

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; while the Old Fashioned cocktail has been enjoyed throughout our country for generations, the Brandy Old Fashioned, made with brandy in place of the traditional bourbon or rye whiskey, is particular 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 considered to be Wisconsin's state cocktail due to its history and strong ties to our 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, Wisconsinites are the number one consumers of Korbel brandy in the United States, accounting for nearly half of the company's annual brandy sales; and

WHEREAS; for generations, our state's family-owned, mom-and-pop supper clubs have worked to perfect the Wisconsin Brandy Old Fashioned, and thousands of hardworking Wisconsinites harvest, handcraft, and hand-deliver the ingredients found in this Wisconsin-favorite to folks in our state, Americans coast-to-coast, and countries around the world; and

WHEREAS; Wisconsin's small business owners and employees at 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, alike, from around the world to make this renowned staple and add it to their menus; and

WHEREAS; today and throughout this month, the state of Wisconsin joins Old Fashioned-enthusiasts across our state in reflecting on the rich history of the Wisconsin Brandy Old Fashioned and in supporting our 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 22, 2021, as

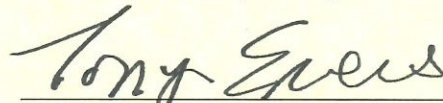
WISCONSIN BRANDY OLD FASHIONED DAY

and September 2021 as

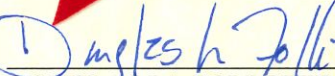
WISCONSIN BRANDY OLD FASHIONED MONTH

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 27th day of August 2021.


TONY EVERS
GOVERNOR

By the Governor:


DOUGLAS LA FOLLETTE
Secretary of State

