



For immediate release

Cheeky new product sees boutique winery take out top award

For the third year in a row, boutique winery and cider house, Rebello, has taken out a prestigious industry award – this time for its cleverly created mulled cider.

The Mornington Peninsula based winery has been named the winner of the beverage award at the 2012 Food Magazine Awards by independent judges, for its innovative mulled cider – which sees its 100% real fruit cider, Cheeky Rascal Cider, partnered with a bag filled with spices.

Utilising a pyramid bag usually used for tea, the spice bag is packed with cinnamon, star anise, orange, clove, nutmeg, vanilla bean and all spice berry to create Australia's first mulled cider, which you simply drop the bag in, heat, and enjoy.

It has proved so successful, CEO Ruth Gallace says 10,000 cases pre-sold before it was even launched to market and they are now struggling to keep up with demand.

“We’re so excited to have this product recognised by industry. It’s been embraced by consumers at a rate we could never have imagined, so to now be recognised in these awards which were created to recognise and reward best practice and innovation is very humbling.”

She says to be recognised for three years running is testament to the work the team do to ensure they are staying ahead of the pack, constantly innovating and setting the benchmark in quality, real fruit, products.”

Rebello won the award last year for its Cheeky Rascal Cider varietals and the year before for Strawbellini - a best of late-harvest moscato sourced from the vineyards of the Mornington Peninsula and incorporating Sunny Ridge strawberries.

For more information and high res images:

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About Rebello Wines



Rebello Wines was started by Matt and Ruth Gallace, who wanted to create a premium product, which would completely revolutionise fruit wines, liqueurs and ciders in this country.

Utilising the fresh, local fruit grown on the land his grandfather purchased more than three decades ago, (Sunny Ridge Strawberry Farm on the Mornington Peninsula) the pair use traditional Italian agriculture and winemaking techniques handed down over generations, with their own cheeky, innovative blending processes.

Seven years on, 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.

As its reputation builds, so does its products – and the latest member of the Rebello family is its - ‘Cheeky Rascal Cider’ – the country’s first apple and pear cider to be blended with wine made entirely from real, fresh, local strawberries, raspberries and blueberries. Despite in its infancy, the product range already has a string of awards and is available in every State in Australia – and as with all of its products, is not made with concentrates, flavours or additives.

Its latest spicebag product rounds out the Cheeky Rascal family, a limited edition winter product, and the first of its kind on the market, combining carefully selected spices of cinnamon, star anise, orange, clove, nutmeg, vanilla and all spice berry with its 100% real fruit apple or pear cider to create a mulled cider which bursts with spice and flavour.

Website: www.cheekyrascal.com.au

