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House of Applejay Thanks Supporters After "Coolest Thing Made in Georgia" Journey

East Ellijay, GA, July 3, 2026 — House of Applejay's journey in the 2026 **Coolest Thing Made in Georgia** competition has come to an end, and while Applejay from Ellijay did not take home the title, the small North Georgia distillery says the experience was already a victory.

For weeks, thousands of supporters voted, shared posts, encouraged friends, and cheered on one of Georgia's smallest independent craft distilleries as it competed against some of the state's largest manufacturers.

"We didn't win the trophy—but we gained something even better," said founder Caroline Porsiel. "We laughed every day, met so many wonderful people, and were reminded just how incredible our customers and supporters truly are."

One of the unexpected stars of the campaign was House of Applejay's four black bear mascots. Their humorous videos, mountain adventures, and lighthearted commentary quickly became fan favorites, reaching thousands of people across Georgia and beyond.

"Our four bears had the time of their lives," Porsiel said with a smile. "They made new friends, explored the North Georgia mountains, mixed a few cocktails, cheered on our campaign, and reminded everyone that business can still be fun."

House of Applejay also expressed heartfelt gratitude to everyone who voted, shared the campaign, visited the tasting room, or simply followed along.

"We truly have the best customers anyone could ask for. Every vote, every comment, every share, and every visit meant the world to us. As a small independent distillery, that kind of support is something we'll never take for granted."

Although the competition is over, the bears are not going anywhere. Visitors can still expect plenty of new videos, mountain adventures, cocktail creations, and surprises throughout the year.

For anyone who missed the fun—or would like to relive the entire adventure—the complete campaign video playlist is available on YouTube:

[House of Applejay – Coolest Thing Made in Georgia Campaign Playlist](#)

"And yes," Porsiel added, "we'll be back. We'll dust off the bears, polish another bottle of Applejay from Ellijay, and give it another shot next year. Until then, we'll keep doing what we love—crafting award-winning spirits, making people smile, and showing the world what makes North Georgia so special."

House of Applejay is located in East Ellijay, Georgia, and produces award-winning, all-natural small-batch spirits and liqueurs inspired by the North Georgia mountains.



About House Of Applejay

Founded in 2022, House Of Applejay is an award-winning craft distillery in East Ellijay, Georgia, and the Southeast's first liqueur-first distillery. Specializing in all-natural fine spirits and liqueurs, the distillery blends Appalachian ingredients with a modern American approach to craft distilling. Its products have earned national and international awards, and visitors can experience guided tastings, handcrafted cocktails, and seasonal events at the distillery in the North Georgia mountains.

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