
AMBRU · RECOGNITION-TO-REVENUE

PART 2

BUILDING AMERICA'S NEXT GREAT SPIRITS MOVEMENT — **TOGETHER.**

Caroline Porsiel

Founder, AMBRu Campaign · Founder, House of Applejay
Framework Author · Trail Architect

ADI Rum Summit · August 17, 2026 · Miami Beach



DEMAND EXISTS. A SHARED IDENTITY DOES NOT.

U.S. BRANDY + RUM MARKET, 2025

Supplier revenue · \$4.1B

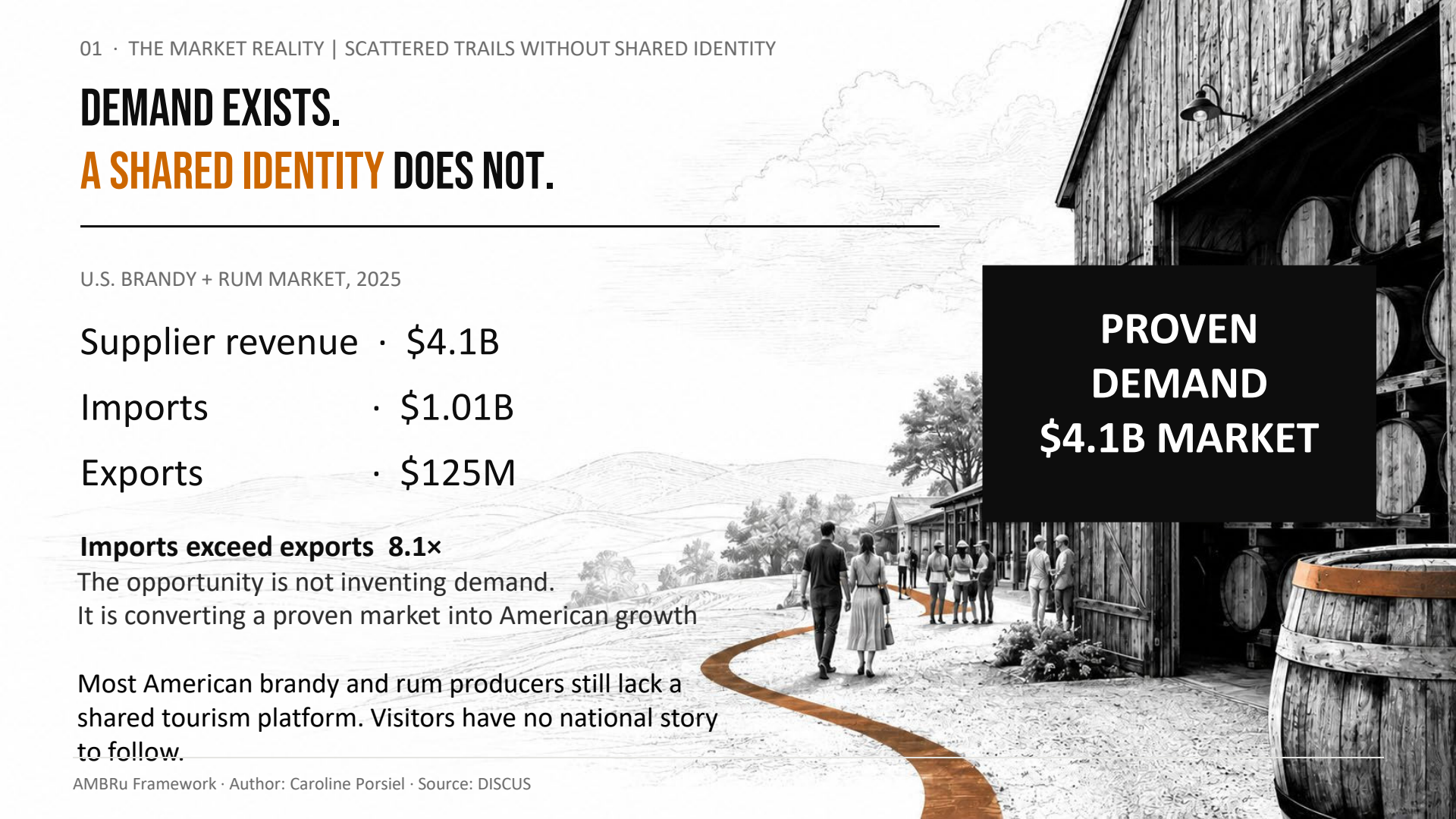
Imports · \$1.01B

Exports · \$125M

Imports exceed exports 8.1×

The opportunity is not inventing demand.
It is converting a proven market into American growth

Most American brandy and rum producers still lack a shared tourism platform. Visitors have no national story to follow.



