



For immediate release

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.

Ruth Gallace, the CEO of boutique fruit winery and cider house Rebello, has been awarded finalist 'Women in Business' in the 2013 Australian Excellence Awards.

Hundreds of entries are received each year for the nationally recognised awards programme managed by the Business Owners And Managers Association (BOMA).

Rebello was launched some eight years ago with a strawberry sparkling made from strawberries from the family farm Sunny Ridge (which has been in the family for three generations) on the Mornington Peninsula.

Within a matter of years it was the most highly awarded fruit winery in Australia and two years ago turned its hand to cider – creating 'Cheeky Rascal Cider', Australia's first 100% real fruit blended cider.

The cider has since seen phenomenal success, quickly picked up by premium liquor outlets in every State in Australia, 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 learnings.

"Primarily you have to trust your instincts, and not be intimidated by the environment.

"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's certainly paid off for Ruth and the business has gone from strength to strength.

In winter of 2012, under Ruth's leadership, the team decided to launch the first mulled cider on the market.

They created a limited edition spicebag filled with carefully selected spices of cinnamon, star anise, orange, clove, nutmeg, vanilla and all spice berry and partnered it with its 100% real fruit blended apple or pear cider.

It was such a success it will now be an ongoing seasonal product.



Ensuring it is continually innovating and evolving, seven new limited edition varieties were added for summer 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, and the second run has now sold out too.

Leading a new era in cider to meet the discerning palates of cider lovers, Rebello is also about to launch 'Cheeky Little Batch'– exclusive artisan batches of cider, which will vary with every batch much like wine, and only been available in premium bars across Victoria.

Ruth 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."

So what are Ruth's key 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."

www.cheekyrascal.com.au

For more information and high res images:

Kirstie Bedford T: 0437 455 001 E: kirstie@kdjmcommunications.com.au