

BLUMER'S MOONSHINE

APPLE PIE MOONSHINE



Blumer Apple Pie Moonshine Tasting notes

Pretty amber copper color. Aromas of doughy unbaked apple pie, gym bag, saffron, sage, and salty roasted nuts with a supple fruity medium body and a brisk spicy apple pie filling finish. Almost literally a liquid apple pie, remarkable!



The Minhas Craft Brewery, located across the street from Minhas Micro Distillery, is the oldest brewery in America. It's been located in downtown Monroe WI since 1845. In 1918 the brewery (then called "The Blumer Brewing Company") was taken over by Fred J. Blumer upon the death of his father. He was still president in the early 1920s when the US Federal Government implemented the 18th Amendment to the constitution - better known as "Prohibition." Prohibition made it illegal throughout the country to manufacture, sell, or consume alcohol. Also called "A Noble Experiment," Prohibition was supposed to eradicate all of society's ills - gambling, lawlessness, and rowdy behavior. It was also supposed to give citizens better work ethic and family life.

In order to survive the Blumer Brewing Company, like other breweries, started producing non-alcoholic "near beer." Blumer's business survived because of its Golden Glow Near Beer, which was made by brewing high quality "real beer" and then boiling off the alcohol. To do this, they used the finest distillation equipment called a "de-alcoholizer." The boiled off alcohol was supposed to have been discarded into the sewage system, but not all of this high quality Blumer's Moonshine ended up down the drain.

Because of its high quality, people referred to Blumer's Moonshine as "distilled gold." It was in great demand in the speakeasies of Chicago and it could command a super-premium price. Blumer's Moonshine was so popular and high in quality that various Chicago mafia members - who supplied thousands of speakeasies - were starting to take notice. Blumer's Moonshine was cutting into their profits. Meanwhile, Fred Blumer was living the good life. He even had a vacation place in the area of Little Bohemia, WI, which happened to be a favorite hangout of Al Capone and other so-called Public Enemies, including John Dillinger, and Baby Face Nelson.

Blumer's Apple Pie Moonshine

The story of Fred Blumer's kidnapping



On April 9, 1931, Fred Blumer was kidnapped. He was blindfolded, handcuffed, and taken to Illinois. Two hours after Blumer's abduction, the kidnappers called Mrs. Blumer and demanded \$150,000 in ransom payment - that's \$6 million in today's dollars.

The kidnappers then moved Blumer to a safe house in Chicago, keeping him handcuffed and blindfolded for a week. The news of Blumer's kidnapping made headlines around the country, throughout Canada, and even Europe.

Over the next few days negotiations took place and the ransom amount was reduced. However, the kidnappers got wind that the Chicago Police were closing in on them. They believed that they were about to be discovered and arrested. After keeping Fred Blumer blindfolded in captivity for a week, they decided to give up on the ransom entirely. They shoved the blindfolded Fred Blumer into a car and took him to Decatur, IL, about 200 miles away. They thought that they were being followed by police, so they quickly dropped Blumer off, but also gave him his watch back and \$20 in cash to find his way home.



Later, to their surprise, Fred Blumer got a \$3,000 invoice for "room and board," which is equivalent to \$120,000 in today's dollars. Fearful of his abductors, he quietly paid the "room and board" invoice through an intermediary.

Fred Blumer's kidnappers were caught shortly thereafter. The authorities asked for the electric chair; however, the judge spared them the death penalty. A number of the kidnappers went to jail for an extended time. After the kidnapping, Blumer's Moonshine (and near beer) continued to be produced and sold across the US.

After 13 years of Prohibition, on April 17, 1933, President Franklin D. Roosevelt repealed the 18th Amendment to the US Constitution that started Prohibition. He signed the 21st Amendment to make alcohol legal again. In hundreds of years of US history, the 18th Amendment remains the only one to have been repealed. The decision helped to take the country out of depression by creating jobs and bringing much needed revenue to the Government.



Scan QR code to view movie trailer and recipe details or
Visit: www.MinhasDistillery.com/BlumersMoonshine

**BLUMER'S
MOONSHINE**
20% alc./vol.
APPLE PIE MOONSHINE

750mL



BLUMER'S APPLE PIE MOONSHINE
LIQUEUR - MOONSHINE
ALC./VOL.- 20%
PROOF - 40
SIZE - 750 mL

Recipes



> OLD-FASHIONED APPLE PIE

- 1½ oz. Blumer's Apple Pie Moonshine
- 1½ oz. Chinook Rye Whisky
- orange slice
- 5 dashes bitters

Muddle orange slice in glass. Fill glass with ice and add all other ingredients. Stir gently.



> APPLE PIE SHOOTER

- 1 oz. Blumer's Apple Pie
- whipped cream
- cinnamon

Pour Blumer's Apple Pie in shaker with ice and cinnamon. Shake and strain into shooter glass. Top with whipped cream and cinnamon.



> BLUMER'S APPLE ALE

- 2 oz. Blumer's Apple Pie
- 4 oz. Lazy Mutt Ginger Ale

Pour Blumer's Moonshine Apple Pie with Lazy Mutt Ginger Ale.

Recipes



> SAILOR'S APPLE PIE

- 2 oz. Blumer's Apple Pie
- ½ oz. Corsairs Spiced Rum
- lemon slice

Shake Blumer's Moonshine Apple Pie, rum, and lemon slice over ice. Strain into ice-filled glass and garnish with a lemon slice.



> BLUMER'S SATURDAY MORNING

- 8 oz. Blumer's Apple Pie
- 6 cups apple juice
- 3 cinnamon sticks
- 3 tbsp sugar
- 8 black peppercorns
- orange zest

In the pot over the medium heat combine apple juice, orange zest, sugar and spices. Simmer for 15 mins. Skim the foam as it appears. Add Blumer's Moonshine Apple Pie and stir for 3 mins. Pour into mugs and enjoy.



BOTTLE | ULTRA FLINT GLASS
CAP | GPI
LABEL | ACL-APPLIED CERAMIC LABELING

Products Details

Products	Bottle UPC	Case SCC	Packaging	Contents	Weight	
BLUMER'S APPLE PIE MOONSHINE	085254 900382	10085254 900389	Case	12 x 750 ml	41 Lbs.	
Cases Per Pallet	Cases Per Layer	Pallets Per Container	Layers Per Pallet	Length of Pallet	Width of Pallet	Weight of Pallet
50	10	21	5	48"	40"	2050 Lbs.