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Food mag awards in focus: beverages

11 February, 2013 [Danielle Bowling](#) 0 comments

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The Food Magazine awards will return in 2013 and with entries closing on 24 April, now's your chance to have your product recognised by industry peers!

In this preview of the annual awards, we're looking at the **Beverages** category.

The entry process for this category is simple; all you need to do is submit details of your company and the product (name, website, address etc) as well as information on how the product is processed, its significance in the market, any details on export opportunities and what measures were taken to ensure food safety.

Images also need to be provided upon **submission**.

Criteria for the Beverage category is:

Alcoholic and non-alcoholic beverages are included in this category that any company, regardless of size, can enter. The product must be developed and/or launched in Australia in 2011 or 2012.

Products that can be entered in this category include beer, fruit juice, tea and pre-mixed spirits.

In last year's Food magazine awards, the Beverage title went to Rebello Wines for its Cheeky Rascal Cider with Mulling Spice Bag.

About the winner

Rebello Wines innovative decision to attach an easy-to-use mulling spice bag to its cider range is what has set this company apart in the art of cider making.



In June 2012, Rebello launched the mulling cider which is the first of its kind on the Australian market. It comes with a spice bag attached which contains a combination of cinnamon, star anise, orange, clove, nutmeg, vanilla and all spice berry.

Ruth Gallace, CEO at Rebello Wines said that a member of the company saw an opportunity to pick up on the cider trend that has taken off in Australia in recent years.

Ruth then went on to expand the idea so that the product could be sold in store and is practical and easy for customers to do at home.

"I can't take the credit myself, one of our team managers is from the UK so he teaches us a lot about cider. Cider is new to Australia and last winter we were putting together mulling spice bags for a lot of our on-premise customers - so literally measuring out the spice and putting it in a calico bag, tying a piece of string around it and teaching them about mulled cider," she said.

"It was pretty cumbersome and it got us thinking, 'how can we make this easy?' Then, over a cup of tea, I thought 'just put the spices in like a tea bag!'"

"So that's what we've done, put our own mulled spice recipe into a pyramid tea bag as apparently it moves around in the triangle space and infuses better and then we've attached that to the necker of the bottle and introduced that to Australia, so hopefully now Australians can very easily make a mulled cider."

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