**PROVEN
DEMAND
\$4.1B MARKET**

IDENTITY + TRAIL = ECONOMIC POWER

68

Stops

2.7M

Annual visits

3–5

Days stayed

\$600–\$1,400

Spend / trip

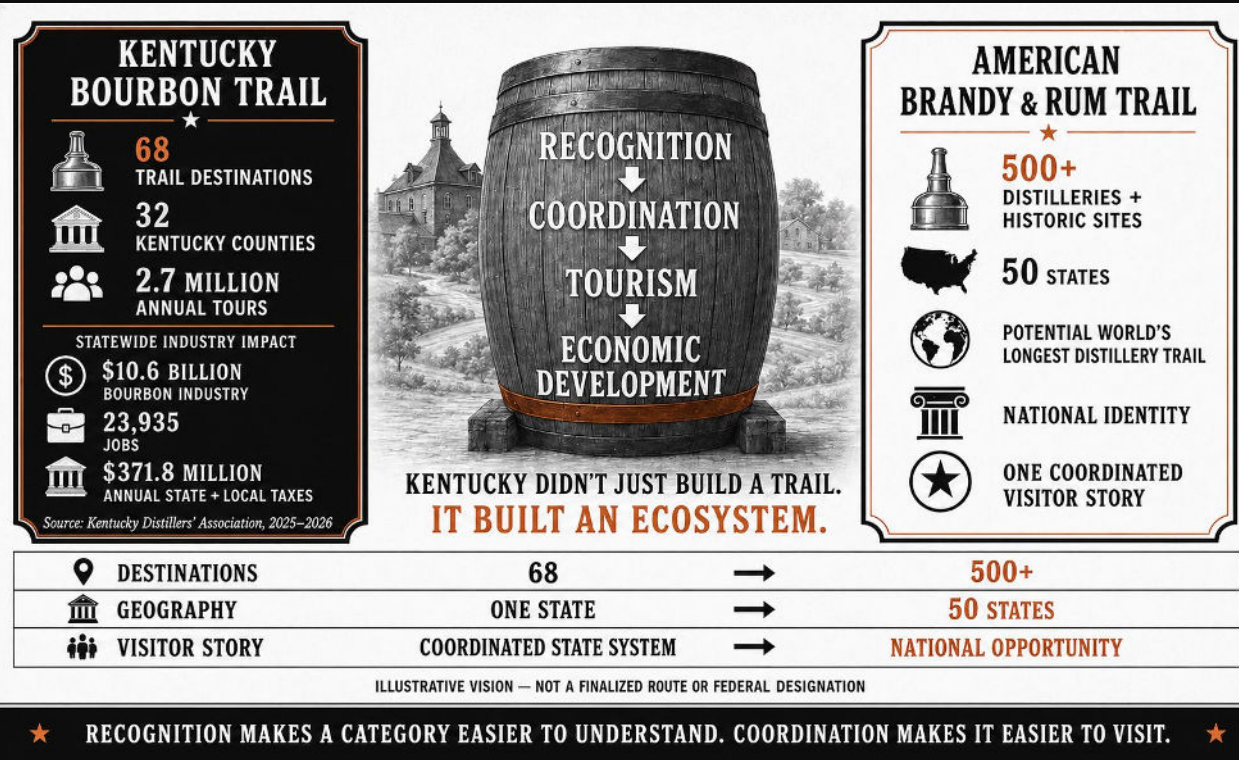
\$10.6 BILLION

Kentucky Bourbon economic impact · 23,935 jobs

Power multiplies through hotels, restaurants, tours, and local businesses.

A clear identity made Bourbon recognizable. The trail made it visitable.

FROM 68 TO 500+: THE POWER OF RECOGNITION



Illustrative vision. Final sites, standards, and routing will be developed with regional partners.

DESIGNATION CREATES IDENTITY.

TRAIL CREATES REVENUE.

“One system connects category standards with tourism infrastructure.”

Framework developed by Caroline Porsiel · 2026

01

DESIGNATION

Gives the category its identity
and quality language.

02

NATIONAL TRAIL

Turns that identity into
visitation and revenue.

