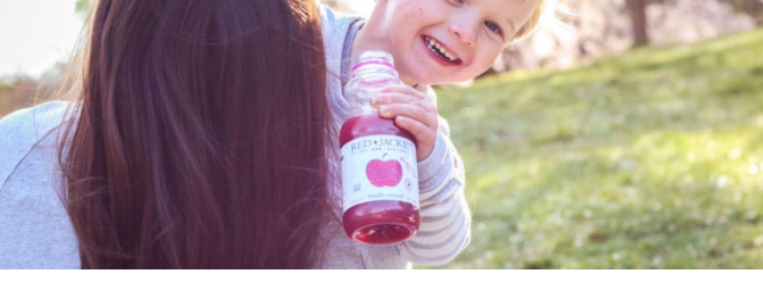


Happy May, RJO Fans!

Spring has arrived, and our orchards are in bloom! We've got lots of exciting news to share this month. We're dishing out a special **Mother's Day discount**, **delicious cocktail recipes** to try this Cinco de Mayo, **orchard update**, and some other exciting Red Jacket news! Today is also the **last day** to receive a Red Jacket t-shirt and to save 5% when you sign up for the Red Jacket Orchards Geneva Half Marathon happening on August 15th. So, let's get to it!



Celebrate Mom with **15% Off** a Create a 12-pack

Mother's Day is May 9th, and we know how hard Moms work to keep their families safe and healthy. To honor all the amazing Moms out there, we're offering 15% off our Create a 12-pack (12oz bottles) **May 5th - 15th**.

"I can trust ingredients for my family of five without having to search nutrition labels." (@Cheller2828) All of our products have a short, clean ingredient list so moms can spend more time on things that matter most!

Customize a juice pack by selecting your favorite blends, and have them delivered right to your door. Enter code **MOM15** at checkout to activate your offer.

MOM15

Expires: Tuesday, May 11, 2021 at 11:59pm

[Shop Now](#)

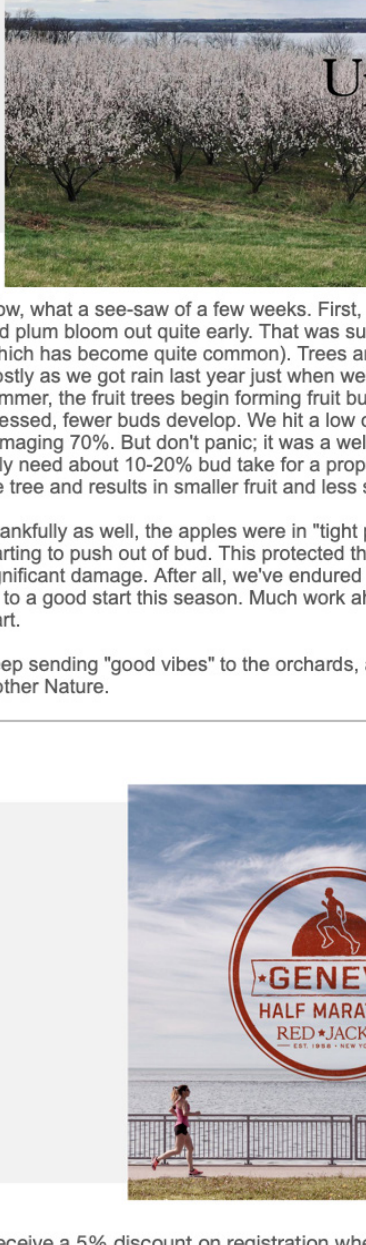


Shake Up This **Cinco De Mayo** with Red Jacket

Feliz Cinco de Mayo! To kick off the weekend and celebrate Mexican-American culture, we're shaking things up. Literally, we're shaking up some tequila with a few of our favorite cold-pressed juices. YUM!

If you're looking for some margarita recipe inspiration, look no further. We've got a couple of super easy recipes for an **Apricot Margarita**, a **Spicy Strawberry Mezcal Margarita**, and a **Tart Cherry Margarita** for you below. And super simple is key, right? That way, you spend less time mixing and more time sipping!

