

Name of Interviewee: Renée DeLuca
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Name of Interviewer: Theresa McCulla
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Theresa McCulla: It's March 9th, 2019. This is Theresa McCulla of the National Museum of American History. I am here with my colleague Steve Velasquez. And I am interviewing Renée DeLuca, president of New Albion Brewing Company. We are meeting at the home of Cathy McAuliffe in Lincoln, Arkansas. And this interview is part of the American Brewing History Initiative, a project to document and collect the history of beer and brewing in America. Uh, so Renée, when and where were you born?

Renée DeLuca: I was born in Washington, D.C., in 1964. And I was adopted, uh, through Catholic Charities to a family, Bob and Mary Ann Mills. I was their first child. They were Ohioans that were living in the D.C. area. And, um, I didn't find out my connection to Jack McAuliffe 'til later in life. But, I grew up in the D.C. area in Maryland, suburban Maryland.

TM: And what did your parents do?

RD: My father was an engineer. He was a systems analyst with the Census Bureau for many, many years. And my mom was a homemaker.

TM: And, uh, what do you recall about growing up where you did?

RD: Oh, well, Clinton, Maryland, in Prince George's County, was a little bedroom community at the time. There were actually tobacco fields and it was very suburban. And it's only five miles outside the Beltway. And over the years, I mean, it's changed quite a bit. But it was very, you know, wonderful place to grow up, uh, all the neighbors knew each other. Rode my bike. Um, I had a, a sister adopted three years later, and then, surprise, baby sister born when I was twelve. Um, but I loved that area. My elementary, junior, and high school were Surrattsville. And as a historian, you've probably heard of Mary Surratt. So, she was from, uh, that town. And it was then called Surrattsville. Uh, they changed the name to Clinton, Maryland, years later, um, because she had been involved, they thought, with the Lincoln conspiracy. She ran the tavern, Surratt's Tavern, where John Wilkes Booth met with the other co-conspirators and she was hanged as well. Although later they cleared her name. It was just her husband and her son who turned out to be involved. So, I, history has always been very interesting to me. Every field trip of my life as a kid was to go to the Smithsonian Institution. And so, um, I loved growing up in that area. And, um, I ended up going to college in Ohio where my adoptive parents were from. And, uh, just a year ago I moved to Raleigh, North Carolina. So, those have been the main areas that I've lived in.

00:02:39 TM: Um, so, I'm wanna ask a bit, if you remember, if you remember things about what you ate and drank as, as a kid?

RD: As a kid. Okay, so, because it was Maryland, um, some neighbor would always go crabbing at some point. And there would always be neighborhood picnics where we would push a bunch of picnic tables together. And, um, you know, put newspaper out. And there'd be cans of beers cracked. And my dad would let me sip the foam at the top of the beer. So, that's my first remembrance of beer. Um, but my mom, my mom was the youngest of eleven kids in a big Italian family. And that meant that actually she was raised by her sisters and not her mother who came over on the boat, because there was a twenty-seven year difference between her oldest brother and her. And, um, my mom was not a great cook. She's the only Italian I know who's not a great cook. [Laughing] So she cooked out of *Good Housekeeping* magazine. And I remember, it was the seventies, you know. Hot dogs wrapped in crescent rolls. And Jell-O salad with fruit in it. And crazy concoctions. But my dad, who'd been in the Army and was an Army cook, uh, he, his cooking was on the weekends. And he was the guy who grilled or made big pancake breakfasts and, uh, you know. Thanksgiving, he was all about it. Um, and my mom was relegated to setting the table. [Laughs] So, I didn't really learn to cook until later in life. But, um, my husband and I love to cook together. And, um, I, I think just overall I've had a food journey, uh, as well. Just because, having grown up with a mom who wasn't the greatest—she always made a meal. I mean, there was always, you know, dad came in at 6 o'clock and dinner was at 6:05 and we all sat around the table and had dinner together.

00:04:25 TM: This, this beer that you do remember tasting as a kid, um, do you recall what, what kind of beer your dad drank?