QUALITY CHOICE — NOT MORE PAPERWORK I

CLASS	GENERAL CLASS DEFINITION	TYPE	GENERAL TYPE DEFINITION
RUM*	Spirits distilled from the fermented juice of sugar cane, sugar cane syrup, sugar cane molasses or other sugar cane by-products at less than 95% alcohol by volume (190 proof) having the taste, aroma and characteristics generally attributed to rum and bottled at not less than 40% alcohol by volume (80 proof)	NO TYPE UNDER THIS CLASS	

CLASS	GENERAL CLASS DEFINITION	TYPE	GENERAL TYPE DEFINITION
BRANDY	Spirits distilled from the fermented juice, mash or wine of fruit or from its residue at less than 95% alcohol by volume (190 proof) having the taste, aroma and characteristics generally attributed to brandy and bottled at not less than 40% alcohol by volume (80 proof)	FRUIT BRANDY	- Brandy distilled solely from the fermented juice or mash of whole, sound, ripe fruit or from standard fruit wine, with or without the addition of not more than 20 percent by weight of the pomace of such juice or wine or 30 percent by volume of the lees of such wine or both. Such brandy may include up to 30% on a proof gallon basis of lees brandy "Brandy" is <u>grape</u> brandy. Other types of fruit brandy must be further identified, e.g., "Peach Brandy" - Grape brandy must be stored in oak containers for a minimum of 2 years
		PISCO*	Peruvian grape brandy stored in other than oak containers
		APPLE/JACK OR APPLE BRANDY*	Type of FRUIT BRANDY made from apples
		KIRSCHWASSER*	Type of FRUIT BRANDY made from cherries
		SLIVOVITZ*	Type of FRUIT BRANDY made from plums
		IMMATURE BRANDY*	Grape brandy stored in oak containers for less than 2 years
		COGNAC*	Grape brandy distilled in the Cognac region of France in compliance with the laws and regulations of the French Government
		ARMAGNAC*	Grape brandy distilled in the Armagnac region of France in compliance with the laws and regulations of the French Government
		CALVADOS*	Apple brandy distilled in the Calvados region of France in compliance with the laws and regulations of the French Government

CURRENT DEFINITIONS

TTB BAM Beverage Alcohol Manual

<https://www.ttb.gov/regulated-commodities/beverage-alcohol/distilled-spirits/beverage-alcohol-manual>

WHISKY*	Spirits distilled from a fermented mash of grain at less than 95% alcohol by volume (190 proof) having the taste, aroma and characteristics generally attributed to whisky and bottled at not less than 40% alcohol by volume (80 proof)
BOURBON WHISKY*	Whisky produced in the U.S. at not exceeding 80% alcohol by volume (160 proof) from a fermented mash of not less than 51 percent corn and stored at not more than 62.5% alcohol by volume (125 proof) in charred new oak containers

QUALITY CHOICE — NOT MORE PAPERWORK II

Proposed quality designations: voluntary, higher-standard categories that help buyers distinguish qualifying products.

AMERICAN BRANDY

- **Distilled in the U.S.**
- From fruit only
- Oak-aged where claimed
- No additives

AMERICAN RUM

- **Distilled in the U.S.**
- From sugarcane materials only
- Oak-aged where claimed
- No additives

Voluntary to use. Mandatory standards only for products that carry the designation.
A voluntary market signal for producers choosing documented standards.

THE OPERATING CAPABILITY THIS SYSTEM REQUIRES

Production + industry data + designation strategy + visitor systems.

DISTILLERY.NEWS · SINCE 2016

41,407 locations mapped · 5,443 distilleries listed

A decade of national data operations makes a scalable trail buildable.

Producer · Georgia Grown · Framework author · Trail architect

One national architecture. Many authentic regional expressions.

CAROLINE PORSIEL
FRAMEWORK
AUTHOR
TRAIL ARCHITECT

MORE THAN A MAP. **LIVING AMERICAN HISTORY.**

Building on Caroline Porsiel's April ADI webinar, Before Bourbon, the proposed trail connects American history, emerging distilling talent, and rural communities.

One national story, built from local chapters:

American Independence

Molasses Act · Sugar Act · rum

Rum & hard truths

Sugar · enslavement · trade

New American distilling

Recognizing emerging talent

Localized storytelling

Connecting rural America

Brandy & orchard heritage

Johnny Appleseed · rare fruit

Craft to modern scale

Appalachia · California

ONE NATIONAL STORY. FIFTY STATE CHAPTERS.



Illustrative route concept — developed with producers and regional tourism partners.

FOUNDING PRODUCERS SHAPE THE SYSTEM

Founding status

Recognized as an early builder of the national movement.

Voice in the standards

Help refine practical, producer-ready criteria.

Regional influence

Shape clusters, stories, and visitor experiences.

Early trail participation

Help design the pilot and national rollout.

