



LIQUISTRY

OUR MANIFESTO

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First published July 18, 2026 © 2026 House of Applejay Distillery / Caroline Porsiel
The Liquistry Manifesto — the original philosophy of America's Liqueur Distillery.





OUR VISION

We are building America's Liqueur Distillery

Here, liqueurs are not an afterthought or a supporting player. They are the heart and purpose of everything we do.

We study, craft, celebrate, and continually reimagine liqueurs with Appalachian soul and European precision—creating a dedicated house for this noble craft in the foothills of the Southern Appalachians.





OUR VISION

Why We Exist

Most distilleries begin with whiskey, vodka, gin, bourbon, or rum.

We asked a different question:

What if a distillery existed first and foremost for liqueurs?

That question became House of Applejay. That philosophy became Liquistry.



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HISTORY

A Distillery first and foremost for liqueurs?

AMERICAN HISTORY

Liqueurs were among the very first distillates produced in North America. When the first commercial distillery opened in 1634 at Fort Orange—present-day Albany, New York—its operators were licensed to produce brandy and anisette, a sweetened, anise-flavored liqueur.

From the earliest days of American distilling, liqueurs held their own as a sophisticated and purposeful category.

We continue that legacy by honoring the rich apple heritage of Ellijay and the pristine water and ingredients of the North Georgia Mountains





ABOUT US

We Believe

- ✓ Great cocktails should be simple and repeatable.
- ✓ Balance belongs in the bottle, not just behind the bar.
- ✓ Real fruit, juices, and botanicals create superior flavor and character.
- ✓ True craftsmanship solves complexity before the first pour.
- ✓ A great liqueur expresses place, season, fruit, and botanicals with honesty.
- ✓ America deserves a distillery built around elevating liqueurs as a craft in their own right.

We believe in liqueurs that turn a simple base spirit and one thoughtful pour into something remarkable.

That's #CleanDrinking.





Liquistry begins with an exceptional distilled spirit.

Only then does the liqueurist's work begin—through dozens, and sometimes hundreds, of small-batch trials combining real fruit juices, botanicals, spices, and Appalachian water until sweetness, acidity, body, aroma, texture, and finish achieve harmony.

Nothing is accidental. Every adjustment is intentional.

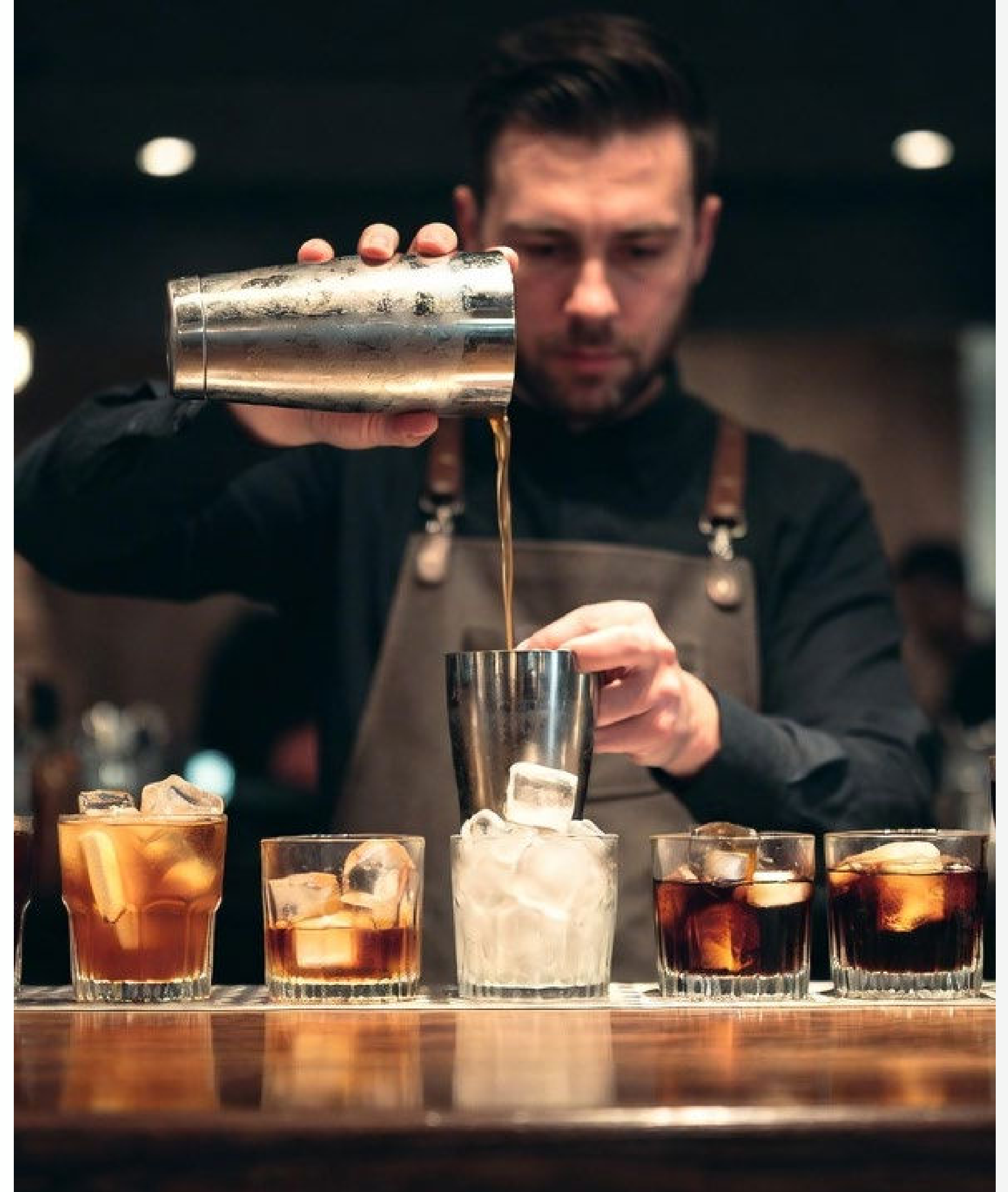
Every House of Applejay liqueur must meet our uncompromising standards: all-natural ingredients, consistent quality, shelf stability, and exceptional character.

