



## COMPANY PROFILE

Rebello Wines was born out of a providential marriage between heritage and innovation – and a marriage between two people – Matt and Ruth Gallace, who founded Rebello Wines in 2005.

Like many Italian families that emigrated to Australia, the Gallace's brought with them agricultural and wine making techniques honed over generations. Today, the strawberries that are the foundation of Rebello Wines' sophisticated range are grown on Sunny Ridge farm in the fertile winemaking territory of the Mornington Peninsula.

What was once a simple family operation selling a small selection of wines at cellar door, has blossomed into a boutique winery that has not only established an enthusiastic following amongst cosmopolitan Melbournites, but also impressed the experts. The Charlotte– named after Matt and Ruth's daughter – won Best Sparkling at the Australian Fruit Wine Show in 2009, while Strawbellini has just taken out the honour for 2010. And the family is still at the helm.

The Rebello Wines range is as carefully considered as each individual bottle – two sparklings, two delicate liqueurs and a complex port.

Rebello Wines are hand crafted with the same painstaking approach and unerring insistence on quality that marks out the finest single origin grape wines. The must is fermented using only yeasts that occur naturally in the wild, in order to preserve the delicate strawberry flavour and each bottle contains up to four

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varieties of fruit, which are selected for given wines based on characteristics like colour, aroma and taste.

With more than 20 stockists in and around Melbourne, the Rebello Wines range is leading a welcome revolution in how fruit wines are produced and enjoyed, establishing a loyal following of sophisticated sippers seeking something sweetly different. But not too sweet, mind you.

We like to think of it as a strawberry rebellion.