mango, brown sugar, bubble gum, cinnamon, vanilla bean as well as notes of toasted pecans, nutmeg, allspice, raisin, fig, apricot, vanilla bean, sweet cream, and a lovely dried citrus fruit on the finish.

Davidson Reserve Tennessee Straight Rye Whiskey (100 proof) is a 100% Tennessee White Cereal Rye. This whiskey

was created from a recipe of 100% rye from Renfroe Farms, a third-generation family farm in Huntingdon, Tennessee. Rye forward with hints of maple, spices, and snickerdoodle on the nose. More rye and fresh apples, caramel, white pepper. This is an exceptional, remarkably drinkable rye worthy of a search.

Davidson Reserve Four Grain Tennessee Straight Whiskey (100 proof) is made from a blend of their three different Davidson Reserve whiskeys: Tennessee Straight Rye Whiskey, Tennessee Straight Sour Mash Whiskey, and Tennessee Straight Bourbon Whiskey. Every batch of this lovely whiskey consists of a unique breakdown of each whiskey creating a new, distinct taste profile with each release. Dark caramel with hints of fresh vanilla bean, with dried dates, raisins plums and milk chocolate come across the palate.

Davidson Reserve Genesis is the first whiskey that they distilled and was put into barrels to age on October 14th, 2014. Made with a mash bill of 70% Tennessee corn, 25% Tennessee rye, and 5% barley, they only release 1,017 bottles

of this incredibly special, silky smooth whiskey each year in October. Sweet sugar maple and toasted pecans on the nose with a creamy caramel and sweet vanilla bean on the palate and a lovely spice at the end.

SPEAKeasy/Pennington is meant to continually keep expanding. They have expanded several times over the last three years. With their popularity and marketing genius, they won't just need more space, they'll need a whole new distillery!



SUGARLANDS DISTILLING COMPANY

Sugarlands Distilling Company opened its downtown Gatlinburg distillery in March 2014. A producer of quality moonshine and whiskey, the distillery offers tours and tastings, and features an Appalachian storytelling oral history program. The company has partnered with TAG USA, one of the most respected beverage marketing/sales organizations in the country.

Ned Vickers is the CEO and owner of Sugarlands. A former consultant who simply enjoyed home brewing, he spent a year researching moonshine recipes before he and his team found a recipe they were happy with. The idea has always been for Sugarlands to set itself apart by using quality ingredients, like white corn grown in Tennessee. The Gatlinburg tasting room distillery boasts a large copper pot still and a bunch of 750-gallon cypress wood fermenters.

“Sugarlands opened in 2014 after a legal tussle with Gatlinburg. The town attempted to block it opening by invoking an ordinance that required liquor sellers to be at

least 1,000 feet apart. Sugarlands is just a few doors down from Ole Smoky,” reported *The Wall Street Journal*. “The state legislature eventually overrode that ordinance.”



“We have seen incredible growth over the past three years,” said Vickers in 2017. “Our company is locally owned and operated and we are deeply involved in our community. We believe in the ‘mountain way,’ which means lending a hand and giving back when you can. We take pride in helping spread that idea as far as we can.” Sugarlands is now one of the most visited distilleries in America.



MOONSHINE

If you like good 'shine, or at least famous 'shine, Sugarlands Shine is for you! This is one of the bestselling lines of

moonshine in the entire industry. The Sugarlands Silver Cloud Moonshine (100 proof) is a classic cane-and-grain 'shine. This is an easy drinking 'shine with flavors like Blockader's Blueberry, Butterscotch Gold, Appalachian Apple Pie, Old Fashioned Lemonade, and Southern Sweet Tea, among many others. Sugarlands previously did a series of Shine Sipping Creams with flavors like Electric Orange, Dark Chocolate Coffee, and Butter Pecan.





MOONSHINER'S GO HOLLYWOOD!

Moonshining went from the backwoods to the television screen...and the moonshiners went Hollywood. The Discovery Channel created a reality TV series titled *Moonshiners*. It focused on the lives and lifestyles of moonshiners who distilled (illegal) moonshine in the Appalachian Mountains of North Carolina, South Carolina, Tennessee, and Virginia. It captured the danger and drama involved in the making of illicit whiskey, as well as transporting it. It even covered law-evading techniques. The show made stars out of many of its participants, especially Marvin "Popcorn" Sutton. It premiered on December 6, 2011 and was a huge success, running for four seasons and spawning a spin-off series. There is no question that the popularity of moonshine and the show catapulted 'shine into the national marketplace, spurring sales and viewership.

