

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; while the Old Fashioned cocktail has been enjoyed across the country for generations, the Brandy Old Fashioned, made with brandy in place of the traditional bourbon or rye whiskey, is unique to the state of Wisconsin; and

WHEREAS; made by muddling bitters, orange slices, cherries, and sugar and adding brandy, citrus soda, and a garnish of cherries and orange slices, the Wisconsin Brandy Old Fashioned is Wisconsin's unofficial state cocktail due to its history and strong ties to the state; and

WHEREAS; Wisconsin's brandy consumption dates back to 1893 when the sweet, fruity liquor was first introduced in the Midwest at the Chicago World's Fair, and today, according to the company, Wisconsinites are the number one consumer of Korbel brandy in the United States, accounting for half of the company's annual brandy sales; and

WHEREAS; Wisconsin's small businesses and local distilleries specialize in crafting small-batch brandy for the enjoyment of people here in Wisconsin, as well as for export worldwide; and

WHEREAS; the tradition of the Wisconsin Brandy Old Fashioned has inspired amateur bartenders, professional mixologists, and restaurant owners from around the world to make this renowned staple and add it to their menus; and

WHEREAS; for generations, Wisconsin's family-owned supper clubs have worked to perfect the Wisconsin Brandy Old Fashioned, and thousands of hardworking Wisconsinites—including small business owners and employees—harvest, handcraft, and deliver the ingredients found in this Wisconsin favorite for the enjoyment of folks in the state, coast-to-coast, and around the world; and

WHEREAS; today and throughout this month, the state of Wisconsin joins Old Fashioned enthusiasts across the state in reflecting on the rich history of the Wisconsin Brandy Old Fashioned and in supporting local distilleries, bars, restaurants, and supper clubs by responsibly enjoying this signature drink;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 2024 as

WISCONSIN BRANDY OLD FASHIONED MONTH

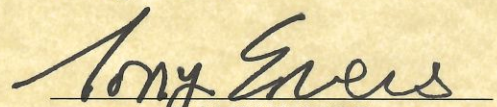
and September 22, 2024, as

WISCONSIN BRANDY OLD FASHIONED DAY


throughout the State of Wisconsin, and I commend this observance
to all our state's residents.



IN TESTIMONY WHEREOF, I have
hereunto set my hand and caused the
Great Seal of the State of Wisconsin
to be affixed. Done at the Capitol in
the City of Madison this 29th day
of August 2024.


TONY EVERS
GOVERNOR

By the Governor:


SARAH GODLEWSKI
Secretary of State