



**FOR IMMEDIATE RELEASE**

**Williamson Chamber of Commerce Celebrates Grand Opening of Rootstock Cider & Spirits**

*Williamson, NY – June 26, 2024*



Left to Right: Charlie Leunig (WCC Board), Nicole Wylie (WCC President), (back) Andrew Mohanlall (WCC VP), Kristen Dennie (Rootstock Merchandise & Design), Bill Hollebrandt (Rootstock Partner & Facilities Mgr, Brian Shaddock (Rootstock Partner & GM), Laura Dennie (Rootstock Events Mgr & Design), Jim Dowling (WCC Secretary)

The Williamson Chamber of Commerce proudly announces the successful ribbon-cutting ceremony held tonight to celebrate the grand reopening of Rootstock Cider & Spirits under new ownership. The event, attended by over 30 enthusiastic community members, marked a significant milestone for both Rootstock and the local business community.

Rootstock Cider & Spirits, known for its exceptional ciders and spirits, has returned to our community with renewed energy and exciting additions. The grand reopening featured a ribbon-cutting ceremony, symbolizing a fresh start for the beloved establishment. Chamber President Nicole Wylie expressed her

delight, stating, “We are thrilled to have Rootstock back in our community. It’s more than just a cider house; it’s a place where neighbors can gather, connect, and celebrate. With the addition of a food menu, event space, and a full bar to complement their own exceptional ciders and spirits, Rootstock will be a huge draw to the area, which is good for all businesses.”

Co-Owner Brian Shaddock said “The new team is thrilled to continue what the DeFisher family started, but with some new additions that make Rootstock a great new experience.”

The festivities continued with the Williamson Chamber of Commerce’s first Social Mixer since its recent reboot. Co-sponsored by Rootstock and The Chamber, the mixer provided an opportunity for local businesses to network, collaborate, and strengthen community ties.

Rootstock’s commitment to quality, community, and innovation will undoubtedly be a draw for residents and visitors alike. As the Chamber continues its mission to support local businesses, Rootstock’s presence adds vibrancy and economic vitality to the area.

For more information about Rootstock Cider & Spirits and upcoming Chamber events, visit [www.williamsonchamber.org](http://www.williamsonchamber.org) and [www.rootstockciderandspirits.com](http://www.rootstockciderandspirits.com)

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*About Williamson Chamber of Commerce:* The Williamson Chamber of Commerce is dedicated to fostering economic growth, promoting local businesses, and enhancing the quality of life in Williamson and the surrounding areas. We believe that a thriving business community contributes to a strong and vibrant community overall.

*About Rootstock Cider & Spirits:* Rootstock Cider & Spirits crafts small-batch, artisanal ciders and spirits using locally sourced ingredients. With a commitment to excellence and community, Rootstock invites patrons to savor the flavors of the Finger Lakes/Lake Ontario regions.



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ROOTSTOCK  
CIDER & SPIRITS



TASTING ROOM

LOCATED ON:

DEFISHER  
FRUIT FARMS

3274 Eddy Road, Williamson, NY

• APPLE COUNTRY SPIRITS •



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