



House Of Applejay Founding Story

House Of Applejay Distillery was founded in 2022 by Caroline Porsiel and Sabine, two women united by a shared passion for crafting fine spirits and liqueurs that reinvent the classics. Our mission is to create uniquely American liqueurs that honor tradition while embracing innovation—each sip a modern take on timeless favorites, all made right here in the U.S.

Located in the heart of the North Georgia mountains, House Of Applejay draws inspiration from the rich heritage of the Southern Appalachians. Our signature product, Applejay from Ellijay, is a nod to the charming town of Ellijay and its place as Georgia's apple capital. The name "Applejay" itself is a playful rhyme to Ellijay, paying tribute to the area's natural beauty and apple-growing history.

With a deep commitment to crafting small-batch, all-natural spirits, House Of Applejay brings a fresh, distinctive approach to liqueur-making. From the smooth, crisp Applejay to our double gold winning Winter Cherry Mountain, our products reinvent classic cocktails like the Mountain Old Fashioned, Georgia Iced Tea, and Appalachian Mary—offering an all-American twist on your favorites.

At House Of Applejay, we're more than just distillers—we're liqueurists, creating spirits that celebrate the heart of the Appalachian region and redefine what it means to enjoy a classic cocktail, made in America.

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