



For immediate release

New era in cider sector with launch of cheeky artisan batches

As the cider sector continues to punch well above its weight, boutique cider houses are able to experiment in ways never seen before, offering exclusive artisan batches, whetting the ever-discerning palates of lovers of the brew.

One of those, Rebello, on the Mornington Peninsula, is leading the ever-growing cider sector into this new era, creating an on-going range of exclusive artisan batches of cider.

Rebello, behind Australia's first 100% real fruit blended cider, Cheeky Rascal, is creating what it calls a 'Cheeky Little Batch' - one off unique artisan blends, which much like wine vintages, will all vary.

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.

Rebello CEO Ruth Gallace says it's an exciting time for cider makers and cider lovers and is changing the landscape of cider as we know it.

"This gives us the opportunity to source small parcels of the traditional heritage varieties and cider apples, similar to those used in the UK, and blend them with the culinary apples usually used in Australian cider creating a marriage of traditional earthy and complex characteristics with the crisp clean contemporary taste we currently see in Australian ciders.

"The palates of Australian cider lovers are becoming increasingly sophisticated – so the Cheeky Little Batches will bring together the best of the old and new worlds in cider."

She says being a small producer has meant they can be very experimental and creative, using different yeasts and blends, and bring these smaller artisan batches to market very quickly and as an ongoing range.

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.

Gallace credits the success to listening to what consumers want and creating products which reflect this.

“Last summer we created an entire range based on feedback we’d had from cider blending workshops and directly from our customers.”

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.

She says Passionfruit Pink Lady has seen such success “we’re struggling to keep up with demand”.

Gallace says it’s exciting to be involved in the evolution of such a rapidly growing industry with this new range of artisan batches of cider.

Australia’s largest provider of industry-based research, IBISWorld, says the cider industry was estimated at \$300 million in 2011 – 12.

IBISWorld general manager Karen Dobie says this reflects the tremendous growth the cider market has achieved in the past five years.

“It has been increasing 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.”

During 2010-11, cider sales spiked by more than 30% and IBISWorld predictions are from 2012 - 2017 the market will continue to grow by 13% year on year (compound annualised growth rate).

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.

www.cheekyrascal.com.au

For more information and high res images:

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