

Media Coverage

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[Yellow Tail]
Thursday 12 Aug 2010

Keyword	Publication	Page(s)	Date	Page in pack	Cutting Pages
<u>Yellow Tail</u> Clip	Drinks Business (Brands)	12,13,14,16	Sun, 01 Aug 2010	2	11

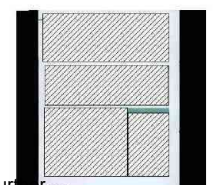
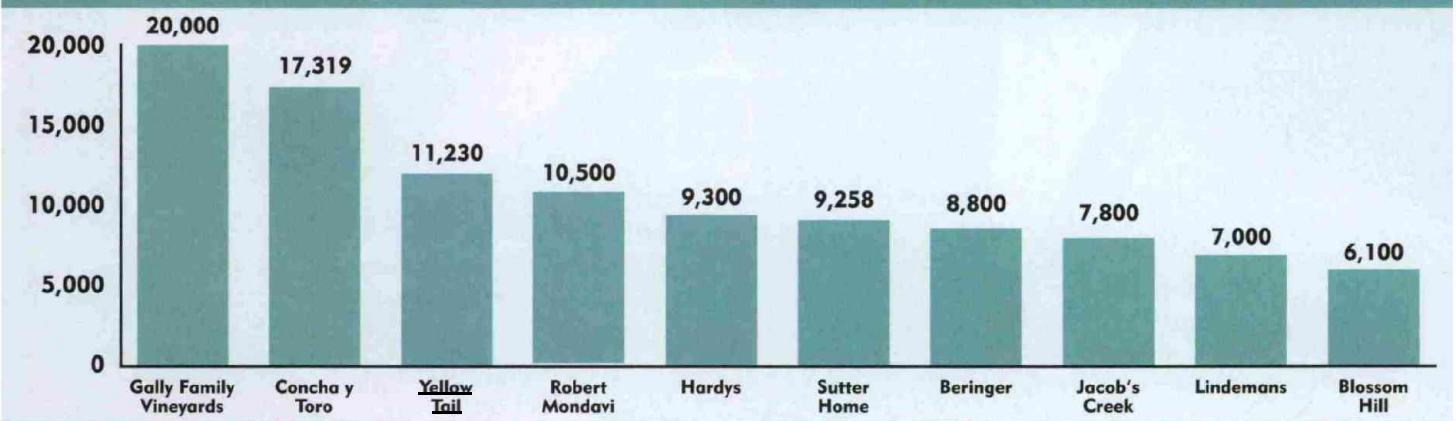
TOP 10 WINES

Same old faces...

Gallo Family Vineyards maintains its prime position within the world's top wine brands, with the following three, Concha y Toro, Yellow Tail and Robert Mondavi, also retaining their spots. All the top 10 brands here were in last year's list, with some minor adjustments in ranking as Hardys and Sutter Home overtake Beringer, and Jacob's Creek leapfrogs Lindemans

Top 10 bottled wine brands: global volume ('000 '09 cases)

Source: Brand Owners



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 Country: UK
 Date: Sunday 1, August 2010
 Page: 12,13,14,16
 Area: 1935 sq. cm
 Circulation: Pub Stmt 10000 Monthly
 BRAD info: page rate £3,450.00, scc rate £360.00
 Phone: 0207 803 2420
 Keyword: Yellow Tail

1. GALLO FAMILY VINEYARDS

Brand owner: E&J Gallo Winery
Head office: 600 Yosemite Boulevard
 Modesto 95354
 California, US
UK Tel: +44 (0) 1895 813444
Website: gallo.com
Mkting manager: Susanne Buchmann
PR: CUBE Communications:
 +44 (0) 20 8401 5505
Product range: Gallo Family Vineyards;
 Turning Leaf; Redwood
 Creek; Barefoot Wine;
 Coastal Vineyards; Twin
 Valley; Frei Brothers
 Reserve; Starborough;
 Mirassou; Rancho
 Zabaco; Dancing Bull
Volume 2009: 20,000,000 9l cases
Volume 2008: 19,500,000 9l cases
Change 08-09: +2.5%
2009 ranking: 1

2010 has seen E&J Gallo Winery's flagship brand, Gallo Family Vineyards, working with strategic partners in an effort to drive brand loyalty in this increasingly crowded market.

This spring the brand launched Gallo Rosito, a new drink using Gallo Family Vineyards White Grenache. The company says that Gallo Rosito "meets the demands of consumers looking for long, refreshing drinks to enjoy during the summer months while still ensuring that wine is at the core of the occasion."

