

Range of local, handcrafted moonshines launched in SA

A range of unaged American-style moonshines, handmade locally in small batches, has been launched countrywide by Silver Creek Craft Distillery.



Commenting on the inspiration behind the launch of the Southern Moonshine range, Silver Creek Craft Distillery founder and chief distiller Mark Taverner says, “The flavoured whiskey category grew by 40% in the US in 2016. It remains one of the fastest growing segments in the market and, as they say, when America sneezes, the rest of the world catches the cold. As with craft beer and gin, we believe moonshine could be the next big thang in South Africa!”

What is moonshine?

“Distilled in the traditional way, moonshine got its name during America’s Prohibition era when fiercely independent distillers could only ply their art under the cover of darkness, by the light of the moon,” says Taverner.

“It made for a rough and dangerous spirit with a reputation to match; it was the time of Al Capone and speakeasies.

“These days, however, moonshine is not illegal if it is produced by a licensed distillery that adheres to government stipulations. Today’s moonshine maintains

the devil-may-care allure of its shadowy past, but is entirely safe to drink, and yes, even delicious,” Taverner says.

Triple distilled

Tucked away in an old mine building in Gauteng’s Randfontein, the Silver Creek Craft Distillery does everything by hand – from mashing and fermentation to distillation and bottling.

“We model our moonshine after the traditional Bourbon whiskey mash bill or recipe that comprises of 51% yellow and white corn, to which we add crushed wheat and malted barley. All our grain is locally sourced. The process we use to make our moonshine produces a far smoother spirit than its Appalachian Mountain predecessors, where the spirit was born. Silver Creek Moonshine is triple distilled.”

“Once we have made the original moonshine in the distillery we add demineralised water, sugars and specially made flavours imported directly from the American state of Kentucky, which is generally regarded as the spiritual home of the moonshine tradition.”



Moonshine range

The Southern Moonshine collection of sipping drinks is led by the flagship Clear Shine, a smooth and pure spirit that is diluted to 50% alcohol by volume (ABV) - in American terms, 100% proof. It is a complex, mercurial spirit, with a grain character without the influence of oak barrel maturation. The Charred Shine (also diluted to 50% ABV) is similar in flavour to a good bourbon. It is made of Clear Shine and flavoured with an oak barrel essence.

There are also four Southern Moonshine Flavoured 'Shines (24% ABV), flavoured with genuine American flavours made exclusively for the distillery in the American state of Louisville, Kentucky. Flavours include Apple Pie Moonshine, Bon Fire Moonshine (with a zip of hot cinnamon), Salted Caramel Moonshine and Chocolate Moonshine.

Silver Creek's moonshine drew attention at the recent 2017 Michelangelo International Wine & Spirit Awards. The distillery struck a Double Gold for its Clear Shine, a Gold medal each for the Apple Pie, Salted Caramel and Bon Fire, and Silver for the Chocolate.

Southern Moonshine is available at selected bars, restaurants and retailers around the country. The Clear and Charred Shines retail at around R370 per 750ml bottle and the flavoured moonshines for R260.

For more, visit: <https://www.bizcommunity.com>