RD: Oh, I'm sure it was, uh, Schlitz or PBR or whatever was in, I remember it being in a can and having a bit of a tinny taste back then before they, you know, coated the inside of cans with polymers and you. Uh, but I remember when Coors came to Maryland. My dad was so excited that this beer from Colorado was coming to our area. And there was always Coors that was in our refrigerator at that point.

TM: Interesting. I know, there were some D.C. brands that were perhaps still, um, kicking at the time. But, uh.

RD: Yeah. I don't remember. My dad wasn't a craft beer person. Um, now, when I was a little older as a teenager, so, the drinking age in Washington, D.C. and Maryland at the time was 18 for everything. Beer, wine, liquor. And as a sixteen-year-old, um, it was not very difficult, there was no "Just Say No." Um, so I remember going into the bars of D.C. and Old Town Alexandria and drinking whatever was on tap there. And perhaps I drank some D.C. beers, but I don't remember.

00:05:35 TM: And so, where did you go to school and what did you study?

RD: Um, I went to the University of Akron in 1982. And I was a communications major with an English minor. Um, I thought I wanted to be a disc jockey. [Laughs] I was always a writer. I always considered myself a writer. So, English was a natural minor for me. And, um, I ended up in the news business. And I went to Miami of Ohio for graduate school.

TM: And, um, what, what appealed to you about writing in particular?

RD: You know, when, from the time I was a kid I just always wrote down stories. And I was a journal keeper. Um, it, it was just [chuckles] part and parcel of who I was. My mom recently handed some old papers back to me and, um, my daughter got a hold of something I wrote in first grade, a story about my rabbits, Daffodil and Brownie. And she illustrated them for me. [Laughs] But she thought they were hilarious. [Laughs] So, um, she particularly liked, uh, chapter six, "Brownie Dies." She's like, "Way to foreshadow, mom." [Laughs] She's a bit of a writer herself.

00:06:41 TM: And, and so, what, what has your career path been like then, since school?

RD: Um, so, my first job was at WEWS, uh, Channel 5 in Cleveland. I started as an intern and about six weeks into my internship they hired me as an associate producer. And then I worked in news for a long time. Um, became a producer and a morning show, uh, guest booker. And, um, I also have since moved over to marketing and public relations. Did some healthcare marketing. I currently in, uh, Raleigh, work for WRAL, which, um, has, besides the television and radio stations, they own, they own a marketing agency and I work for that agency.

TM: So you've always been a storyteller.

RD: I'm a storyteller. Yeah.

00:07:27 TM: Um, so, at what point did you become interested in learning about your birth parents?

RD: So, growing up, I was always very interested in where I got my green eyes, because both my parents had brown eyes. And it was just something for, and, they told me I was adopted from a very young age. Like, I remember, I think, going for a walk when I was seven years old and them saying, "Well, you know, you and your sister Diane came to us through adoption." And they explained to me what that meant and how they picked us out special. Special is a word a lot of adoptees hear. We were special. And, um, so I was like, okay, I'm gonna go play now. You know. It didn't really mean anything at that age. But, in my teen years, of course, you start thinking, well, you know, where, where did, you know, I get these traits? And so, I asked my parents about it. And they said they really couldn't tell me an-

any information. They hadn't been given any identifying information through Catholic Charities, you know. It was all, the year I was born, 1964, they actually closed records. They closed records, um, kind of arbitrarily. Adoption records were open for many years. But on January 1, 1964, records in D.C., Maryland, Ohio, around many states, uh, became closed. I was born January 7th, 1964. If I had been born a week earlier, my adoption records would've been open to me. I still do not own my original birth certificate. I am a state secret from myself, apparently. Um, I do know, I have found my birth family, obviously. Um, but I was always interested, to answer your question.

00:09:03 TM: And, um, and so, what were the steps to finding your parents? Your birth parents?

