2023 ASSEMBLY JOINT RESOLUTION

Relating to: declaring the brandy old-fashioned as Wisconsin’s state cocktail.

Whereas, many Wisconsinites add both fruits and juices to their cocktails, a tradition originating from the Prohibition era; and

Whereas, distilleries across the United States temporarily halted their operations after World War II so that the United States could supply a war-torn Europe with grain, reducing the availability of spirits in Wisconsin; and

Whereas, during this period, brandy became notably popular among Wisconsinites following the discovery and distribution of about 30,000 cases of aged Christian Brothers brandy into the Wisconsin market; and

Whereas, Wisconsinites increasingly substituted brandy for other spirits in cocktails, making brandy a staple throughout the state; and

Whereas, Wisconsin accounts for over half of Korbel’s annual brandy sales in the United States, purchasing over 150,000 cases of Korbel brandy in 2019 alone; and

Whereas, a Wisconsin-style old-fashioned traditionally consists of muddled brandy, bitters, sugar, and ice; and
Whereas, Wisconsinites often add a soft drink, sour mix, club soda, or a combination thereof to their old-fashioned; and

Whereas, Wisconsinites commonly garnish an old-fashioned with either a sweet garnish, such as oranges or cherries, or a savory garnish, such as olives, pickled mushrooms, or pickled vegetables; and

Whereas, the old-fashioned has become an unmistakable symbol of Wisconsin, its residents, and its unique culture; now, therefore, be it

Resolved by the assembly, the senate concurring, That the members of the Wisconsin Legislature declare the brandy old-fashioned to be Wisconsin’s state cocktail.

(END)