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Red Jacket Orchards Celebrates 50 Years in Business with Revitalized On-Line Presence

New web site includes flash video commemorating milestone

Geneva, N.Y. – Red Jacket Orchards, the third generation family fruit farm established in 1958, announced today that it launched its newly updated web site “www.redjacketorchards.com” in celebration of 50 years in business.

“We are very proud to have reached this significant milestone as a family and business, and I can’t think of a better way to kick off another 50 years than with a fresh, new presence on the Internet,” commented Mark Nicholson, V.P. of Business Development and 3rd generation family member. “Our new web site celebrates not only the history of the family and farm but also provides useful info to our customers on our homegrown products and their availability throughout the Northeast.”

The newly redesigned web site includes Nicholson family history, detailed product information, and guidance on where to find the farm and juice company’s fresh fruits and 100% fruit juices. Also available for viewing is a brief flash video presentation compiling notable memories and achievements of the past 50 years. The new web site also features an updated on-line shopping site with new products and reduced pricing.

“We look forward to continuing our commitment to nurturing family and farm for the next 50 years and for future family generations. Please stop by our farm store in Geneva or on-line at www.redjacketorchards.com to join us in celebrating this great accomplishment!” invites Nicholson.

Red Jacket Orchards is a 600 acre fruit farm and fresh juice company located in New York’s Finger Lakes Region. Originally planted in 1917, the Nicholson family has owned and operated the farm since 1958.

-- Nurturing FAMILY and FARM for 50 years --