

# The Fiji Times ONLINE

## A fine new bubbly

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AUSTRALIAN award-winning Yellow Tail wines producer Casella Winery, known to be the leading wine imported into the United States, has entered Fiji's wine market.

Lawhill Wines and Spirits, the local distributor, said the move would benefit the local tourism industry and local wine lovers given the worldwide recognition of the wine brand.

"The Yellow Tail brand is extremely well-known, winning many awards and now available in more than 40 countries worldwide," Lawhill director Neil Underhill said.



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*From left, Greg Lawlor, Bob Powell and Neil Underhill, at the launch of the Yellow Tail wines.*

"It will add another statement of quality to our tourism industry."

Casella Winery's Australasian sales manager Bob Powell, who was in Fiji recently to launch the wine with its Fiji distributor, said the company had an impressive track record.

He said the Casella family began their winery on 40 acres of land in the small Aussie town of Yenda, southern New South Wales, when it first crushed 200 tonnes of grapes in 1969 to 200,000 tonnes this year.

"It (Casella) entered the United States market in 1999 expecting to sell no more than 25,000 cases of wine but at the end of the year, that number expanded to 500,000 cases," Mr Powell said.

"In fact, 2 million people around the world drink a glass of Yellow Tail everyday," he said.