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Rootstock Cider and Spirits Introduces Online Sales of Hard Cider and Spirits

May 27, 2020, Williamson, NY—Rootstock Cider and Spirits, a family-owned and -operated cidery and distillery, has made its selection of award-winning cider and spirits available for online sale. Their selections of hard ciders are available for online ordering for shipment to 40 U.S. states, while their spirits are available for sale and shipment within the state of New York.

“We’ve seen an outpouring of support and demand for our products both near and far, and we really can’t thank our customers enough,” said Luke DeFisher of Rootstock Cider and Spirits. “As a small business, these are extremely trying times, and we are constantly looking at ways to improve sales and make our product more available.”

Rootstock Cider and Spirits is unique in that it sells both premium hard ciders and spirits, each of which is subject to different regulations and requirements for online sales. Although complicated regulations can present obstacles for small businesses, Rootstock overcame these challenges by investing in multiple online sales platforms. With these new online platforms in place, the company can now sell ciders for shipment to 40 states and can sell spirits for shipment to addresses within the state of New York. Rootstock can distribute its branded merchandise, including apparel and glassware, within all 50 states in the U.S.

“Our team has worked tirelessly to make our hard ciders, spirits, and sanitizer available for safe pickup at our tasting room,” added DeFisher. “Offering online sales is just another way to make our product more widely available and easy to obtain safely.”

Rootstock’s award-winning premium ciders and spirits can be found online at rootstocksciderworks.com and rootstockspirits.com.

About Rootstock Cider and Spirits

Rootstock Cider and Spirits is a family-owned and -operated farmstead cidery and distillery in Williamson, NY, located 25 miles east of Rochester, NY. Established in 2012 by David DeFisher, Rootstock is dedicated to using only locally-sourced ingredients in crafting premium ciders and fruit-based spirits. Rootstock’s high-quality products are made from fresh fruit grown on the fifth-generation DeFisher Fruit Farms, one of New York’s leading growers and wholesalers of high-quality fruits.