



FOR IMMEDIATE RELEASE

House Of Applejay Distillery Celebrates Early Spring with the Hibernation Hank Awakening Ceremony

East Ellijay, GA – 02/02/2025 — Over 120 enthusiastic community members gathered yesterday for a spirited celebration that reimagines Groundhog Day with a Southern twist—Ground Bear Day—at the Hibernation Hank's Awakening Ceremony.

House Of Applejay Distillery proudly hosted its first Hibernation Hank Awakening Ceremony, an event that masterfully blends Southern charm with local weather lore to put a unique spin on the well-known tradition of Groundhog Day. The festivities kicked off precisely on time as Hibernation Hank made his anticipated emergence from his iconic barrel at 2 PM. In keeping with custom, Hank initially failed to see his shadow—an auspicious omen signaling that early spring is on the horizon. Following some playful teasing from the speaker, Hank stepped into the sunshine where his shadow finally appeared. This humorous nod acknowledged that the weather-predicting groundhogs up North had already seen their shadows, signaling that residents there should expect six more weeks of winter. Meanwhile, on this sunny day in the Ellijays, Hank declared early spring for Georgia, prompting an outpouring of cheers from the delighted crowd. These regional differences are a reminder that “It’s the South after all.”

“This year’s awakening was nothing short of amazing,” said Caroline Porsiel, CEO of House Of Applejay Distillery. *“The vibrant energy from our community, the contagious laughter, and the friendly banter transformed the day into an unforgettable celebration. Hank’s playful declaration not only signaled early spring for Georgia but also served as a beautiful reminder of our deep connection to nature.”*

The event highlighted the innovative spirit of House Of Applejay Distillery while emphasizing the company's strong commitment to community engagement, the preservation of local traditions, and the celebration of nature's vibrant cycles. Attendees left inspired, with smiles on their faces and a renewed appreciation for the beauty and resilience of seasonal change.



For additional information about House Of Applejay Distillery and details on upcoming events, please visit HouseOfApplejay.com or contact:

Media Contact:

Caroline Porsiel
CEO | House Of Applejay, Inc.
info@houseofapplejay.com

+1 404.771.4332

About House of Applejay Distillery

House Of Applejay Distillery, founded in 2022 in East Ellijay, Georgia, crafts exceptional small-batch vodkas and liqueurs—most notably, our flagship Applejay from Ellijay. We celebrate Southern heritage by pushing flavor boundaries and inviting visitors to experience our craft through immersive tasting tours and historical insights.

Follow House of Applejay Distillery

- Website: www.houseofapplejay.com www.hibernationhank.com
- YouTube www.youtube.com/@houseofapplejay
- Instagram: [@houseofapplejay](https://www.instagram.com/houseofapplejay) www.instagram.com/houseofapplejay
- Facebook: www.facebook.com/houseofapplejay
- TikTok www.tiktok.com/@houseofapplejay