



FOR IMMEDIATE RELEASE

House Of Applejay Makes the Front Page After Reaching Georgia's Top 16

Times-Courier spotlights the East Ellijay distillery's independent spirit and extraordinary community support

East Ellijay, GA, July 15, 2026—House Of Applejay Distillery is the lead story on the front page of today's Times-Courier after Applejay from Ellijay advanced to the Top 16 in the Georgia Chamber of Commerce's Coolest Things Made in Georgia competition.

Published under the headline "House of Applejay reaches Top 16," the article by Jackson Elliott tells how four determined employees, daily humor and loyal voters carried the independent distillery through Round One and into the statewide Top 16. House Of Applejay defeated Citrus Magic Spray Air Fresheners before narrowly falling to Mana Nutrition's Ready-to-Use Therapeutic Food in a close second-round vote.

"For a tiny independent distillery from East Ellijay to reach Georgia's Top 16—and then become front-page news at home—is something we will never forget," said Caroline Porsiel, founder, CEO, distiller and liqueurist of House Of Applejay. "This belongs to every person who voted, shared our posts, laughed at our bear jokes and reminded Georgia that small manufacturers can make a big impression."

The Times-Courier placed House Of Applejay's achievement alongside a field that included major Georgia companies such as Gulfstream, Kia, Blue Bird, Chick-fil-A, Anduril and Scientific Games. The feature describes House Of Applejay as the Southeast's only liqueur-first distillery and highlights Porsiel's more than 20 years working as a liqueurist.

"This front page is bigger than a contest result," Porsiel said. "It shows that manufacturing is happening here in the North Georgia mountains—and that a small, all-natural liqueur distillery can stand proudly beside some of Georgia's best-known companies."

House Of Applejay thanks the Times-Courier, the Georgia Chamber of Commerce and every supporter who voted throughout the competition. The team plans to return with the same independent spirit—and, naturally, more bear jokes.

About House Of Applejay

House Of Applejay is a small-batch fine spirits and liqueur distillery in East Ellijay, Georgia. Recognized as the Southeast's only liqueur-first distillery, it creates all-natural fruit liqueurs, an old-style juniper liqueur and vodkas inspired by the North Georgia mountains.

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