



For immediate release

Consumer creations complete cheeky cider range

Boutique brewer, Rebello, on Victoria's Mornington Peninsula, is launching an entire new limited edition range of real fruit ciders, based purely on creations requested by the consumer.

The team, behind Australia's first 100% real fruit blended ciders, Cheeky Rascal, will add seven new varietals to its range.

All made from real apples from Victoria with no additives, flavourings or concentrates, they include Passionfruit Pink Lady, Apple Guava, Gingerberry™, Ginger Apple, Strawberry Apple Mint, Honey Apple and Apple Mint.

CEO Ruth Gallace says they come solely from customer feedback.

"We held a series of cider making and blending workshops and have been gathering written feedback from these about what other varietals consumers might like. The responses from that has been the basis of this new range."

She says input from consumers has been vital to the success it has seen in the last two years.

"We have been humbled by the demand for our products and that consumers are increasingly wanting to purchase locally, hand-crafted products, made with real fruit, and support boutique producers and growers."

Rebello was the brainchild of Ruth and Matt Gallace, after Matt spent years working on his family farm, Sunny Ridge, and the pair decided to branch out on their own taking with them a respect for the traditional rules of how wine is made, and a healthy disrespect for how it should taste.

Their philosophy worked and after establishing themselves as Australia's most highly awarded fruit winery, the move to cider seemed a natural evolution.

They have now seen such phenomenal growth that since the first trial run of 1,000 litres of cider some 20 months ago, they have had to purchase enough tanks to produce rolling 45,000 litre batches.

The new range will only be available in limited supply in Dan Murphy's, BWS and Woolworths Liquor.

For more information and high res images:

Kirstie Bedford
KDJM communications
T: 0437 455 001
E: kirstie@kdjmcommunications.com.au