



FOR IMMEDIATE RELEASE

House of Applejay Distillery Shines in Times-Courier Mountain Winter Magazine 2024

East Ellijay, GA – December 1st, 2024 – House of Applejay Distillery is thrilled to be featured in the 2024 Mountain Winter Magazine, published by the Times-Courier. Written by contributing writer Whitney Sherrill, the article celebrates the artistry and passion of owner Caroline Porsiel, whose liqueurs capture cherished moments and evoke a sense of connection.

Titled *“House of Applejay built on foundation of tradition,”* the feature highlights Porsiel’s heartfelt approach to crafting liqueurs. Each creation tells a story: Cranberry Mountain brings the warmth of a Thanksgiving gathering, Winter Cherry Mountain conjures a cozy fireside evening, and the signature Applejay evokes the comfort of a sunlit porch. Visitors to the tasting room can also savor a crisp sweetgrass-flavored vodka and a distinctive high-proof juniper liqueur, all crafted with care.

With over 18 years of experience as liqueur maker and distiller, Porsiel, a German native, opened House of Applejay in March 2024 at its Fowler Street location in a former Sears building. The article traces her journey, inspired by memories of family coffee hours in Germany, where liqueurs fostered togetherness. *“It’s about coming together. It’s about talking and being family, being a community,”* Porsiel shares, reflecting the heart of her craft.

The Times-Courier invites readers to visit the House of Applejay tasting room to sample these unique creations and discover flavors perfected over years. *“Just stop by and come to the tasting room. Get some samples and see what you like, and from there the journey begins,”* Porsiel warmly encourages.

House of Applejay extends heartfelt thanks to the Times-Courier and Whitney Sherrill for sharing its story and welcoming the community to experience its liqueurs. The distillery invites all to explore its offerings and create lasting memories over a glass.

For more information on House Of Applejay’s award-winning liqueurs and to plan your visit to the distillery, visit www.houseofapplejay.com.

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About House of Applejay Distillery:

House Of Applejay Distillery, founded in 2022 by a mother-and-daughter team of distillers and liqueurists, stands out for its commitment to crafting exceptional small-batch vodka and liqueurs. Located in East Ellijay, Georgia, the distillery combines innovative techniques with traditional craftsmanship to produce spirits that are both distinctive and high-quality. Recognized at the 2024 New York World Spirits Competition (NYWSC), each product—whether it’s the signature Applejay, Mt. Wildcat, Mt. Grassy Knob, or Winter Cherry Mountain—shows what happens when fine spirits and liqueurs are crafted with care and creativity. House Of Applejay is redefining the craft spirits landscape with products that push the boundaries of flavor and tradition.

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