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Four Black Bears Advance! House of Applejay Wins Round 1 of Georgia's "Coolest Thing Made in Georgia" Competition

Ellijay, GA — June 25, 2026 — Against all odds, **House of Applejay Distillery** has advanced to **Round 2** of the Georgia Chamber's **Coolest Thing Made in Georgia** competition. After winning its first-round matchup, **Applejay from Ellijay** now stands among **only 16 products remaining** in the statewide contest.

Organized by the **Georgia Chamber of Commerce**, the **Coolest Thing Made in Georgia** competition celebrates the products manufactured across the state and highlights Georgia's diverse manufacturing industry—from global manufacturers to family-owned businesses creating products locally.

With just **four employees**, House of Applejay is **the smallest company remaining in the competition**, taking on some of Georgia's largest and most recognizable manufacturers. Despite the odds being stacked against them, the distillery has earned enough public support to advance into the Sweet 16.

So how does the smallest company in the competition compete against corporate giants?

With humor.

Every day during the competition, House of Applejay releases a new comedy video starring four opinionated black bears. The videos, featuring playful corporate humor and plenty of jokes about corporate executives in khakis, are published daily on the distillery's YouTube channel and shared across its social media platforms to encourage supporters to vote each day.

"We know we can't outspend the big companies," said founder Caroline Porsiel. *"But we can make people laugh. If our little bear videos brighten someone's day for a few seconds, that's already a win."*

House of Applejay handcrafts **all-natural liqueurs** in the North Georgia Mountains using real ingredients with no artificial flavors, colors, or preservatives. Its signature apple liqueur, **Applejay from Ellijay**, celebrates the apple-growing heritage of the Ellijays and has become a favorite among visitors to the region.

As voting enters Round 2, the distillery is asking supporters across Georgia to continue voting every day.

The voting link can be found in the comments below each social media post. If you'd like to see more black bear videos poking fun at corporate executives in khakis, vote daily for Applejay from Ellijay.



About House of Applejay Distillery:

Located in East Ellijay, Georgia, House of Applejay is a craft distillery producing award-winning, all-natural spirits and liqueurs made with real fruit and no artificial flavors, colors, or preservatives. Every bottle is handcrafted in the Appalachian foothills, including its Double Gold-winning Winter Cherry Mountain Liqueur and its signature Applejay from Ellijay apple liqueur.

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