

**AMBRU
CAMPAIGN**

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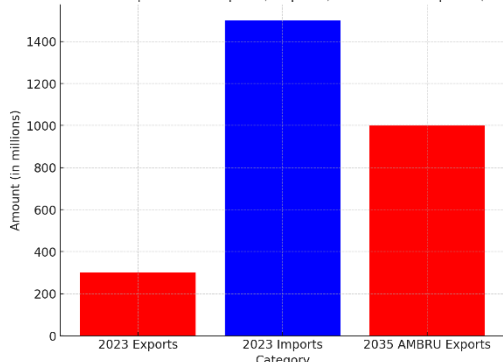
American Brandy & Rum Campaign



A LEGACY WITHOUT PROTECTION

American Brandy and Rum are more than just spirits—they're part of U.S. history and brimming with economic potential. Distilled since the 17th century, they fueled colonial trade and the push for independence. The AMBRU Campaign wants them recognized like bourbon—premium spirits aged in North American oak, with roots older than bourbon itself. This could spark a \$5–6 billion industry and 5,000–10,000 jobs. Globally, the brandy market is projected to hit \$36.5 billion by 2030, and rum could reach \$21 billion by 2029. With a designation like bourbon, these spirits could pull in \$2.8 billion annually, rivaling bourbon's \$4.5 billion domestic haul as reported by the Distilled Spirits Council. Exports might climb to \$1 billion by 2035, turning the U.S. from an importer to an exporter. Imagine 'American Brandy and Rum Trails' drawing 1–2 million tourists yearly, adding \$100–\$200 million and thousands of jobs. This is heritage, growth, and American spirits stepping up—let's make it happen.

Financial Comparison of Exports, Imports, and AMBRU Exports (2035)



AMERICAN BRANDY AND RUM

We propose legislation for U.S. spirit designation. A federal resolution urges TTB recognition, like bourbon, with U.S. production rules. Legislative support could boost distillers and a "Brandy & Rum Trail," growing the industry nationwide.

AMBRU CAMPAIGN: ELEVATING AMERICAN BRANDY AND RUM

OVERVIEW

American Brandy and Rum are historic U.S. spirits with roots in the 17th century, driving colonial trade and independence. The AMBRU Campaign seeks a federal designation like bourbon—premium spirits aged in North American oak, predating bourbon—to unlock their economic potential. This isn't just about heritage; it's a \$5–6 billion opportunity for jobs, exports, and tourism.

ECONOMIC IMPACT

- **Market Potential:**
 - Grand View Research projects the global brandy market to reach \$36.5 billion by 2030 (6.8% annual growth).
 - Statista forecasts rum at \$21 billion by 2029.
 - A designation like bourbon (valued at \$4.5 billion domestically per the Distilled Spirits Council) could capture \$2.8 billion annually, scaling to \$5–6 billion with premium branding.
- **Jobs:**
 - Bourbon supports 22,000 direct jobs (American Distilling Institute, 2023). A designation could spark 5,000–10,000 new jobs over a decade—distillers, farmers, tourism, and logistics—injecting \$275 million yearly into local economies from 50 new distilleries.
- **Exports:**
 - U.S. spirits exports hit \$2.1 billion in 2023 (DISCUS). A designation could boost brandy and rum exports to \$1 billion by 2035, cutting into the \$1.5 billion rum import market.

TOURISM BOOST

- Kentucky's Bourbon Trail drew 2.5 million visitors in 2023, adding \$300 million (Kentucky Distillers' Association).
- "American Brandy and Rum Trails" could attract 1–2 million visitors annually, generating \$100–\$200 million and 1,000–2,000 seasonal jobs, spotlighting Georgia's distilleries and heritage.

WHY SUPPORT AMBRU CAMPAIGN?

- **Historical Claim:** The AMBRU campaign elevates American Brandy and Rum, showcasing their cultural and economic significance. These spirits highlight our heritage, craftsmanship, and high standards, correcting the international view by emphasizing American-made excellence.
- **Bipartisan Appeal:** Supporting American spirits unites both sides of the aisle. By promoting Brandy and Rum globally, we send a message of U.S. pride and leadership in craftsmanship.
- **Legacy Play** The campaign focuses on quality and strengthens the U.S. position in the premium spirits sector, ensuring that American-made products lead in global markets through innovation, excellence, and future growth.

ASK

Support legislation for a federal designation of **American Brandy** and **American Rum**, mirroring bourbon's model. This unlocks billions in revenue, thousands of jobs, and a new chapter for American spirits—starting in Georgia.

INVITATION

Caroline Porsiel invites you and your team to a presentation on the deep historical ties of these spirits to America.

CONTACT

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