



FOR IMMEDIATE RELEASE

## ***House of Applejay Distillery Opens its Doors and Releases Signature Product, "The Applejay"***

EAST ELLIJAY, GA – 03/03/2023

House of Applejay, a craft distillery specializing in fine spirits and liqueurs, is excited to announce the opening of its East Ellijay location. This marks a significant milestone for House of Applejay as it introduces its highly anticipated signature product, "The Applejay."

Nestled in the picturesque North Georgia mountains, House of Applejay offers visitors a unique journey through the history of liqueur making, showcasing its commitment to quality, tradition, and innovation.

"The Applejay" is a well-balanced liqueur created from a blend of sweet, tart, and bitter apple varieties. This German-style apple liqueur offers a subtly sweet experience without any artificial flavors.

"We are excited to open our doors to the community and introduce them to 'The Applejay'," said Caroline Porsiel, Founder and CEO of House of Applejay "It is not just a spirit; it is a unique apple liqueur created for The Ellijays, the Apple Capital of Georgia. We invite everyone to join us in experiencing the Applejay that stands on its own, whether enjoyed over an ice cube in the summer or served with a cheese platter."

During the opening of House of Applejay, visitors were invited to explore its state-of-the-art facilities for tastings and tours. On selected days, guests can reserve guided tours of the distillery, providing them with the opportunity to witness the craftsmanship and expertise involved in crafting every bottle of House of Applejay's unique spirits and liqueurs.

Visitors also have the opportunity to sample the full range of House of Applejay's offerings in the tasting room. One of the highlights of the House of Applejay experience is the chance to taste its exceptional products in two large BearBarrels sitting outdoors in front of the tasting room. These unique barrels offer a one-of-a-kind tasting experience, allowing guests to enjoy the distinct flavors of House of Applejay's spirits outdoors but protected from the elements.

"We look forward to welcoming visitors and sharing our story with them," added Caroline Porsiel. "Our goal is to create a destination where guests can not only taste our exceptional products but also learn about the art and science of distillation."



For more information about House of Applejay, Inc. and its offerings, visit [www.houseofapplejay.com](http://www.houseofapplejay.com) or follow @houseofapplejay on social media.

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

Founded in 2022, House of Applejay Distillery is a fully licensed distillery specializing in fine spirits and liqueurs located in East Ellijay, Georgia. Recognized for its flagship product, Applejay, the distillery crafts small-batch vodkas and liqueurs that push the boundaries of natural flavor exploration. Committed to education and experience, House of Applejay invites visitors to immerse themselves in the rich heritage of craft distillation through history and tasting tours.

**### *Follow House of Applejay Distillery***

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