In 2014, Sugarland partnered with The Discovery Channel to bring out four great moonshines featuring some of the most famous moonshiners and their most unique recipes. "The Legends Series is a product line that celebrates authentic moonshine craftsmen like Mark and Tickle," said Brent Thompson, director of marketing for Sugarlands Distilling Company.

Jim Tom's Signature Moonshine Unaged Rye (100 proof) is from Jim Tom Hedrick, a legendary moonshiner, and this rye 'shine is unique and amazing. Smooth as silk, but still spicy.

Another is Danville, Virginia, native Steven Tickle's Dynamite Cinnamon Moonshine. According to Sugarlands, "He experimented with recipes on his own ten-gallon still using a turkey fryer, jelly jars for double-thump kegs, and a shotgun condenser."

Another famous moonshiner is Mark Rogers, a long-time hunter, fisherman, and woodsman. "He has made moonshine most of his life, learning the trade from his 12

uncles when he was only 8 years old.” His offering was Mark Rogers’ American Peach Moonshine.

Then there’s the team of Mark Ramsey and Digger Manes. Ramsey was introduced to moonshining when he was a young man enjoying the great outdoors in eastern Tennessee. Manes has spent almost his whole life around the still and learned from a local moonshine legend in Cocke County. They have two recipes: Mark and Digger’s Hazelnut Rum and Mark and Digger’s Apple Rye.



WHISKEY

Sugarlands also produces a serious aged whiskey, Roaming Man Tennessee Straight Rye Whiskey (122.9 proof). This began as Jim Tom Hedrick’s Unaged Rye, one of the Legend Series ’shines. It was made with a mash bill of 51% rye, 45% corn, and 4% malted barley and then aged for two years in charred American white oak barrels. It is a cask strength whiskey and one of the best whiskeys being made in Tennessee right now. It’s a big chewy whiskey with lots of caramel, burnt sugar, cream, vanilla, and black pepper, plus a heavy dose of gingersnap. This award-winning dram has turned a lot of heads and impressed even the most dyed-in-the-wool skeptics. The only problem? It’s made in extremely limited quantities and only available at the Gatlinburg tasting room. If you can get your hands on this unicorn whiskey, it’s worth every penny!



TENNESSEE HILLS

Tennessee Hills Distillery is the dream and vision of founder Stephen Callahan and his wife Jessica Curtis Callahan. The distillery is located in Jonesborough, Tennessee, and housed in a Civil War-era historic Salt House building constructed in the 1840s, complete with the town's oldest elevator cranked by hand.

The building has gone through a very rigorous renovation process, with a fun retail area and a small but quickly growing distillery, complete with mashing/fermenting and handmade copper stills. The motto here is “Embracing Heritage,” which they apply to everything they do. And if you’re visiting, hopefully you’ll meet company mascot, Jack, who is easily the coolest distillery dog ever. This is a young distillery, and the well-packaged goods do very well on liquor store shelves.

The distillery offers classic styled spirits such as Hellcat Gin and Spitfire Vodka. Then there is a line of smartly designed moonshines and other potent potables with a corn liquor base, including Coconut, Lavender Lemon, Pecan Pie, Pineapple Upside Down, and Dark Roast. Two of the most

popular products are Angry Pecker (70 proof) a classic clear rum and Red Hot Pecker (70 proof) rum made with cinnamon but not super sweet. Not to be missed by aficionados is Tennessee Hill's Corn Liquor (102 proof) a smooth as silk corn whiskey with a wonderful nose of corn bread and vanilla. Super easy to drink.

Tennessee's Hill's whiskey brand is S. E. Callahan's. This line of sourced whiskies is the company's bread and butter, and has wide distribution for such a small distillery. The brand has proved to be very successful. The SE Callahan's Straight Bourbon Whiskey (90 proof) is a 3-year-old high-rye bourbon. The nose starts with fresh baked corn bread, baking spices, toffee, and mint. The palate starts with caramel and baked apple, with hints of mocha, orange bitters, and a lovely smack of white and black pepper at the end. The label offers two flavored whiskies, SE Callahan's Blood Orange and Honey, SE Callahan's Oatmeal and Spice.



SE Callahan's Straight Rye Whiskey (90 proof) is a smooth elegant rye, with lovely notes of apple and pear, notes of caramel, a hint of wintergreen, molasses, vanilla, and a good-sized pop of gingersnap at the end. A lovely drinking rye.



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“Always carry a
flagon of whiskey in
case of snake bites.
Furthermore, always
carry a small snake.”

—W.C. Fields

