



Winston-Salem's Own "Big Apple"

Walk through the doors of The Golden Apple, and you're greeted by the aroma of fresh coffee beans, bakery goods, deli foods, delectable chocolates and a wide selection of wines. More often than not, you're also greeted by Ann Adams, who first opened the doors of The Golden Apple on April 1, 1984.

When The Golden Apple began in 1984, it was one of only a handful of stores in Winston-Salem where people could buy fresh-sliced deli meats, gourmet foods, and specialty coffees. "At that time, most grocery stores were basic and didn't offer things like fresh cut deli counters and cheeses," Ann Adams, founder of The Golden Apple, said. "We and Maria's were the only stores that sold truly New Style specialties."

Since its early days, The Golden Apple has maintained its original concept but expanded to offer even more houseware products, gift baskets, greeting cards, home decorating items, small gifts and also has a highly popular in-store dining area. Last year, The Golden Apple opened a Wine Café on Wednesday through Saturday evenings that features a wide range of dinner entrees, sandwiches, reasonably priced wines and selections for children.

"Fresh ground coffee continues to be one of our customer favorites," Bill Adams of The Golden Apple, said. "We offer a selection of coffees than you can't find anywhere else in this area. Wine also is a growing part of our business. We carry the proprietary wines that are always a favorite among local wine connoisseurs or anyone who enjoys great wines. Some of our evening guests enjoy selecting a bottle of wine off the shelf to enjoy with their meals."

Adams said the OXO and Zyliss houseware products are perennial favorites among The Golden Apple's loyal legion of customers. The Golden Apple also became a Wusthof cutlery dealer last year. "With the downturn in the economy in the past couple years, it's been interesting to see increased demand for 'practical' items like dish towels, aprons, knives and other kitchen-related products," he added.

"Much like we understand kitchenware, wine and gourmet foods, we wanted to find an accounting firm that understands us," Bill Adams said. "We found the right people at Butler + Burke. They have in-depth knowledge of how small businesses operate and handle our final bookkeeping and tax work. Butler + Burke also has been great about providing overall analytical help and financial direction for us."

Want to take a bite of The Golden Apple yourself? The Golden Apple is located at 3458 Robinhood Road and is open 10 a.m. to 6 p.m. Mondays and Tuesdays; 10 a.m. to 9 p.m. Wednesdays through Saturdays. The Golden Apple also offers boxed lunches and full-service catering. Visit The Golden Apple online at www.thegoldenapplews.com.