



FOR IMMEDIATE RELEASE

House Of Applejay Distillery Kicks Off the Three Summit Challenge: Explore the Appalachian Peaks and Craft Spirits

East Ellijay, GA – 08/18/2024 — House Of Applejay Distillery, a women-owned fine spirits and Likör distillery located in the picturesque North Georgia Appalachian Mountains, is thrilled to announce the launch of its “Three Summit Challenge.” This exciting, self-paced event invites outdoor enthusiasts and craft spirit lovers to hike three of Georgia’s stunning peaks while celebrating their journey alongside a community of fellow adventurers.

Taking place from September 1st to October 30th 2024, the Three Summit Challenge offers participants the flexibility to explore at their own pace. The challenge involves hiking three Southern Appalachian Mountains — Mt. Frozen Knob, Mt. Grassy Knob, and Mt. Wildcat — each of which serves as an inspiration for House Of Applejay’s signature spirits. These majestic summits are honored on the distillery’s small-batch bottles, featuring their names and coordinates as a tribute to the natural beauty that surrounds the region.

Participating in the challenge is simple: Start by capturing a photo on your hike, tagging [@HouseOfApplejay](#) on Facebook or [@HouseOfApplejay_](#) on Instagram, and using the hashtag [#ThreeMountainChallenge2024](#). Afterwards, stop by the House Of Applejay Tasting Room to show your post, and claim a free sticker commemorating your adventure. Whether you complete one, two, or all three summits, the challenge is all about the experience, connecting with nature, and sharing your love for craft spirits with the House Of Applejay community.

“The Three Summit Challenge is not only a celebration of reaching new heights but also a tribute to the Appalachian landscape that inspires our spirits,” said Caroline Porsiel, CEO and founder of House Of Applejay Distillery. *“We invite everyone to join us in this unique adventure, where the mountains meet the artistry of fine distillation.”*

Beyond the hiking challenge, the distillery will be offering special Three Mountain Challenge-themed cocktails, showcasing their signature spirits like Mt. Frozen Knob Vodka, Mt. Grassy Knob Vodka, and Mt. Wildcat Juniper Liqueur. These cocktails are carefully crafted to reflect the character of the Appalachian peaks and enhance the spirit of the challenge.



Event Details:

- **Dates:** September 1st- October 30th 2024

- **Location:** Three selected trails to Vista Mt. Frozen Knob, Mt. Grassy Knob, and Mt. Wildcat (Southern Appalachian Mountains). For more information, visit House Of Applejay's website (<https://www.houseofapplejay.com/3-summit-challenge>). Share your experience using #ThreeMountainChallenge2024.

- **How to Participate:** Take a photo during your hike, tag @HouseOfApplejay on Facebook or @HouseOfApplejay_ on Instagram, and use the hashtag #ThreeMountainChallenge2024, then visit the tasting room to receive your free sticker. More details here (<https://www.houseofapplejay.com/3-summit-challenge-rules/>).

For more information or to arrange an interview, please contact:

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About House of Applejay Distillery

Founded in 2022, House of Applejay Distillery is a craft distillery specializing in fine spirits and liqueurs located in East Ellijay, Georgia. Recognized for its flagship product, Applejay, the distillery crafts small-batch vodkas and liqueurs that push the boundaries of natural flavor exploration. Committed to education and experience, House of Applejay invites visitors to immerse themselves in the rich heritage of craft distillation through history and tasting tours.

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