Meanwhile, other Gallo Family Vineyards partnerships this year include a World Cup-timed activity with Sky Sport News presenter Georgie Thompson, designed to "make football fabulous" and in the UK it launched the Gallo Rosé & Mahiki Pop Up bar in May. Gallo is continuing its relationship with Mahiki with a presence at this year's Henley Regatta too.

Finally, a new Gallo Rosé website has been unveiled along with a Gallo Cocktail Shaker app for the iPhone – a world first for a wine brand. All of these activities aim to ensure that the 2010 summer is remembered as "the Gallo Rosé experience".



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2. CONCHA Y TORO

Brand owner: Concha y Toro
Head office: Avda. Nueva Tajamar
481, Torre Norte,
Piso 15, Chile
Tel: +56 2 476 5000
Website: conchaytoro.com
CEO: Eduardo Guilisasti
PR (UK): Corporate / Icon brands
– Mandarin
Communications:
+44(0) 20 8670 2891
Casillero del Diablo /
Sunrise / Frontera –
CUBE Communications:
+44 (0) 20 8401 5505
Marketing spend: Circa £1.2 million (UK)
Product range: Sunrise; Frontera; Viña
Maipo; Casillero del
Diablo; Trio; Marques
de Casa Concha;
Terrunyo; Maycas del
Limari; Palo Alto,
Amelia; Don Melchor
Closures: Screwcap for whites
and light reds, natural
cork for premium reds
CYT export volumes:
Volume 2009: 17,319,000 9l cases
Volume 2008: 15,995,000 9l cases
Change 08-09: +8.2%
2009 ranking: 2

The last year has seen a major move to light-weight bottles for key ranges in Concha y Toro's portfolio. Isla Negra was the first brand to move to "eco-glass", with a volume of approximately 1.6 million nine-litre cases. The move is part of a company-wide sustainable development plan. The Trio and Terrunyo ranges have been repackaged. Casillero del Diablo continues with its successful sponsorship of the Summer Proms picnic concerts. Marketing activity has consisted of value-added promotion, on-pack and cross-category promotion.

CyT aims to consolidate its position as a category leader and it will continue to raise consumer awareness as well



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3. YELLOW TAIL

Brand owner: Casella Wines
Head office: Wakley Road, Yenda, NSW, 2681, Australia
Tel: +61 2 6961 3000
Website: yellowtailwine.com
Marketing: Libby Nutt
PR (UK) : R&R Teamwork
 +44 (0) 20 7384 1333
Product range: Yellow Tail: The Reserve; Limited Release
Closures: Screwcap
Volume 2009: 11,230,000 9l cases
Volume 2008: 11,200,000 9l cases
Change 08-09: +0.2%
2009 ranking: 3

Australian brand Casella Wines is family owned and has winemaking links to Italy dating back six generations to Italy, where the Casella family originates.

Casella Wines' flagship brand, Yellow Tail, has become Australia's

biggest single wine exporter shipping wine to over 50 countries worldwide, and is said to be created with a simple philosophy in mind - to make a great wine that everybody can enjoy.

Recently, British consultancy firm Intangible Business ranked the Yellow Tail brand as number four in the global wine industry in its report, *The Power 100*, moving the company forward to number 34 in the top 100 wine and spirit brands globally.



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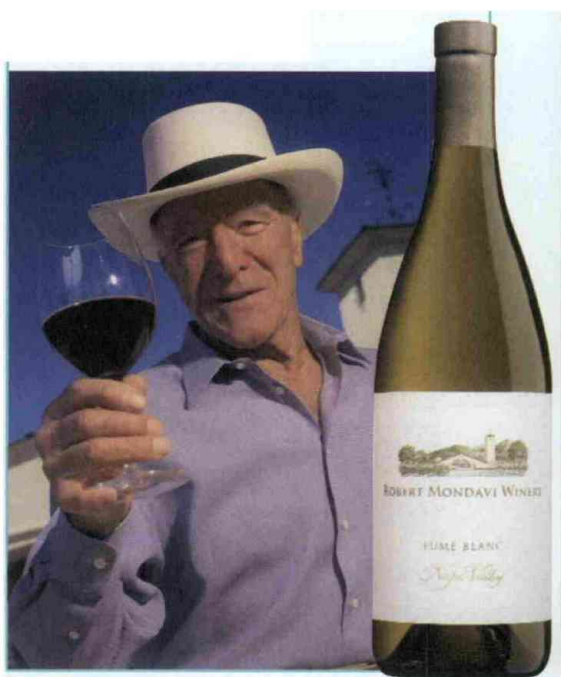
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4. ROBERT MONDAVI

