

Country: UK
Publication: Limerick Post
Circulation: 17,450
Date: 15th May 2010



[yellow tail] ranked the most powerful Australian wine brand

in the world

According to recent industry lead surveys, [yellow tail] is ranked number four in the global wine industry and moves forward to number 34 in the top 100 wine and spirit brands globally. [yellow tail] has now been ranked as the most powerful Australian wine brand in the world, and number 34 in the overall alcoholic drinks ranking.

Nearly 10,000 of the most important brands in the wine and spirits industry were tested by a panel of 10 global industry experts within the study.



John Casella, Managing Director of Casella Wines is delighted by the [yellow tail] achievement. "The results are testament to our passion and commitment to making the best wines we can, wines that are not only loved here in Australia - but are enjoyed around the world."

The [yellow tail] brand has come a long way since 1969 when founders Fillipo and Maria Casella began growing grapes at Yenda in the Riverina region. Today the range is exported to over 50 countries with the emphasis on creating great tasting, approachable wines at great value.

As part of this world renowned recognition, Gilbeys will kick off our Summer Sizzlers wine column where we aim to bring you a number of wines to try and savour over the Summer.

[yellow tail] Pinot Grigio 2009 is a delightfully fresh and vibrant wine to kick things off. The ripe fruit and aromas of apples and pears makes this very pleasing while the taste of pineapples and gentle citrus fruits makes for a great wine with friends.