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THE Shout

HOTEL, BAR, CLUB & LIQUOR INDUSTRY NEWS

Liquor Legend

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**HOT
DEALS**

THIS WEEK'S POLL

**What do you think of
Treasury Wine
Estates as the new
name for Foster's
wine business?**

- Ticks all the Boxes
- Misses the Mark

CASELLA RELEASES JOEYS

By Annette Shailer

[yellow tail] is set to release a new range of 187ml mini-wine varieties to on and off-premise establishments across Australia this month (July).

The new release [yellow tail] 187mL bottles – dubbed the [yellow tail] Joeys by Casella Wines – are well-suited to various occasions, including parties, picnics or drinks at home.

The new size allows wine to be kept fresh and ready to be enjoyed in moderation.

The [yellow tail] Joeys are also ideal for on-premise pubs and clubs wanting a product that is easy to serve and that will reduce wastage.

Five of the [yellow tail] varieties are available in the new packaging – semillon sauvignon blanc, pinot grigio, chardonnay, merlot and shiraz.

The 187ml [yellow tail] Pinot Grigio will be the first pinot grigio available in the new size across Australia.

The 187ml [yellow tail] Joeys have a RRP \$4.99.