Brand owner: Constellation Wines
Head office: 207 High Point Drive
Building 100
Victor, New York 14564
US
Tel: +1 585 678 7100
Website: robertmondaviwinery.com
Marketing dir: Kevin Conner
PR (in-house): Anne Baker-Siegel
Product range: Napa Valley Wines;
Reserve Wines; District
Wines; Spotlight Wines;
Woodbridge Wines
Closures: Cork and Screwcap
Volume 2009: 10,500,000 9l cases
Volume 2008: 10,200,000 9l cases
Change 08-09: +2.9%
2009 ranking: 4

As well as supporting this year's MW exams through its joint venture with Baron Philippe de Rothschild, Opus One, this year's auction in support of medical and children's charities in Napa, which was founded by the Mondavi winery 30 years ago, raised USD\$8.5 million this year, a rise of 49% on 2009's \$4.3m

Meanwhile, back in the vineyard, this year the Mondavi Winery has been pioneering environmental initiatives, more specifically it is trialling a water conservation project on three acres of its vines in Napa. The Waterboxx, if successful, could save the winery more than 145,000 gallons of water per acre a year.



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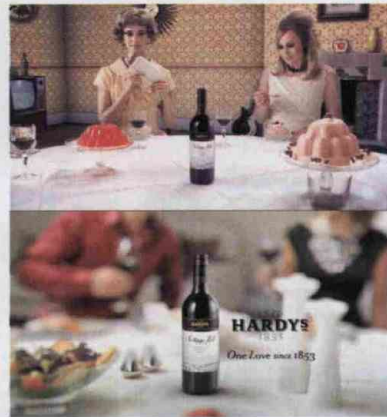
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5. HARDYS

Brand owner: Constellation Wines Europe
Head office: Constellation House, The Guildway, Old Portsmouth Road, Guildford, Surrey, GU3 1LR
Tel: +44 (0) 1483 690 000
Website: cbrands.eu.com
Marketing dir: Neil Anderson
PR (in-house): Michelle Norman
Product range: Hardys Voyage; Hardys VR; Hardys Stamp of Australia; Hardys Nottage Hill; Hardys Crest; Hardys Oomoo; Hardys Chronicles; HRB; Sir James Sparkling; Eileen Hardy; Thomas Hardy
Closures: Cork and Stelvin
Volume 2009: 9,300,000 9l cases
Volume 2008: 8,000,000 9l cases
Change 08-09: +16.2%
2009 ranking: 6
Hardys has achieved double-digit share

growth in the UK market over the past year, further establishing its position as one of the UK's leading Australian wine brands.

Its owner, Constellation Europe has recently renewed the brand's sponsorship of UK Channel 4 TV show *Come Dine With Me* for a second year. The sponsorship deal will see the brands reach an estimated 40 million consumers, who, the company claims, will see the Hardys idents approximately 93 times each over the course of the campaign.



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6. SUTTER HOME

Brand owner: Trinchero Family Estates
Head office: 100 St. Helena Hwy, St. Helena, California, 94574
Tel: +1 707 963 3104
Website: tfewines.com
Marketing dir: Wendy Nyberg
PR (in-house): Juliana French-Arnold
Product range: Cabernet Sauvignon; Chardonnay; Chenin Blanc; Merlot; Moscato; Gewurtztraminer; Pinot Grigio; Red; Sauvignon Blanc; White Cabernet Sauvignon; White Merlot; White Zinfandel; Zinfandel
Closures: Cork and screwcap
Volume 2009: 9,258,663 9l cases
Volume 2008: 8,491,353 9l cases
Change 08-09: +9%
2009 ranking: 7

Award-winning brand Sutter Home claims to have invented one of the biggest wine trends in modern history, that of White Zinfandel (which it introduced in the early 1970s).

The brand, which is one of 23 wine brands in the Trinchero Family Estates portfolio, has been owned and operated by the Trinchero family since 1948.

More recent developments have included the introduction of some environmentally friendly packaging solutions.



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7. BERINGER

Brand owner: Treasury Wine Estates
EMEA
Head office: Regal House, 70
London Road,
Middlesex, TW1 3QS,
UK
Tel: +44 (0) 20 8843 8411
Website: beringer.com
Marketing dir: Richard Trimby
PR (in-house): Sarah Bentley
Product range: California Collection;
Stone Cellars; Founders
Estate; Appellation
Collection; Private
Reserve
Closures: Screwcap and cork
Volume 2009: 8,800,000 9l cases
Volume 2008: 9,240,000 9l cases
Change 08-09: -4.7%
2009 ranking: 5

While being one of the brands in the newly-named Treasury Wine Estates (which changed from Foster's in July 2010), over the course of the last year Beringer has

become the official wine of the PGA Tour and the exclusive wine at PGA tournaments across the country, forming a strong partnership with America's luxury sporting association.

