



***For immediate release***

Consumer creations see 'Cheeky' cider take out top award four years running

For the fourth year in a row, boutique winery and cider house, Rebello, has taken out a prestigious industry award – this time for launching an entire new limited edition range of real fruit ciders, based purely on creations requested by the consumer.

The Mornington Peninsula based winery and cider house has been named winner of the beverage award at the 2013 Food Magazine Awards by a group of independent judges for its seven new varietals of real fruit cider – Cheeky Rascal Cider – the first, and only, 100% real fruit blended ciders on the market in Australia.

The seven new ciders were created entirely from feedback gathered at Rebello's cider making and blending workshops about what other varietals consumers might like.

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.

Rebello CEO Ruth Gallace says the limited edition format "allows us to continue innovating and experimenting bringing new and interesting blends, whilst the consumer still has the reliability of their favourites being in the core range".

She says it's humbling to win the award against some tough competition including Swedish cider giant Rekorderlig, Australian Brewery and Old Time Brewing, and is recognition of the hard work which went into making the new varietals.

"As well as sourcing the best in-season apples from Victoria, and using strawberries from our family farm, Sunny Ridge, we sourced ginger from Buderim on the Sunshine Coast in Queensland, and Manuka honey and mint from Mornington Peninsula producers, hand-chopping all the mint on site.

"With the introduction of herbs and honey, new methods had to be developed and the process was therefore a very time consuming and complicated one, which involved much trial and error."

But, the results have been staggering.

Passionfruit Pink Lady pre-sold before it was even on the market, and the second run has now sold out too.



Ruth says Honey Apple has turned out to be highly controversial, “people either love it or hate it”.

“When we’re provoking such extreme responses to our experimental limited editions this confirms that we’re pushing the boundaries and really giving consumers something interesting.”

Two other varieties, Vanilla Bean Apple and Pomegranate, will hit premium liquor outlets in coming weeks (August) and more than a dozen other varieties are under development.

Rebello first took out the Food Magazine Award in 2010 with its Strawbellini - a best of late-harvest moscato sourced from the vineyards of the Mornington Peninsula and incorporating Sunny Ridge strawberries.

In 2011, it won with its Cheeky Rascal Cider core range which includes Summerberry, Apple, Raspberry & Apple, Strawberry & Apple, Strawberry & Pear and Pear.

Last year it took out the award with its innovative mulled cider – where Cheeky Rascal apple cider is partnered with an innovative pyramid bag packed with cinnamon, star anise, orange, clove, nutmeg, vanilla bean and all spice berry.

[www.cheekyrascal.com.au](http://www.cheekyrascal.com.au)

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