



FOR IMMEDIATE RELEASE

## Caroline Porsiel to Present ADI Webinar on America’s First Spirits — Brandy & Rum Before Bourbon

*East Ellijay, GA – April 9, 2026* – Caroline Porsiel, founder and CEO of House of Applejay Distillery and co-founder of the American Brandy & Rum (AMBRu) Campaign, will present a special webinar on the history of American brandy and rum on **Tuesday, April 14, 2026, from 12:00 p.m. to 1:30 p.m. ET.**

Hosted by the American Distilling Institute (ADI), the session explores the stories, events, and historical significance behind these foundational U.S. spirits—categories that predate bourbon, with documented production in the American colonies as early as the 1630s.

“American brandy and rum are more than spirits; they are part of our nation’s earliest economic and cultural heritage,” said Porsiel. “This webinar connects the dots between history and modern distilling, highlighting why these categories deserve greater recognition and protection on the global stage.”

Porsiel works at the intersection of historical research and hands-on production as a distiller and liqueurist at House of Applejay, the Southeast’s only liqueur-first distillery. Based in East Ellijay, Georgia, the distillery produces all-natural fruit liqueurs and fine spirits inspired by European heritage and Appalachian ingredients. Its portfolio has earned multiple national awards, including Double Gold at the San Francisco World Spirits Competition.

As co-founder of the AMBRu Campaign (launched in 2020), Porsiel advocates for formal recognition of American brandy and rum as distinct U.S. spirits—similar to bourbon’s 1964 designation—while promoting quality standards, heritage preservation, and economic growth.

The webinar comes amid growing interest in heritage spirits and the redefinition of American distilling beyond whiskey.

Attendees will gain insight into the evolution of these spirits, their technical and cultural importance, and how historical context informs today’s distilling practices.

### Event Details:

- **Title:** The History of American Brandy & Rum
- **Date & Time:** Tuesday, April 14, 2026 | 12:00 p.m. – 1:30 p.m. ET
- **Format:** Online webinar
- **Presenter:** Caroline Porsiel, Founder & CEO, House of Applejay Distillery; Co-Founder, AMBRu Campaign
- **Registration:** <https://web.distilling.com/atlas/events-v4/register/153>

This presentation is part of ADI’s ongoing educational series for distillers and industry professionals.



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### **About House of Applejay Distillery**

House of Applejay is a small-batch distillery in East Ellijay, Georgia, specializing in all-natural liqueurs and fine spirits rooted in historic methods and modern craft. Founded in 2022, it serves as a destination for agritourism, tastings, and educational experiences. Learn more at [houseofapplejay.com](https://houseofapplejay.com).

### **About the AMBRu Campaign**

The American Brandy & Rum (AMBRu) Campaign works to secure official recognition and protection for U.S.-distilled brandy and rum as signature American spirits, supporting heritage preservation, industry growth, and international competitiveness. Visit [ambru.org](https://ambru.org) for more information.

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