



FOR IMMEDIATE RELEASE


House of Applejay Featured in AJC for Reviving America's Liqueur Tradition

East Ellijay, GA – 07/08/2025 — House of Applejay, a women-owned small-batch distillery in the North Georgia mountains, is proud to be featured in *The Atlanta Journal-Constitution* for its revival of traditional liqueur-making in the American South. The article, written by journalist Caroline Eubanks, highlights the distillery's all-natural fruit liqueurs and its mission to bring new relevance to one of the world's oldest spirits categories.

Published July 8, the AJC feature explores how House of Applejay blends European technique with Southern ingredients to create liqueurs that are both refined and rooted in place. Signature creations like *Applejay from Ellijay*, Cherry Mountain, and Cranberry Mountain capture the essence of the North Georgia landscape in every bottle. Eubanks notes the growing recognition of these products—including top industry awards and enthusiastic support from the local community.

"We're incredibly grateful to *The Atlanta Journal-Constitution* and to Caroline Eubanks for visiting our distillery and telling our story with such care," said Caroline Porsiel, founder of House of Applejay. "This kind of thoughtful coverage helps preserve the legacy of liqueur—and reminds people that there's room for both history and innovation in a bottle."

With a focus on purity, flavor, and craftsmanship, House of Applejay is redefining what it means to be a liqueurist in today's spirits world. Its products are made with no artificial ingredients and are designed for modern cocktails, cheese pairings, or simply sipping and savoring. As the article explains, this North Georgia distillery is making a case for liqueur's rightful place alongside bourbon, gin, and whiskey in America's craft spirits movement.

 Read the full article:

[Fledgling North Georgia distillery makes time-honored fruit liqueurs – AJC](#)

Contact:

Caroline Porsiel
CEO | House Of Applejay, Inc.
info@houseofapplejay.com

+1 404.771.4332



About House of Applejay Distillery

Founded in 2022 by Caroline Porsiel, House of Applejay produces fine, all-natural liqueurs and vodkas using traditional methods and local inspiration. Located in East Ellijay, Georgia—also known as the state’s apple capital—the distillery offers tastings and history tours by appointment and is actively expanding its reach across Georgia and beyond.

Follow House of Applejay Distillery

- Website: www.houseofapplejay.com
- YouTube www.youtube.com/@houseofapplejay
- Instagram: @houseofapplejay www.instagram.com/houseofapplejay
- Facebook: www.facebook.com/houseofapplejay
- TikTok www.tiktok.com/@houseofapplejay
- X: @HouseOfApplejay <https://x.com/HouseOfApplejay>