



FOR IMMEDIATE RELEASE

House Of Applejay Distillery Featured on Front Page of Times Courier for Advancing American Distilling History

East Ellijay, GA — April, 22 2026 —House Of Applejay Distillery has been featured on the front page of the Times Courier, highlighting the work of founder, distiller, and liqueurist Caroline Porsiel and her efforts to redefine the historical narrative of American distilling.

The article spotlights Porsiel’s ongoing research into the early origins of commercial distillation in the United States, suggesting that American distilling traditions may date back earlier than commonly recognized. Her findings point to 17th-century activity tied to early European settlements, challenging the widely accepted timeline and opening the door to a broader understanding of America’s distilling heritage.

At House Of Applejay Distillery, this research isn’t just theory—it directly shapes how the spirits are made. The distillery is known for its all-natural, small-batch liqueurs and fine spirits, crafted using traditional methods such as maceration and grounded in a liqueur-first philosophy. This approach reflects a commitment to authenticity, history, and the complexity of true liqueur making.

“Understanding the roots of American distilling changes how we see the category today,” said Porsiel. “It brings clarity to tradition and creates a stronger foundation for the future of American spirits.”

The Times Courier feature also underscores the broader significance of this work. By strengthening the historical identity of American spirits, House Of Applejay contributes to a growing movement that supports recognition of heritage categories such as American brandy and rum—efforts closely aligned with the AMBRu (American Brandy & Rum) campaign.

Beyond the distillery, Porsiel continues to share her research through educational talks, industry presentations, and public engagement, positioning House Of Applejay as both a producer and a voice in the evolution of American distilling.

As interest in authentic, all-natural spirits continues to grow, the recognition by the Times Courier marks another milestone for House Of Applejay Distillery and its mission to connect past traditions with modern craftsmanship.



About House of Applejay Distillery:

House Of Applejay Distillery is a Georgia-grown agritourism destination founded by Caroline Porsiel, a distiller and liqueurist, and open to the public for tastings, tours, and educational experiences. Its portfolio specializes in all-natural liqueurs and fine spirits rooted in historic methods and modern craft, developed for distinctive cocktail programs and premium retail placement in the American South.

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