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House of Applejay Releases “The Liquistry Manifesto,” Setting a New Vision for American Liqueurs

East Ellijay distillery calls for real ingredients, simpler cocktails and the return of liqueurs as a serious American craft

East Ellijay, GA, July 23, 2026 — House of Applejay Distillery has released *The Liquistry Manifesto*, outlining its vision to build America’s Liqueur Distillery and restore liqueurs to a central place in American distilling and cocktail culture.

Founded by distiller and liqueurist Caroline Porsiel, House of Applejay is an independent small-batch distillery in East Ellijay, Georgia. Unlike traditional distilleries that treat liqueurs as an extension of a whiskey, vodka or gin portfolio, House of Applejay is being built first and foremost around the study, development and production of liqueurs.

The manifesto introduces *Liquistry*, House of Applejay’s philosophy of creating balanced, all-natural liqueurs through distilled spirits, real fruit juices, botanicals, spices and Appalachian water. Each recipe is developed through extensive small-batch trials designed to balance sweetness, acidity, aroma, texture, body and finish.

“Liqueurs deserve to be recognized as a serious craft in their own right,” said Porsiel, founder and CEO of House of Applejay. “They should not be an afterthought or simply something sweet added to a cocktail. A thoughtfully made liqueur can carry the fruit, botanicals, sweetness, structure and character of the drink in one bottle.”

The *Liquistry Manifesto* also challenges the cocktail industry’s reliance on plain simple syrup and multiple perishable ingredients. House of Applejay’s approach builds flavor and balance directly into the liqueur, allowing bartenders and home hosts to create distinctive cocktails with fewer steps, greater consistency and less waste.

“Simple syrup adds sweetness. A great liqueur adds character,” Porsiel said. “Our goal is to solve much of the complexity before the bottle ever reaches the bar.”

The philosophy is already reflected in House of Applejay cocktails such as the Mountain Old Fashioned, Georgia Iced Tea, Hank’s Cosmopolitan and Wildcat Tonic. The distillery’s liqueurs are produced without artificial flavors or colors and with no unnecessary preservatives.

The manifesto also connects the company’s work to the early history of American distilling. When North America’s first commercial distillery opened at Fort Orange—present-day Albany, New York—in 1634, its operators were licensed to produce brandy and anisette, an anise-flavored liqueur. House of Applejay sees its work as a continuation and modern interpretation of that early American tradition.

“Liquistry is larger than a single product or distillery,” Porsiel added. “It is an invitation to bartenders, enthusiasts and fellow makers to reconsider what liqueurs can be. We want people to see them as sophisticated, purposeful spirits that express ingredients, place and heritage.”



The Liquistry Manifesto was first published on July 18, 2026, and is available to read or download at www.houseofapplejay.com/manifesto.

About House of Applejay

House of Applejay is an award-winning, small-batch distillery in East Ellijay, Georgia, founded by distiller and liqueurist Caroline Porsiel. Inspired by European liqueur traditions and the ingredients and heritage of Southern Appalachia, the distillery creates all-natural spirits and liqueurs without artificial. House of Applejay is building America's Liqueur Distillery—one thoughtful batch, one meaningful pour and one generation at a time.

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