RD: Um, so, I, I really didn't seriously look for them until my twenties. I don't know if I read something in Dear Abby or some column about, um, a, a free reunion registry. Where you would just send in whatever information you knew. It's called the International Soundex Reunion Registry. It was based in Nevada. And, um, they would basically just do a computer match if somebody else was looking for you. And I sent my information off. And for about three months I ran to the mailbox. This was pre-internet, you know, waiting for something to come back and it never did. So, I kind of, it fell off my radar, really. You know, you're living your life. You're not thinking about it every day. And, um, then I got married to my first husband. And, um, I became pregnant with my daughter and started being asked questions by my doctor that I couldn't answer about my health history and other things. And I said, you know, after I have this baby, I really have to be more proactive and do something to, to find my, my birth story. And in January of 1994, I turned 30 years old. Two weeks later I had my daughter. And six weeks after that a letter basically fell out of the sky that had, like, four or five forwarding address stickers on it from the Reunion Registry telling me there was a match. I, I did nothing additional. It had just kind of come when I needed it. And it's such a strange part of my story. It's providence. I was actually born in Providence Hospital in Washington, D.C. So, I use the word providence a lot when I talk about my story. Um, but, I called the number in the letter and said, um, "I just opened my mail. I, had, it, I had just had a baby. It had been sitting there for a while. And, I need to know, is this still true?" And he said, "Well, let me call your birth mother." Because it was a match with my birth mom. And, um, so, obviously she read about this and sent her information in, too. Um, and he said, "Let me see if she's still interested because this has been a while since we sent this to you." It had been over a year that this had been floating around. I moved in my twenties quite a bit. And so, it just took a while for that letter to find me. And, um, he called me back. Ugh, the longest fifteen minutes waiting, you know, to hear. And said, "Yes. Uh, her name is Linda. And she's living in Florida. And she can't wait to talk to you. Here's her phone number." And I put my daughter down for a nap. And I think Linda and I were on the phone for three hours the first time we spoke. And the first thing I said is, "What color are your

eyes?" She goes, "They're green. I'm the only one in the family that has green eyes." And I said, "Me too." So, that was pretty cool.

TM: That's amazing.

00:11:59 RD: Yeah. And it took me a while to tell my adoptive mom, Mary Ann, that I had found my birth mother. Because, you know, just in my heart of hearts, I didn't want to hurt her feelings. And she was my mom, right? Um, and also my father Bob had passed away. He died of a heart attack when I was twenty-four years old. And, uh, he was very young. He was fifty-two. And so, my mom was alone. And I just didn't want to, to say, "Hey, by the way, I found my other parents." It was hard for me to work up to that. But, I had been corresponding with Linda for about nine months. Um, she sent me family pictures. Okay, so here's something weird. You get a letter and the handwriting is exactly the same as mine. I mean, it's things you don't even think about. I had the same handwriting. And the first envelope I got from her had all these family pictures. And I remember sitting there at the post office looking at them and I had to go to a girlfriend's house and show her the pictures. I said, "Do I look like these people? Or do I just want to?" And she looked at the pictures and she looked at me and she said, "These are your people." So, um, so I, you know, made plans to meet her. My daughter Ali was, you know, going on ten months at that point and was her first grandchild. Um, so I was her oldest and she had gone on to have three sons. She had no other daughters. And so, I went to St. Augustine where she was living at the time and met her and two of my brothers. The other one was in Texas. And, um, she broke out old yearbooks and, you know, told me the stories of her days at West Nottingham Academy, where I was conceived. And I exist because there was a co-ed boarding school in Maryland. [Laughs] So, that's kind of how I came to be and how I found my birth mom.

00:13:45 TM: And, uh, and then how, how did you find Jack?

RD: Oh, geez. So, when Linda gave me the yearbooks, she had circled Jack and, you know, said, "Here's your birth father, but I don't ever want you to try and find him because he doesn't know you exist. We were a fling at the end of my senior year." He went on to, I, she wasn't even sure what he went on to do. And, you know, think about it, it's not your normal high school because, where everyone's in the same town and grew up together. They went off to wherever they came from. And, both my grandfathers had been stationed in D.C. and were working there and had sent their two very smart and fun-loving children to boarding school. Jack and Linda. Um, and, uh, so, I said, "Well, Linda, it's really not your call whether I find this person or not. And I understand that you never told him." Because in those days, you went to a home for unwed mothers which, quote, unquote, was you went to visit your aunt, you know? Um, and that's what had happened to her. Her parents discovered she was pregnant after she graduated, the summer after graduation, and sent her to this home for unwed mothers in D.C. And the nuns there took care of her until she had me. And then she was told to

