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Y STORY



VIC/Australia

Ruth GALLACE

YOUNG ENTREPRENEUR AND MOTHER REWARDED FOR SUCCESS IN MALE-DOMINATED INDUSTRY

Success in a male dominated industry has seen a young entrepreneur and mother of two recognised in Australia's most popular independent business awards programme

The wine and liquor industry has always been a male-dominated field. However, this didn't stop Ruth Gallace. The 31-year-old mother of two girls is today, the CEO of boutique winery and cider house Rebello, located in Victoria's Mornington Peninsula. Ruth, along with husband Matt, launched Rebello a few years ago. They started with a strawberry sparkling, made from fresh strawberries from the family farm Sunny Ridge.

Within a matter of years it was the most highly awarded fruit winery in Australia and two years ago under Ruth's leadership, Rebello turned its hand to cider – creating 'Cheeky Rascal Cider', Australia's first 100% real fruit blended cider. The cider saw phenomenal success and was quickly picked up by premium liquor outlets in every State in Australia, it had an 880% growth in the first year and is now tracking well above the average growth rate for the cider sector.

Ruth says having young children and an innovative and fast growing business in a male dominated industry has come with incredible valuable learning. "Primarily you have to trust your instincts, and not be intimidated by the environment," she states. "Women often second guess themselves and find it difficult to say no, but you learn very quickly that in order to succeed you need to have confidence in your decisions."

It has certainly paid off for Ruth and Rebello has not only increased sales, but they have brought many innovations into the industry. Her most recent endeavor, the launching of the first mulled cider in the market, set off to a roaring start. The cider, which has a limited edition spicebag filled with cinnamon, star anise, orange, clove, nutmeg, vanilla and all spice berry, is partnered with its 100% real fruit blended apple or pear cider.

This product was such a success the company plans to have it each year as a regular seasonal item. Ensuring it is continually innovating and evolving, they added seven new limited edition varietals were added in summer, and the team has just released exclusive artisan batches of cider, which like wine will vary with every batch. Of course, such success rarely goes unrecognized. Ruth was a finalist in the Women in Business' in the 2013 Australian Excellence Awards.

Ruth has found her Big Y in Rebello, and urges others to do the same and find their own passion. So, what are Ruth's lessons for young entrepreneurs? "Empower people around you and notice strengths, think strategically identifying problems before they happen, focus and specialise and trust your own instincts." ●