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Consumer creations complete Cheeky Rascals cider range for summer

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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, launched 18 months ago, will add seven new varietals to its range, in time for summer. All made from real apples from Victoria with no additives, flavourings or concentrates, the first three to be launched will include Passionfruit Pink Lady, Honey Apple and Apple Guava.

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 18 months.

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 18 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 from November to February in Dan Murphy's, BWS and Woolworths Liquor.

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.