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Australia's Yellow Tail spectacular story told on [The Wine Ladies TV](#)

Watch The Wine Ladies TV! 2:30pm Wed November 10th at 2:30PM -3:30PM on <http://www.thatchannel.com/>

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This week on the show we talk about a phenomena in the world of wine, a specific brand that has been named "the MOST powerful family owned wine brand in Australia", it has also been named as the 5th most significant wine brand globally. These wines are now pleasing the palates of millions of people across 40 different countries, all this in a very brief time span. It is the number one exported brand from down under, none other than Yellow Tail, We welcome, lead by the winemaker himself, 2nd generation winemaker John Casella, Casella Wines and Yellow Tail. Many wine companies have taken almost a century to reach the place [Casella Wines](#) is in now, we discover how this went from almost nothing to the world phenomena it is now.



If you missed last week's TV show not a problem, watch The Wine Ladies TV podcasts and archived shows on <http://www.thewineladies.com/TVshow> and <http://www.thatchannel.com/TheWineLadies> <http://thatradio.podhoster.com/index.php?sid=2574>