- No artificial flavors.
- No artificial colors.
- No unnecessary preservatives.

The complexity lives inside the bottle.

ABOUT US

The Art of Liquistry





LIQUISTRY

Rethinking The Cocktail

For generations, cocktails have relied on plain simple syrup for sweetness. We asked a different question:

Why add plain sugar later when balance can be built from the beginning?

A House of Applejay liqueur delivers fruit, botanicals, aroma, texture, body, and harmony in one ingredient.

Simple syrup adds sweetness.

Our liqueurs add character.

This philosophy is the foundation of our Mountain Old Fashioned, Georgia Iced Tea, Hank's Cosmopolitan, Wildcat Tonic, and many other House of Applejay cocktails.





LIQUISTRY

Designed for Real Life

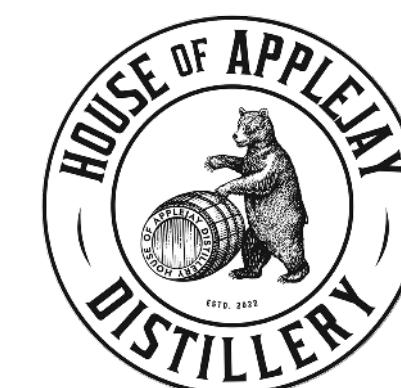
EAST ELLIJAY, GA



Whether in a high-volume bar or a home kitchen, our liqueurs perform reliably. By incorporating carefully processed fruit, juice, botanicals, sweetness, and alcohol into one shelf-stable ingredient, they reduce dependence on perishable juices and refrigerated mixers.

Bartenders and hosts gain exceptional flavor with fewer steps, less waste, and greater consistency—freeing them to focus on hospitality and connection with their guests.

Our liqueurs are made for unhurried moments shared with friends—in the mountains or wherever life takes you.





LIQUISTRY

OUR PROMISE

- Real ingredients.
- Natural processes.
- Small-batch care.
- Appalachian inspiration.
- Honest hospitality.
- Exceptional, approachable cocktails.

Every bottle reflects our heritage, our place, and our vision for the future of American liqueurs.





LIQUISTRY

Beyond the Bottle

Liquistry is bigger than House of Applejay. It is a philosophy and an invitation:

To bartenders: Rethink balance and efficiency.

To enthusiasts: Discover how simple can become extraordinary.

To fellow makers: Elevate liqueurs as a serious craft.

To visitors: Experience living history and mountain hospitality at our distillery.





LIQUISTRY

Our Journey

One day, we hope people will simply say:

“If you want to understand American liqueurs,
begin in Ellijay.”

Until then, we continue crafting—one thoughtful
batch, one meaningful pour, one visitor, and one
generation at a time.

This is Liquistry.
This is House of Applejay.
Building America's Liqueur Distillery.



THANK'S

FOR YOUR ATTENTION

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Appalachian soul. European precision.

A dedicated house for liqueurs.