FREE TO JOIN · NO FEE



A NATIONAL NETWORK: SHOW THE MATH

KENTUCKY TODAY

68 stops

2.7 million visits / year

NATIONAL SCENARIO

544 stops

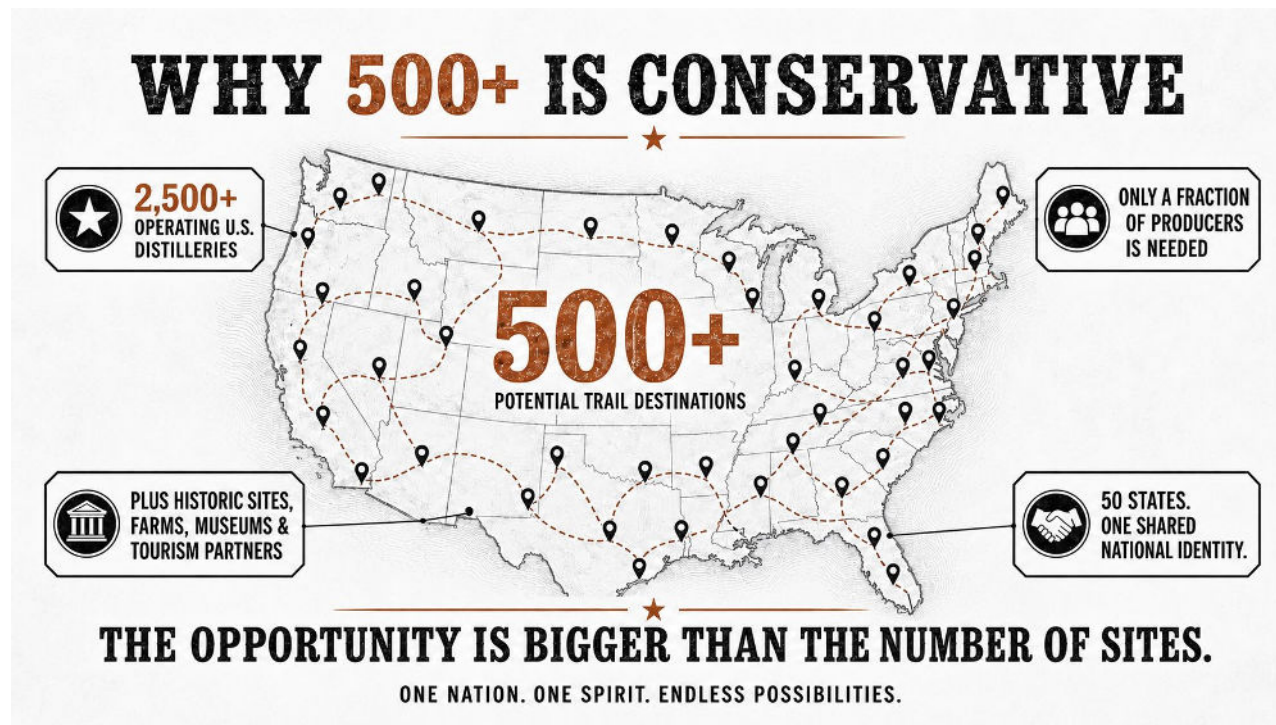
2.7–5.4M visits / year

Illustrative range:

12.5%–25% of Kentucky's visits-per-stop rate—not a forecast.

One state delivered \$10.6B. Test and measure the national model.

500+ IS AMBITIOUS—AND STILL SELECTIVE.



The opportunity is the shared network and identity—not a promise that every site joins.

NATIONAL ARCHITECTURE. REGIONAL EXPERTISE.

National framework and trail architecture:
developed by Caroline Porsiel.

Regional implementation:
producers and tourism partners.

- 01 Join the Founding Producer List
- 02 Help refine proposed standards
- 03 Build regional clusters and stories
- 04 Engage tourism boards, chambers, and officials



PATH FORWARD

Now – Q3	Outreach · mapping · petition prep · founding list
Q4 2026	Formal petition to TTB · early trail commitments
2027	Target: trail pilot after filing · market + volume in parallel
Ongoing	Coalition · public process · expansion · measurement

Tourism outreach underway: Georgia Grown Trails · boards · chambers · national partners.

JOIN THE FOUNDING PRODUCER LIST

HELP BUILD THE NATIONAL STAGE AMERICAN BRANDY AND RUM DESERVE.

Participation is free. · One action: join at ambru.org

Caroline Porsiel
Founder, AMBRu Campaign · Framework Author · Trail Architect

House Of Applejay · info@houseofapplejay.com · ambru.org

AMBRU
CAMPAIGN

