

Good Life Cider Press Release

## Finger Lakes Cider Producer “Good Life Cider” to Be Rebranded as “Kite & String” with Release of 2016 Vintages This Summer

June 14, 2017

FOR IMMEDIATE RELEASE

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INTERLAKEN, NY – Today we share the official version of the story you may have heard.

We are changing the name of our cider brand to Kite & String.

As we move into summer 2017, we will be releasing our 2016 vintages, all of which will be Kite & String. 2015 vintages mark the end of the Good Life Cider brand.

Please note that despite this change, Good Life Farm – our organic farm and orchard – and Finger Lakes Cider House – the tasting room for Kite & String, Black Diamond, Eve’s, and Redbyrd – will keep their current names.

### Who is behind the brand new name Kite & String?

Kite & String is still us – Garrett and Melissa and Jimmy. It is still organic, gnarly Good Life Farm fruit blended with fruit from other Finger Lakes orchards. Some of you have tasted the 2016 Kite & String *Rosé* – our high-acidity cider blended with *Marechal Foch* red wine and unfermented *Riesling* juice – and know that things just keep getting better as we mature our cidery. Coming up this summer, we’ve got brand new blends and single varietals to complement new vintages of old favorites. Unique Kite & String ciders coming up next: a single varietal method charmat 2016 *Northern Spy* and a double orchard 2015 lees-aged, traditional method *Brut* featuring organic apples from Good Life Farm and Hemlock Grove.

### Still curious about the brand name details?

Originally we named our cidery after our farm, as befits a farm winery (we are licensed as a winery in order to produce orchard cider with higher alcohol content). As we expanded into regional markets, we became aware of some pending national trademark issues specific to the alcoholic beverage industry and wanted to protect our growing brand. The new Kite & String brand identity still shares our bear and bee logo with Good Life Farm, and we will continue to release products featuring Good Life fruit as seasonal harvests and the growth of our young, wacky orchard allow.

Thank you for taking the time to journey with us into this new vintage and this new name! We’d love to come taste the 2016 line with you! Or come over to the Cider House anytime (we’re open 7 days a week) and try it here.