



For immediate release

Winter product set to heat up cider space

It's no surprise that cider has seen, and continues to experience phenomenal growth, but the cider space is set to heat up - with the launch of Australia's first mulled cider.

The innovative team down at Rebello on the Mornington Peninsula - who 12 months ago revolutionised the industry when they blended real apple and pear cider with fresh, local strawberries, raspberries and blueberries, launching 'Cheeky Rascal Cider' – are spicing things up again, with a new winter product never seen before on the market.

This limited edition cheeky rendition of traditional mulled cider has its own entrepreneurial twist the convenience and ease of a spicebag, which is partnered with Cheeky Rascal pear or apple cider.

Utilising an innovative pyramid bag usually used for tea, the entrepreneurial 'Cheeky Rascal' team have 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, or steamy poached pear crumble”.

She says while mulled cider has been around for centuries – getting the recipe right, and then putting it together in a spicebag, which can simply be dropped in a perfectly complemented cider – has never been done in this country.

“It's incredibly rewarding to be able to bring this product to Australia in an innovative, simplified process.

“Anyone can make mulled cider, but we've taken the hard work out of the equation and blended just the right combination and amount of freshly ground spices. There's no measuring out spices and trying to put it together in the right blend.”

She says its senior winemaker and brewer Wayne Hewett worked tirelessly to ensure the spicebag recipe was just right.

“We wanted to create a product which has just the right characteristics, perfectly complements our ciders, and is easy for the consumer to use – there's no fuss, just drop it in and warm up the cider and you're done, whether it's in a pot or the microwave.”

Sold as a 750ml and “best shared with friends” the creative combination has already been snapped up by Woolworths Liquor, Dan Murphy's, BWS and Vintage Cellars, and will be available in other premium liquor outlets in every State in Australia from June.



For more information and high res images:

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About Rebello Wines

Rebello Wines was started by Matt and Ruth Gallace, who wanted to create a premium product, which would completely revolutionise fruit wines, liqueurs and ciders in this country.

Utilising the fresh, local fruit grown on the land his grandfather purchased more than three decades ago, (Sunny Ridge Strawberry Farm on the Mornington Peninsula) the pair use traditional Italian agriculture and winemaking techniques handed down over generations, with their own cheeky, innovative blending processes.

Seven years on, Rebello is now a renowned winery in its own right, leading the way in creating quality fruit blends to meet an increasingly discerning consumer palate, with a string of accolades.

As its reputation builds, so does its products – and the latest member of the Rebello family is its - ‘Cheeky Rascal Cider’ – the country’s first apple and pear cider to be blended with wine made entirely from real, fresh, local strawberries, raspberries and blueberries. Despite in its infancy, the product range already has a string of awards and is available in every State in Australia – and as with all of its products, is not made with concentrates, flavours or additives.

Its latest spicebag product rounds out the Cheeky Rascal family, a limited edition winter product, and the first of its kind on the market, combining carefully selected spices of cinnamon, star anise, orange, clove, nutmeg, vanilla and all spice berry with its 100% real fruit apple or pear cider to create a mulled cider which bursts with spice and flavour.

Website: www.cheekyrascal.com.au