forget about me. And that's how they dealt with it back then. Very common story that you'll hear in adoption circles. Um, and of course Jack had gone on to the Navy and, you know, didn't keep in touch with Linda. At that point they were friends, uh, you know, who kind of fell for each other at the end of their senior year. But he had no idea he had, you know, made Linda pregnant. So, um, I said, you know, someday I'm gonna, I'll, I'll find him. And I did a little digging at first. And then I just kind of let it lie. But then fast forward and I was divorced from my daughter's dad and seeing, um, Paul DeLuca. And we were dating. And I was involved in an organization in Ohio, I had moved to Ohio from college and stayed there at this point. And, um, and I went to this Adoption Network Cleveland meeting, and I had brought Paul with me, and we were driving home and he said, "Don't you wanna find your birth dad?" And I said, "Yeah, I've thought about it. Um, but you know, Linda didn't want me to just spring myself on him. And I'm working up to it, I guess." And he goes, "Well, I can tell you as a man that if I had a child out there, I would want to know about it." And I said, "Well, that's interesting." And I said, "Not every man is like you." [Laughs] But, we were out to dinner one night, and he slid a piece of paper over to me and he said, "I have to tell you something." [Laughs] I was like, oh god, dear, what? And, uh, it was, a printout. He had gone to a McAuliffe genealogy website and set searching for Jack McAuliffe, West Nottingham Academy, in 1963. And he had gotten a response that said, "That's Jack. That's my brother. What should I tell him? Who's looking for him?" And that was my Aunt Cathy's response. Jack's sister Cathy. And she would Google his name every now and then to see if anything was mentioned about the beer. New Albion. And, uh, came across that post. And so I wrote her an email. We went back to Paul's apartment and attached some photos and said, "Hey, I had a great childhood and wonderful parents. And I'm just looking to find out my story. I know my birth mom." Well, I, I hope Cathy doesn't mind me telling this part of the story. She'll tell it to you yourself if you talk to her. But she understood where I was coming from right away because she had been a birth mother herself. She had given a daughter up for adoption in 1967. So, her response to me was, "Welcome to the family." Which was fantastic. And she had her father living with her in San Antonio at the time, my grandfather. And he wanted to meet me, too. And so, I began a correspondence with Cathy that survives to this day. You know? Twenty-some years later.

TM: Wow.

RD: So, or nearly twenty years later, I guess I should say.

00:17:42 TM: You, um, you've written that when you discovered Jack was your father, you said, quote, you always knew there was beer in your blood.

RD: I did! [Laughs]

TM: Can you explain that?

RD: So, um, yeah, when I found out what he was famous for, when Cathy told me why she was looking for him, I was like, "Oh, that's so cool." Um, so, I had been living in, in the Cleveland area in northeast Ohio and working in news. It didn't escape my attention that, um, Great Lakes Brewing Company opened in 1988, a couple years after I graduated from college and I was working and, you know, we covered that story. And I started drinking Great Lakes beers. And of course I had had Sam Adams beers over the years. And, you know, a few of the other, uh, what would be early craft beers. But Great Lakes became my go-to. I just loved that beer. And so, when I found out my father was known for craft beer, I said, "Oh, I, I knew beer was in my blood. I'm a fan." [Laughs] So, Great Lakes was probably my gateway beer to craft beer. And I've gotten the chance to introduce Jack to Pat Conway over the years when he's visited me in Ohio. So, that was always a big thrill for me.

00:18:51 TM: And so, how did you learn about the history of New Albion?

