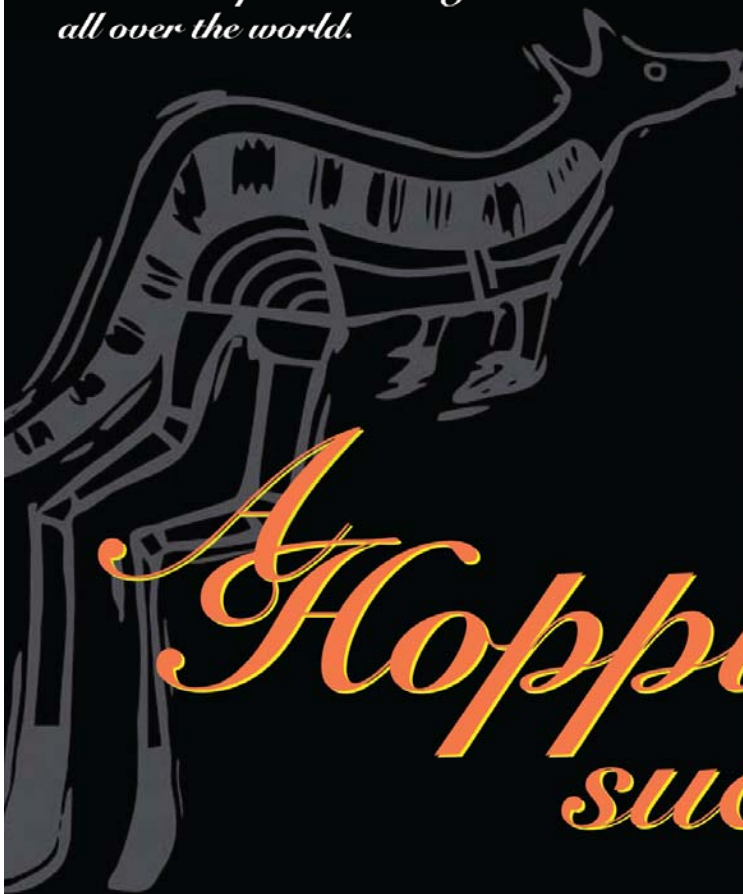


Country: Singapore
Publication: Gourmet Living
Date: July

wine美酒

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You would think that new world Australian wine brands would not be able to stand next to likes of Moët & Chandon, but that is where you are sorely mistaken. According to British brand valuation consultancy Intangible Business, [yellow tail] is ranked in the league of prestigious global wine brands such as E&F Gallo Winery, Conchay Toro, Moët & Chandon, Veuve Clicquot and Robert Mondavi in the Power 100 Report. The 100 names were selected after reviewing almost 10,000 wine and spirit brands from all over the world.



A Hopping success



The [yellow tail] brand is just one of the products of the Casella Wine Estate which was first established by Filippo and Maria Casella. The Casella family has been producing wines since the 1820s. After moving to the Land Down Under in 1957 from Sicily, Italy, the Casellas recognised the potential in the Riverina region of New South Wales, and continued their legacy on the fringe of Yenda in 1965.

In 1994, John Casella, the son of Filippo and Maria, took over the family business and grew the business. John completed his wine education in Oenology at Charles Sturt University, and had gained valuable experience while working for Riverina Estate Wines for 12 years. Due to his hard work, the Casellas remains the largest 100 per-cent family-owned winery and has even won the Exporter of the Year award several times. Its wines have broken in to over 40 markets in Europe, Asia, the UK, the US and Canada. In Singapore, the [yellow tail] brand is distributed by Delfi Singapore Pte Ltd.

Most iconic of Casella's produce is the range of [yellow tail] wines that has won the hearts of many wine drinkers with its drinkability, approachability, affordable prices and ingenious branding campaigns. The brand was created with a simple philosophy in mind – to make a great wine that everybody can enjoy! The Casellas wanted to create a wine that is fresh, approachable and flavourful with its own unique personality.

Next time you stroll down the aisle of supermarkets and wine boutiques, you can easily distinguish the brand by its specially designed yellow Kangaroo trademark. The yellow-footed rock wallaby was chosen to represent the winery for the US market in a series of successful marketing campaigns. [yellow tail] is now the number one selling imported wine brand in the US favoured for its fruity flavours and cheap prices.

[yellow tail] boasts a wide variety of wines from common to reserve labels, catering to both amateur and wine-savvy consumers' preferences. The range includes Bubbles, Bubbles Rosé, Cabernet Sauvignon, Chardonnay, Merlot, Moscato, Pinot Grigio, Pinot Noir, Rosé, Riesling, Sauvignon Blanc, The Reserve Pinot Grigio, The Reserve Shiraz and more.

The Castellans get their grapes from across the country, mostly sourced from 33 of Australia's 59 premium terroirs such as the Barossa Valley, Coonawarra, and Victoria's Mornington Peninsula. They also grow their own grapes. The wines due to its fruity nature are compatible with local and Asian cuisine such as dim sum, sushi, Singapore chilli crab, char kway teow, beef noodles and more. Just be more adventurous – [yellow tail] brand's affordability and wide range of varieties allows you to explore without burning a hole in your pocket.

DID YOU KNOW

... that if you have to count calories when drinking wines from [yellow tail], a 150mL glass of white wine ranges from 112 to 119 calories while the red wine gives you 120 calories. The rosés have 127 calories.

