



***For immediate release***

Winter warmer to stay after spicing things up in the cider sector

Australia's first mulled cider has proved so popular that after a limited edition trial last year, it'll now be an ongoing winter warmer.

Boutique cider house 'Rebello' on the Mornington Peninsula – the team behind 100% real fruit blended cider Cheeky Rascal – utilised an innovative pyramid bag usually used for tea and packed it with cinnamon, star anise, orange, clove, nutmeg, vanilla bean and all spice berry creating what CEO Ruth Gallace describes as “a mouthwatering burst of hot toasty apple pie”.

The spicebag is partnered with one of Rebello's Cheeky Rascal apple ciders – made using local in-season apples from Victoria, without the use of concentrates, flavourings or additives.

Ruth Gallace says while mulled cider has been around for centuries – getting the recipe right, and then putting it together in a spicebag, with perfectly complemented cider – has never been done in this country – and takes the hard work out of attempting your own.

“We wanted to create a product which has just the right characteristics, perfectly complements our ciders, and is easy for the consumer to use, you just drop it in a pot, warm up the cider and you're done.”

She says it clearly resonated with increasingly discerning drinkers.

“We launched it as a limited edition product to test the waters, but before we finished the first production run demand was outweighing supply.”

It will now be available every winter in leading liquor outlets nationally.

The success of its mulled cider comes on the back of phenomenal growth for its 100% real fruit cider range, which was launched just two years ago and is now available in every state in Australia.

Most recently Rebello launched seven new varieties all created specifically from customer requests including Gingerberry™, Ginger Apple, Apple Guava, Strawberry Apple Mint and Passionfruit Pink Lady – with Passionfruit Pink Lady pre-sold before it was even on the market.

**[www.cheekyrascal.com.au](http://www.cheekyrascal.com.au)**

**For more information:**

Kirstie Bedford      T: 0437 455 001      E: [kirstie@kdjmcommunications.com.au](mailto:kirstie@kdjmcommunications.com.au)