RD: Well, corresponding with Jack and talking to Jack and getting to know him. And I would say that we have bonded over the beer over the years. Um, when I made my first trip to San Antonio, uh, Cathy took me to meet Jack. He was, um, a, not reluctant, exactly. At first he was a little shy. And, uh, but then once he realized this fully formed human being was, had landed on his doorstep and didn't really want anything, he was happy to tell me the story. And he had a cookout for us. And I remember he had this little outdoor pavilion with picnic tables. And it was very rustic. But he had set it with fine china and cloth napkins and was grilling for us. And while he was busy preparing the meal, he threw a couple magazines on the table and said, "Here's the story of me and beer. You can look at those." [Laughs] So, um, you know, like I said, just getting to know Jack is how I got to know the story of New Albion. And I found it fascinating.

TM: What year was that that you met Jack?

RD: 2001 I think.

00:19:59 TM: And, and so then what, what were the steps from there to reviving the brand? To reviving the beer?

RD: Oh gosh. So, so I, I started writing a blog called *The Brewer's Daughter* a few years later. And I started saying, "Jack, you should come with me to some of these beer events. You know, craft beer is growing like crazy and people are interested in your story." And he had felt kind of, like, people weren't interested in what he did. Um, that he perhaps hadn't gotten the credit that, you know, was coming to him. And I think he felt a little short shrifted by the beer community. But I told him, "No, people want to know about you." And in 2011, we were at the craft, no not the Craft Brewers Conf-, it was before that. We, we went to GABF [Great American Beer Festival] in Colorado. And had the opportunity to meet Jim Koch. And I didn't know this was gonna happen, but there was a young

woman named Meghan Andersen who was working for Jim and living in Texas at the time. She was a Sam Adams Beer rep. And she wrote to Jim and said, "Jack McAuliffe is in my homebrewing club." There in San Antonio. And he went, "What?" Because he had always taught the New Albion story to his beer reps. And so, Jack introduced me to Meghan by email. And we were corresponding. I call her my sister in beer. And, um, she ended up working for Jim in, um, in Boston. And she was his beer education coordinator eventually. But, that year she was at GABF and I didn't know she was gonna be there. And we ran into each other. And she's like, and we had name tags, and she's like, "Renée!" And I'm like, "Meghan!" She's like, "You have to come to the LongShot Breakfast. Jim will want to meet Jack. Is Jack here?" And I said, "Yeah, I brought him." So, the next day we brought him to the LongShot Breakfast. And Meghan was there, and the PR woman for Boston Beer was there. And Jim greets my father and says, "This is like meeting the Sam Adams of craft beer. It's so wonderful, Jack. I don't know if you know this, but when New Albion came into the public domain, I acquired it because I didn't want the big guys to get it and do something with it. And it meant something to me." We had no idea. Meghan didn't know this. I didn't know. The PR woman. I'm crying. And, and Jack's like, "Oh, well how 'bout that." And he goes, "Why don't you come to the brewery in Boston next year? Do you know, do you have your old recipes? Let's, let's re-brew one of your beers." And so, that happened. And I went with Jack and we went to Boston in 2012. And they re-brewed a batch of the New Albion Ale. We had worked with the man who was Jack's assistant brewer, Don Barkley, who is, uh, still brewing in California. And, um, he's a good guy. He's been out here to Arkansas for, uh, a little reunion picnic with Jack. Um, so they keep in touch a little bit. Um, but Don had kept all the recipes and, and, um. So, we worked with Boston Beer and re-brewed New Albion. And Jim released it around the country. It came out in January of 2013. And it was on store shelves for about six months wherever Boston Beer, Sam Adams was distributed. But, it had the New Albion label we worked on, you know, reproducing that original ink drawing of Sir Francis Drake's ship, the *Golden Hind*, which was Jack's original art on, uh, New Albion bottles. So, that's how that happened. And it was just kind of crazy happenstance. But, Jim also gave us all the intellectual property back. He gave it back to Jack specifically. And Jack said, "Do you wanna do anything with the beer?" And I said, "I would love to." He goes, "Well, I'm retired. It's yours if you want it." So, we went to a business lawyer in Cleveland and had it all transferred to me and so I'm now the president of New Albion Brewing Company. And while we don't have a brick and mortar, I began looking for a partner in Cleveland where I was living and working to, to find someone to brew that original recipe with.

