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Exciting era in cider sector beginning

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Rebello, a boutique winery and cider house on the Mornington Peninsula is about to launch experimental artisan batches of cider – driving a new era in cider. Very experimental methods are allowing some cider houses experiment in ways never seen before, offering exclusive artisan batches, whetting the ever-discerning palates of cider lovers everywhere.

Its first blend, which will be on tap in premium liquor outlets across Victoria in May, is a combination of three experimental batches including Kingston Black and Dabinett apples from a small batch of heritage variety trees from Red Hill in Victoria, which were hand-pressed, a combination of Pink Lady and Granny Smith fermented in oak barrels, and a fermentation using wild yeast. Cheeky Little Batch will be available from May in iconic venues such as Young and Jacksons, Beer DeLuxe, Brunswick Street Cider House, Mrs. Parmas and The Lucky Coq.

The artisan batches follow the phenomenal popularity of its Cheeky Rascal range launched just 20 months ago, which has seen it consistently outperform the cider category growth. All made from real apples from Victoria with no additives, flavourings or concentrates, the first three of its new limited edition summer varieties to hit the market were Passionfruit Pink Lady, Honey Apple and Apple Guava. The Passionfruit Pink Lady has seen such success that they are struggling to keep up with demand.

The cider industry was estimated at \$300 million in 2011 – 12, growing on average by 19.1% per annum since 2006-07 and if the UK market is anything to go by, the cider market in Australia is forecast to continue this strong growth trend over the next five years.

It's an exciting time for cider makers as they continue to change the landscape of cider as we know it forever. Cider lovers are reaping the benefits.