[View Our Recipes Now](#)

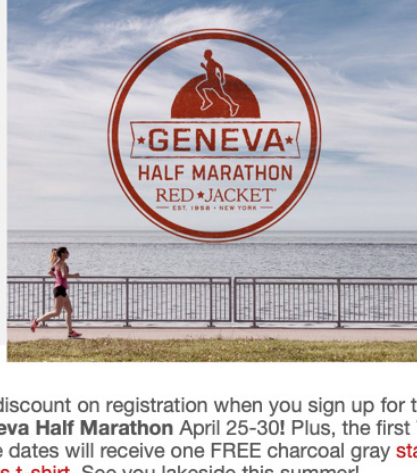


Update from the **Orchard**

Wow, what a see-saw of a few weeks. First, early warming brought our apricot and plum bloom out quite early. That was surprising given the long cool spring (which has become quite common). Trees are loaded with healthy fruit buds, mostly as we got rain last year just when we needed to avoid drought. During the summer, the fruit trees begin forming fruit buds for the following year. If the tree is stressed, fewer buds develop. We hit a low of 27 degrees just after pollination damaging 70%. But don't panic; it was a welcomed "natural thinning" process. We only need about 10-20% bud take for a proper fruit load (too much fruit stresses the tree and results in smaller fruit and less sugar).

Thankfully as well, the apples were in "tight pink," meaning the flowers were just starting to push out of bud. This protected the majority of apples from any significant damage. After all, we've endured the past year, we are so grateful to be off to a good start this season. Much work ahead to bring in a crop, but it's a good start.

Keep sending "good vibes" to the orchards, and we'll do our part in nurturing Mother Nature.



Receive a 5% discount on registration when you sign up for the **Red Jacket Orchards Geneva Half Marathon** April 25-30! Plus, the first 75 people to sign up during these dates will receive one **FREE** charcoal gray **standard logo Red Jacket Orchards t-shirt**. See you lakeside this summer!

The Red Jacket Orchards Geneva Half Marathon, taking place on Sunday, August 15, is a 13.1-mile road running race that starts and finishes on the sparkling shores of Seneca Lake, located in the City of Geneva, NY. The race goes by the new Geneva I Love NY Finger Lakes Welcome Center and premier restaurants in Downtown Geneva. The first mile starts with a gentle run as you pass South Main historic row houses and the grounds of Hobart & William Colleges. After a challenging climb and amazing view, the race loops back into the City of Geneva and the finish line on Seneca Lake.

Offer Ends Today!

[Sign up](#)



Eco-Friendly Packaging **Coming Soon!**

In line with our company's core value of respect for our people and our planet, we are moving to eco-friendly packaging for all of our online orders! We are excited and proud to make this change to support the health and well-being of our environment. Our new packaging will meet compostable and curbside recyclability standards. The insulation material is non-toxic, starch-based, and water-soluble. Check out [Vericool Inc](#) for more details on the packaging itself.

This progression into eco-friendly packaging is one more step to truly living our company mission. We wish to inspire purposeful, healthier choices by making more delicious and nutritious foods and creating value for our partners while driving a culture that nurtures our land people and our community. Stay tuned for more info regarding the launch!

Where to find us

FARM STORE

Located in Geneva, NY, our home for more than 50 years, our **Farm Store** carries all of our juice blends and the finest curated selection of food and specialty items our region has to offer. Stop in to learn more about us and shop the wonderful goods produced right here in the Finger Lakes. Open Wednesday-Friday 10am-5pm and Saturday & Sunday 10am-4pm.

ONLINE

Shop online at redjacketorchards.com for our juice, fruits, gift packs, apparel, and more!

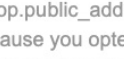
STORES NEAR YOU

Use our [store locator](#) feature to find retailers near you that carry our products. All you have to do is type in your city/zip code! We suggest giving the store a call to make sure they're stocked with exactly what you need.

SOCIAL MEDIA

Do you follow us on socials? We post updates nearly every day on Instagram, Twitter, and Facebook. Give us a follow and a like! Use the hashtags **#redjacketorchards** or **#rethinkyourapplejuice** on photos and videos you want us to see. You could be featured on our profile! Be sure to tag us to really make sure we see it.

Keep your eye out for some behind-the-scenes footage of our facility and our staff!



{{ shop.name }} © {{ year }}. All rights reserved.

{{ shop.public_address }}

You are receiving this email because you opted in at our website. Don't want to receive further emails?

[Unsubscribe](#)