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TM: And so, brewing the original recipe, um, are you, do you recall what kind of work was involved in adapting, adapting the original recipe to, um, contemporary ingredients?

RD: I, I know that Boston Beer did all that. I wasn't involved in that so much. I had just got them what, here, here was the original recipe: 2-Row Malt, Cascade

hops, you know, and magic. [Chuckles] You know, a special yeast. [Laughs] So, um, they did all the adapting on their end.

00:24:21 TM: Um, Cleveland, as you mentioned, has a, a, such a vibrant brewing scene, um, which I have been very fortunate to visit. And, and you've sp-, spoken about this a little bit, but I'm wondering, um, in what ways Cleveland was the right place to restart New Albion?

RD: You know, it, it's interesting. Over the years, as I have, um, created social media for New Albion on Facebook and Twitter, I've had some people write to me and say, "New Albion belongs in California." And, "Why are you doing it in Cleveland?" And my answer is pretty simple. It's, that's where I live. [Chuckles] And, you know, there is no brick and mortar for it anymore. And yes, that is where the roots of New Albion and craft beer history are. But, Cleveland was a good place to, to start it because, or to restart it. Um, the brewing scene from 1988 and, you know, the Conway brothers starting Great Lakes all the way up through Market Garden Brewing. And, um, I was introduced to the owners of Platform Beer by Sam McNulty who is, um, very active in craft beer in Cleveland and the unofficial mayor of Ohio City, uh, the area where craft brewing has really just kind of sprung up and gone crazy. Um, so, Sam said, "Hey, I know you're looking for a partner." I had gone to him and said, "Do you know anyone who might be interested in doing this with me?" And, um, he said, "Yeah, there's these couple of guys that are starting this brewery where they want to be a platform for homebrewers and teach them to brew. And they might be interested in doing this with you." So, I met Paul Benner and Justin Carson and my husband Paul was with me at the time. And, uh, he was my Vice President, uh, when we started off. And, we liked them. And we liked the model that they were doing. And they loved Jack's story and the history of it. And, and they're smart guys. And they knew that if they were to do this, they would get a little of that New Albion sheen, too. So, um, it was a good partnership. And they've brewed a batch of New Albion since they opened in 2014 with me a couple of times. Um, we did the Pale Ale originally. Uh, we even did a release in cans at one point. Jack came up for our release party. And, um, we did a couple of his other recipes that we worked on with Don Barkley, um, for the can release party. We did, um, a Red. And we did his Oatmeal Stout also. And those were just on draft. But, Cleveland is very much a vibrant beer scene. And I felt like it was a good place to bring it back. And I found good partners. So, it worked for me.

00:26:56 TM: And so, when, especially at Platform when you started to produce the New Albion beers, what was customer reaction? Did you feel like there was education involved in, in teaching people this history?

RD: Yeah. And, and I used my social media platforms to get a lot of that out. Um, when Jim Koch and Sam Adams had released the beer, they created a wonderful five-minute video that pretty much had Jim and Jack telling the New Albion story. And that's posted front and center so people can understand the historical

significance of it. But, when, yeah, whenever I went to events and poured the beer, and I would do that occasionally, I loved to tell the story and hand someone the beer. And they're tasting craft beer history. So, it, it's just, it's a lot of fun and it's a great story to tell. And I love telling Jack's story. My mission in keeping New Albion alive is to keep that history and Jack's story in people's minds.

00:27:50 TM: And so, that leads to my next question. It, what's involved in being the president of New Albion now?

RD: Yeah. So, um, I told you my background is marketing and media and PR. So, I've used that to my advantage. And, um, we've gotten a lot of press since we've started. Uh, the *Today* show picked up a story about us at one point. And, you know, all the national beer magazines had written about the revival and of course local media in Cleveland. And, um, that, again, I love sharing the story. And I attended, you know, Craft Brewers Conferences and had the chance to speak. Brought Jack up on stage at 2011 in San Francisco and he got a standing ovation from brewers from, you know, Sam Calagione from Dogfish Head to, um, Leah Wong from Highland Brewing in Asheville. I mean, just everybody that was there just couldn't believe, here he was in person. And walking up and down the aisles with him at events like that, it's like, you know, walking with Mickey Mouse at Disney World. Everyone stops you every five minutes to say hi to Jack and congratulate him. So.