Moreover, in a bid to appeal to consumers across the globe, Beringer has built a strong association with gastronomy. In the US, Beringer recently teamed up with celebrity chefs Jamie and Bobby Deen to kick off the country's largest steak and wine contest – the Beringer Great Steak Challenge. And this coming summer holidays, The Beringer Million Meals campaign goes live with the goal of providing one million meals to those in need.



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8. JACOB'S CREEK

Brand owner: Pernod Ricard
Head office: 12 Places des Etats-Unis, 75783 Paris cedex 16, France
Tel: +33 (0) 1 41 00 41 00
Website: jacobscreek.com
Marketing dir: Matthew Bird
PR: Weber Shandwick, +44 (0) 207 067 0313
Product range: Classic range: Single varietals; Blends; 3 Vines; Reserves Range; Heritage range: Steingarten Riesling; Reeves Point Chardonnay; St Hugo Cabernet Sauvignon; Centenary Hill Shiraz; Icon: Johann; Shiraz Cabernet
Closures: Screwcap
Volume 2009: 7,800,000 9l cases
Volume 2008: 8,000,000 9l cases
Change 08-09: -2.5%
2009 ranking: 9

Among other developments, Jacob's Creek is going to relaunch its reserve range as Regional Reserves this year, giving more focus on the provenance of its wines Barossa Shiraz, Adelaide Hills Chardonnay, Coonawarra Cabernet Sauvignon Blanc, Barossa Riesling, Adelaide Hills Sauvignon Blanc and Adelaide Hills Pinot Noir.



9. LINDEMANS

Brand owner: Treasury Wine Estates EMEA
Head office: Regal House 70 London Road Twickenham, Middlesex, TW1 3QS, UK
Tel: +44 (0) 20 8843 8411
Website: lindemans.com
Marketing dir: Richard Trimby
PR (in-house): Sarah Bentley
Product range: Cawarra; Bin Series; Reserves
Closures: Screwcap
Volume 2009: 7,000,000 9l cases
Volume 2008: 6,300,000 9l cases
Change 08-09: +11.1%
2009 ranking: 8

Lindemans has shown growth across all key markets in the last year, with a particularly strong performance in Sweden and the Netherlands.

In Sweden, Lindemans has grown 16%, almost four times the category growth. Meanwhile in the Netherlands, Lindemans is now one of the top 100 brands in the country, and the first wine brand to make it on to the list.

In the UK, Lindemans has been offering tailored promotions to independents, and Treasury Wine Estates (ex-Foster's) continues to support Lindemans in the cash-and-carry and impulse sectors with its "Win a Van" or "Win a Car" promotions.



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10. BLOSSOM HILL

Brand owner: Percy Fox Diageo
Head office: 8 Henrietta Place
London
W1G 0NB, UK
Tel: +44 (0) 20 7927 5200
Website: blossomhill.com
Brand manager: Liz Ashdown
PR (in-house): Cecilia Coonan
+44 (0) 20 7927 5749
Marketing spend: Circa £2 million (UK)
Product Range: Simply Fruity; Classic,
Single and Dual
Varietals from US,
Chile, South Africa &
Italy; Winemakers
Selection; Sparkling,
Formats (minis and
bag-in-box)
Closures: Screwcap
Volume 2009: 6,100,142 9l cases
Volume 2008: 5,928,142 9l cases
Change 08-09: +2.9%
2009 ranking: 10

For the fourth consecutive year, Blossom Hill was the official wine of the Wimbledon championships and teamed up with London's *Metro* newspaper to promote the event. Blossom Hill has also unveiled a new summer cocktail recipe using its rosé portfolio of White Grenache and White Zinfandel. Due to consumer demand, Blossom Hill has also reintroduced its Pinot Grigio for both the on- and off-trades.



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Top 10 wines: value (UK)

nielsen

	Value Sales (m) MAT YA	Volume MAT TY	MAT % Chg YA	MAT % Chg YA
BLOSSOM HILL	257	294	14.3	16.7
HARDYS	212	251	18.5	19.3
GALLO FAMILY VINEYARDS	219	166	-24.2	-28.7
FIRST CAPE	90	150	66.1	72.2
ECHO FALLS	102	138	36.3	38.0
JACOB'S CREEK	165	137	-17.3	-22.7
LINDEMANS	126	119	-5.5	1.4
KUMALA	81	97	18.9	22.2
STOWELLS	101	90	-10.9	-11.1
WOLF BLASS	103	87	-15.7	-19.4

poor publication print quality