

AMERICAN BRANDY & AMERICAN RUM FROM RECOGNITION TO REVENUE

Congressional Briefing – September 24, 2026



2025 U.S. brandy + rum trade

\$887 million

approximate U.S. trade gap

\$1.01 billion in | \$125 million out

American distillers already make rum and brandy in the United States. By value, the United States still imports far more rum and brandy than it exports. Export totals follow DISCUS 2025 category figures (rum about \$90 million; brandy about \$35 million). The import total is an AMBRu compilation of official U.S. rum and brandy import value for the same year.

The aim is straightforward: help American distilleries compete, grow, and sell more American-made rum and brandy at home and abroad.



THE AMERICAN POSITION

A producer-led path to recognition.

AMBRu seeks recognition of American Brandy and American Rum as distinctive products of the United States. The final regulatory structure and production standards should be developed with American producers. This briefing is not a TTB petition, not a certification, and not a claim of industry consensus.

The history is not missing. The recognition is.

EXISTING PRECEDENT



Class: Whisky → Type: Bourbon Whisky

Bourbon Whisky is a defined U.S. type of whisky. Federal standards set where and how it may be made. Core requirements include production in the United States; a mash of at least 51 percent corn; distillation and barreling within set proof limits; aging in new charred oak; and no added coloring, flavoring, or blending materials that would take the product outside the type.

That definition did not create Bourbon's market by itself. It created a clear American product identity. Tourism and export strength grew around that identity.

AMBRu OBJECTIVE



AMBRu seeks recognition of American Brandy and American Rum as distinctive products of the United States.

Producer-led development



AMBRu is inviting American producers to help develop workable definitions and standards. The final regulatory structure is not settled.

Public working paper for comment — not a TTB petition, certification, or claim of industry consensus.

BOURBON SHOWS WHAT RECOGNITION CAN BECOME

Bourbon provides a comparable example of a recognized American product identity paired with a major tourism network.



74

Kentucky Bourbon Trail experiences · 34 Kentucky counties



2.7 million

trail visits in 2025



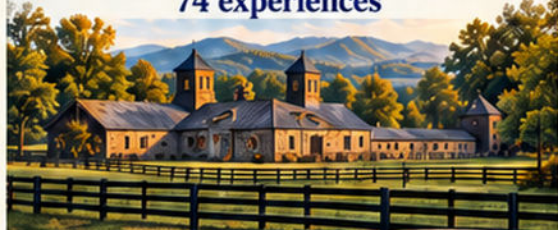
\$10.6 billion

Kentucky distilling industry impact · 23,935 jobs

Sources: Kentucky Distillers' Association; Kentucky Bourbon Trail.

FROM RECOGNITION TO REVENUE

Kentucky Bourbon Trail — 74 experiences



AMBRu national vision → 500+ potential locations



Unlike Kentucky Bourbon tourism, American brandy and rum producers, agriculture, and history are spread across the United States. A 500+ location network could connect distilleries, farms, historic sites, restaurants, lodging, and communities — including places outside major tourism centers.

**Recognition creates a clear American product identity.
The trail makes that identity discoverable.**

Recognition → Discovery → Visitation → Economic opportunity

THE ASK

Help advance American Brandy and American Rum.

1

Support

the producer-led development of American Rum and American Brandy toward recognition as distinctive products of the United States.

2

Refer and introduce AMBRu

to rum and brandy producers, agricultural organizations, tourism offices, rural and economic-development organizations, and other relevant partners in your state or district.

3

Help expand the American Brandy & Rum Trail

by identifying producers, agricultural partners, and historically significant sites in your state or district.

4

Connect AMBRu

with organizations working in American agriculture, manufacturing, tourism, trade, and rural economic development.

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Paper: ambru.org/recognition-to-revenue



Trail: ambru.org/map

**\$887 million trade gap. Two American products.
500+ locations.**

More American production. More American sales.
More American exports. More visitors to American communities.

**Produced here. Defined here.
Recognized around the world.**

Current stage: public working paper, producer consultation, and BETA national trail.

Sources: DISCUS / U.S. trade data; U.S. Alcohol and Tobacco Tax and Trade Bureau; Kentucky Distillers' Association.

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