00:28:54 TM: And, I'll ask him a, about his path. But, um, this feeling of, of, as you described it, maybe getting short shrift. Was it, he withdrew from beer for a while.

RD: He did. So, when, when New Albion was shuttered in 1982, he went to work with Mendocino Brewing Company. He is actually the one who, uh, created their flagship beer, their Red Tail Ale. Um, that was his recipe. And they worked to change laws in California along with, um, Anchor Steam's Fritz Maytag, to allow food to be served along with beer. Can you even imagine that you couldn't have food with beer in a brewpub? That's just so silly. But, they worked on the legislation to have that changed. And Mendocino had the first brewpub in California. I, I would say California, but definitely Northern California. Um, so after that, he kind of decided he didn't like working for other people. He was more of a guy that liked to run his own ship. So, he went into, you know, other career paths which he can tell you about. But, you know, he, he's the guy in the back with the wrench. And he has patents that he has, you know, registered over the years and worked in automation and all kinds of different technical industries and manufacturing. And he did, he just kind of fell away from the beer world. And, um, I was happy to bring him back to it.

TM: Well, it's, it's to all of our benefit.

RD: Right. Right.

00:30:23 TM: Um, so, what are, what are, what would you say are your particular, um, challenges for New Albion at the moment?

RD: Well, um, my husband passed away in 2015. And, uh, he had brain cancer. Came on very suddenly and it, it threw us all for a loop. Um, and I was very shortly into brewing and working with Platform. And quite honestly, my focus then did not become the beer. And, and they were wonderful. They would, you know, continue to brew at night. Ran some social media pages. Um, but my life changed a lot. My kids went off to college. And I decided I needed a change myself. And my best friend had moved to Raleigh, North Carolina, and her family, she had family members down there. And I visited quite a bit. And decided that I wanted to live somewhere where winter didn't hurt my face anymore. Uh, so, I moved to Raleigh. And I've landed in another very beery state. And so, I'm hoping to bring it there as well and, uh, of course I have to support myself, so I have this other job, which is great. I love it. Um, but so, the biggest challenge is, has been keeping it going in the midst of all the other personal things that I've been going through. Um, but people are always interested in it. And I continue to tell the story as much as I can and I, I think I have some interested parties in North Carolina that'll help me make that happen. And the guys at Platform are business partners of mine as well. So, they, they've been wonderful and they've helped me as I adapted my plans and my life has changed.

00:32:04 TM: Great. Alright, I have, I have, uh, some kind of big picture questions to ask you about beer.

RD: Okay.

TM: These days.

RD: Okay.

TM: You are, you're very much, uh, tapped into the world, so to speak.

RD: [Laughs]

TM: And so, I know you have a good view. Um, what, what do you feel like beer consumers, uh, want, want now?

RD: Uh, I think they like variety. They like to try the next thing that's coming along. They're very interested in creativity in craft beer. Um, I think you've seen the numbers of women interested in craft beer rise. Um, and I love that there are more and more women brewers involved. And women brewery owners involved. Pink Boots Society's been something I've been involved with. Um, and it's a great sisterhood. Um, I, Jack calls a lot of the newer beers and crazier beers hula hoop beers. [Chuckles] He is, you know, the guy who came up with the iconic, American pale ale. Um, but ales, porters, stouts is what he loved when he was in

the Navy in Europe. And that's when he came back and was back in the United States, said, "Uh, I can't get these. I guess I have to brew them myself." So, he's that guy. But, I wouldn't be opposed to doing some of those original New Albion recipes and putting a new spin on them going forward. It would be interesting. But I, I, I won't get too crazy, 'cause I don't, I don't wanna make any hula hoop beers. [Laughs]

00:33:33 TM: Do you, do you like the term craft beer? Is that a good description of the, the kind of beer that, that New Albion is?

