



FOR IMMEDIATE RELEASE

Applejay from Ellijay Earns Back-to-Back Spot in Coolest Thing Made in Georgia Competition

East Ellijay, GA — June, 15 2026 — House of Applejay Distillery announced today that its signature apple liqueur, Applejay from Ellijay, has been selected to compete in the **2026 Coolest Thing Made in Georgia Competition for the second consecutive year.**

Organized by the Georgia Chamber of Commerce, the competition celebrates innovation, craftsmanship, and manufacturing excellence across the state through a public voting bracket that highlights the people and communities behind Georgia-made products.

Crafted in small batches in East Ellijay, Applejay from Ellijay honors Gilmer County's apple-growing heritage. The liqueur blends sweet, tart, and bitter apple notes into a distinctive spirit inspired by the orchards, mountains, and traditions of the Southern Appalachians.

"Applejay from Ellijay was created to celebrate the place we call home," said Caroline Porsiel, Founder & CEO of House of Applejay Distillery. *"To be selected for the Coolest Thing Made in Georgia competition for a second consecutive year is a tremendous honor. As the Southeast's only distillery dedicated exclusively to handcrafted all-natural liqueurs, we are proud to represent The Ellijays, Georgia's apple-growing heritage, and the craftsmanship behind every bottle we produce."*

Applejay from Ellijay has become an award-winning signature product and visitor favorite at the distillery. Popular serves include the Georgia Iced Tea (two shots of Applejay in unsweetened iced tea, or three for the Deep South version), the Appletini with vodka and lime, and the Applejay Mule made with blood orange ginger beer and lime. Many guests also enjoy it simply over ice or paired with local cheeses.

House of Applejay Distillery was founded in East Ellijay by distiller and liqueurist Caroline Porsiel. By focusing exclusively on the art of liqueur-making, the distillery has carved out a unique niche in the American craft spirits industry. Its award-winning products have earned national recognition, including a Double Gold Medal at the 2025 San Francisco World Spirits Competition, and have been featured by James Magazine, The Atlanta Journal-Constitution, PBS's A Fork in the Road, Travels with Darley, and other media outlets. Through its handcrafted liqueurs and growing tourism presence, House of Applejay showcases The Ellijays and the Southern Appalachian Mountains to visitors from across the United States.

Public Voting Opens June 19

Voting begins Friday, June 19, 2026, at 9:00 AM. Supporters can vote once every 24 hours per device at:

www.coolestthingmadeinga.com/voting



Competition Schedule

Round 1: June 19–25, 2026

Round 2: June 26–July 2, 2026

Round 3: July 3–9, 2026

Round 4: July 10–16, 2026

Final Round: July 17–23, 2026

The winner will be announced on August 5, 2026, during the Georgia Chamber Congressional Luncheon in Athens, Georgia. House of Applejay invites customers, visitors, friends, and supporters across Georgia to participate and help showcase one of North Georgia’s most distinctive handcrafted products.

*About the Coolest Things Made in Georgia Competition*

The Coolest Things Made in Georgia competition highlights the best products made in our state, showcasing the incredible talent and innovation that drives our local economy. From cutting-edge technology to artisanal goods, the competition brings attention to the diverse and vibrant communities in Georgia.

*About the Georgia Chamber of Commerce*

Founded in 1911 and incorporated in 1915, the Georgia Chamber of Commerce is the largest business advocacy organization in Georgia, working to protect free enterprise and secure our long-term economic prosperity. The Georgia Chamber represents tens of thousands of members in every corner of the state, with offices in Atlanta, Brunswick, and Tifton. In 2025 the Georgia Chamber launched Georgia|2050, a strategic plan to ensure Georgia remains a beacon of economic opportunity for the next 25 years. For more information visit gachamber.com.

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