



***For immediate release***

## Berry venture proves fruitful for entrepreneurial fruit winery

It's no surprise that cider is booming, but a clever little venture using real fruit berries might just have the last laugh – and demand from the hospitality industry is already outweighing supply.

Matt Gallace, a third generation of the Sunny Ridge Strawberry Farm on Victoria's Mornington Peninsula, took a lifetime of knowledge to turn his hand to fruit wines, using the very berry plants he plucked strawberries from as a child.

With wife Ruth Gallace (CEO of their now multi-award winning fruit winery Rebello Wines) the pair decided just months ago to jump on the cider bandwagon .... and they've already upset the apple cart.

Using berries from the farm, they created Australia's first 100% pure fruit blended cider range – 'Cheeky Rascal Cider' - which has revolutionised cider in this country.

They hadn't even bottled their first batch before they'd sold out.

Demand for the product meant a trial run of 1,000 litres just 12 months ago turned into the pair having to purchase enough tanks to produce rolling 45,000 litre batches - an 880% growth to date.

The 'Cheeky Rascal Cider' product range has just added another member to its family - Summerberry – bringing to seven the varieties on offer.

With its own string of accolades already, including the Food Challenge Award for Alcoholic Beverages (which recognises and rewards best practice and innovation in food and beverage nationally), Best Cider (People's Choice) at the Fed Square Microbreweries Showcase, IGA Perth Royal Show Best Commercial Cider, and medals at both the Australian Fruit Wine Show in Hobart and the Australian Fruit Wine Show in Cairns – the entire range is now available in premium liquor outlets in every State in Australia.

Matt says the secret is using traditional winemaking and agricultural techniques handed down by his grandfather, with an innovative twist.

"We decided to use the fresh local berries at the farm, combined with apples and pears from other parts of Victoria, and without using concentrate, flavourings, colours or additives just make a real premium quality Aussie fruit blended cider which everyone can enjoy."

Ruth says the philosophy is simple.

"Our mantra is to create great products using fresh, local fruit with no nasties, and move with the consumer."

So what's next for this innovative family of strawberry revolutionists?

"We're continually evolving," says Ruth.



“We want to keep providing the Australian consumer with something unique using the great quality berries we have on our door step - we have a lot of ideas and seeing these come to fruition is extremely exciting .. so keep watching this space!”

**For more information and high res images:**

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**About Rebello Wines**

Rebello Wines was launched seven years ago by Matt and Ruth Gallace as a new generation of winemaking, specialising in premium strawberry wines, liqueurs and innovative blends.

Utilising the fresh, local fruit grown from the land his grandfather purchased more than three decades ago - Sunny Ridge Strawberry Farm on the Mornington Peninsula - Matt Gallace, and wife Ruth, use traditional Italian agriculture and wine-making techniques handed down over generations to produce an innovative quality fruit wine.

They like to call it a ‘strawberry rebellion’.

Rebello is now a renowned winery in its own right, leading the way in creating quality fruit blends to meet an increasingly discerning consumer palate, with a string of accolades, including Strawbellini an innovative blend of strawberry wine with moscato which was the only Australian sparkling to be awarded a double gold medal at the San Francisco International Wine Competition along with international brands France’s Veuve and Sonoma Coast’s Piper.

As its reputation builds, so does its products – and the latest members of the Rebello family are its 100% pure fruit blended ciders - ‘Cheeky Rascal Cider’.

The range boasts seven cider varietals using fresh strawberries, raspberries and blueberries from the Mornington Peninsula and seasonal apples and pears from Victoria – with no concentrates, flavours, colours or additives.

Despite in its infancy, the product range, which has revolutionised cider in this country, already has a string of awards and is available in every State in Australia.

**Website: [www.rebellowines.com.au](http://www.rebellowines.com.au)**