RD: Uh, yes. I think it's definitely a craft. And it's one that Jack was interested in. When you talk to Jack, you'll see he's a scientist. And, um, he learned his craft and brought it to life here by whatever means he could. I mean, these days brewers can open a catalog and point to it and, you know, order whatever they need. And Jack had to be a little more resourceful than that.

TM: We have a, a feline friend who's [unintelligible]. Yeah. [Cat climbs on to SV's lap]

[Laughter]

Unknown: Do you need me to move him?

TM: Yes.

[Laughter]

RD: Howie! You need to get down off Steve's lap. [Laughs]

TM: He's very excited about Steve I think.

[Laughter]

Unknown: Lovey dovey boy.

[Laughter]

Unknown: Yes you are.

[Laughter]

Unknown: Lovey dovey boy.

00:34:27 TM: Um, and so, as we've talked about a little bit, um, the, uh, taprooms and, and the places where consumers can experience craft beer has just become such an important social space in America.

RD: Right.

TM: These days. And so, um, I wanted to ask for your thoughts on what role breweries can or should play in communities?

RD: Well, I think they are part of communities. And, you know, the European model that each town had their own brewery and it's where people gathered and talked about the day and things that were going on. And they had their own certain recipes. I, I think that's part and parcel of what's been happening in America. You know? Every town has its own brewery popping up and, where people like to gather. And, um, I, I think being a part of community is part of food and drink and when, where people gather, that's what they do. They eat and talk and laugh. And craft brewery is so much a part of that. I, I love seeing that.

00:35:29 TM: Do you feel like there's an optimal scale for breweries today? Especially those that are starting out?

RD: Right. Um, you know, people talk about the craft beer bubble and if it's too much and quite honestly, I, I don't think so. Bec-, I don't think we've even neared it, because I think towns can support their own craft beer. Their own brewers. Uh, it doesn't all have to be packaged and distributed. Everybody doesn't need to be a Dogfish Head or a Sam Adams. Um, I think that scalable, small breweries that are, you know, are on three-barrel or even ten-barrel systems work just fine in little towns and communities. And if that's what the brewer wants to do, bring his artform and, and brew beer that his friends and neighbors will drink on a little bit larger scale than in his kitchen, uh, I think it's perfect. I think it works really well.

TM: Great. Um, you've mentioned this a little bit in, in terms of the increasing number of women brewers. But, um, how do you, how do you feel like beer can become more diverse among producers and consumers?

RD: Um, well, I think that the Craft Brewers Association has done a lot, um, to encourage diversity. Um, as I've gone to their conferences over the years, I've seen more women. I've seen more people of color. I've seen, um, you know, families involved, uh, friends who get together and brew beer. I, I think the way that it grows, continues to grow, is through inclusion. And I like seeing that. And I think it's important, certainly.

00:37:15 TM: Alright. Just a couple questions to finish. Um, uh, a simple question. What is your, what is your favorite beer style? Or, or the style that you're most excited about right now?

RD: Right. Um, well, I always give the pat answer that my favorite beer is the one in my hand. Which is generally true. Um, but, you know, I am an IPA girl. Pale ales, IPAs, they're my go-to beers. I found some that I like a lot in North Carolina.

Um, my sour palate is developing a little bit, but it's not my favorite. I love stouts and porters. My dog's name is Porter. Um. [Chuckles] So, you know, I like those iconic beers. I think, you know, if I'm gonna have one or two, I'll go for one of those styles before I go for a hula hoop beer. [Chuckles]

TM: Alright, and last, last question. It's, but it's a kind of big one. What would you say you value most about what you do?

RD: I value continuing the story, the legend, the history of Jack McAuliffe and New Albion. I love telling his story. I love perpetuating it. I, I love being able to share that with people who've never heard of him. And just telling some fun stories that people who have heard of him may not have heard before. That's always fun. Um, I, I just think it's important to continue to toll that bell.

TM: Well, thank you very much for doing that. And thank you for your time today.

RD: Thank you, Theresa. It was great talking to you.