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House of Applejay Distillery Thanks James Magazine for Featuring Caroline Porsiel's AMBRU Campaign Article

East Ellijay, GA , July 1st, 2025 - House of Applejay Distillery extends its gratitude to *James Magazine* for featuring CEO Caroline Porsiel in its July/August 2025 issue. The article, "Georgia Should Champion America's First Spirits," showcases Porsiel's leadership in the AMBRU Campaign, which aims to position Georgia as the epicenter of a national resurgence in American brandy and rum, the nation's earliest distilled spirits.

The AMBRU (American Brandy and Rum) Campaign, co-founded by Porsiel, proposes an American Brandy and Rum Trail connecting Georgia distilleries in Dahlonega, Valdosta, and Savannah to highlight regional specialties like muscadine and peach brandy. Inspired by Kentucky's \$9 billion Bourbon Trail, the initiative seeks to drive tourism, create jobs, and revitalize rural communities. The article emphasizes Georgia's historical defiance of British spirit bans in the 1730s, positioning the state as a natural leader in this spirits-based economic and cultural movement.

House of Applejay Distillery, a key advocate for the AMBRU Campaign, is committed to supporting Georgia's spirits industry and its agricultural heritage. *James Magazine's* coverage highlights the potential for Georgia to lead the global spirits market, and House of Applejay is proud to champion this vision.

Spirits enthusiasts and Georgians are encouraged to explore the AMBRU Campaign at www.ambru.org and visit House of Applejay's East Ellijay distillery for tastings and tours. The full article is available in the July/August 2025 issue of *James Magazine* at www.jamesmagazinega.com.

Contact:

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

+1 404.771.4332



About House of Applejay Distillery

Located in North Georgia, House of Applejay Distillery crafts premium spirits and liqueurs celebrating the state's agricultural roots. As a co-founder of the AMBRU Campaign, it advocates for the resurgence of American brandy and rum to drive economic growth in Georgia.

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