

Meet Ruth Gallace

Rebello Wines

After producing award-winning fruit wines with husband Matt on his grandfather's strawberry farm, Sunny Ridge, Ruth and Matt's business went on to achieve phenomenal growth with the launch of "Cheeky Rascal Cider" - Australia's first 100% real fruit cider.



*Left: Rebecca, CEO of Rebello Wines has been awarded finalist in "Women in Business" in the 2013 Australian Excellence Awards.
Above: The finished product: Cheeky Rascal Strawberry & Apple Cider.*



*Top: Freshly grown and picked strawberries from Sunny Ridge are used in their products.
Bottom: A variety of the popular Cheeky Rascal ciders.*

FAM: What was the inspiration for starting your own business?

RG: We felt there was a real need for quality fruit wines and ciders in this country and wanted to make a product that really resonated with the audience. Matt (Ruth's husband) is third generation of the Sunny Ridge strawberry farm and we wanted to do something using the berries from the family farm, but with our own innovative twist, which reflected our values.

FAM: How long have you owned your business?

RG: We started making sparkling strawberry wine nine years ago and two years ago created Australia's first 100% real fruit blended cider – Cheeky Rascal Cider.

FAM: What has helped you succeed?

RG: Having great networks and people around us. We have worked hard to build a good team. Speaking to lots of different people about what you're trying to achieve has been vital too. It's always amazing what ideas people have and how they can help you to mould your business.

FAM: What do you enjoy most about having your own business?

RG: It is incredibly satisfying to see people enjoy and talk about our wines and ciders. I find it awesome that people who I have never met can tell me all about our products and what they like about them. This assures me that we're creating something that resonates with our customers.



Left: Rebecca and Matt with their adorable daughters
 Above: The multi-award winning Cheeky Rascal Cider range

FAM: How much time does your business take up?

RG: Anyone in their own business would know that having your own business can be all consuming, but it's about being 100% being present wherever you are – at home, at work, with friends.

FAM: How do you balance the time you spend on your business with the demands of being a parent?

RG: With the advantage of flexibility I can be there when my children need me, the flip side is that I'll sometimes work late at night but that's when I focus best and I love what can be achieved when there are no interruptions. We also have a very family friendly working environment and culture, which applies to the whole team.

FAM: When you have half an hour to yourself, how do you spend it?

RG: I enjoy working out at the gym, it's a great stress reliever and is very energizing.

FAM: What is the one thing you couldn't live without?

RG: Morning coffee and cuddles with the kids!

FAM: What would be your biggest challenge as a parent?

RG: Trying to raise happy and content little people with good values in an environment where there are lots of influences, which sometimes aren't reflective of my own values.

FAM: What advice would you give to other parents who are considering starting a business?

Have a plan, be realistic about what you're getting yourself into and make sure you have a great support network.

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