



April 2011

[yellow tail] reds on the winter radar

A seasonal change is in the air and it's time to indulge warming thoughts of ugg-boots, log fires (or gas heaters as the case may be) and cosy nights in. For many Australians, this is also a time to top up on a good glass of red wine. The new and flavoursome 2010 vintage of [yellow tail] reds are a top-value option.

Four new vintage red wines – the 2010 [yellow tail] Pinot Noir, Merlot, Shiraz and Cabernet Sauvignon (RRP \$9.99) – are now available across Australia.

Each wine is a multi-regional blend of fruit from many regions across South Eastern Australia. We do this in order to ensure quality year-on-year. Luckily for us, 2010 was a good year all-round, especially for red varieties. There was plenty of rain in winter and good sunshine for ripening in spring and summer.

The grapes were regularly quality tested in the lead up to harvest and delivered to the Yenda winery in NSW in ideal condition – plump, healthy and with a good balance of water, sugar and flavour. The wine was fermented and matured in stainless steel tanks with some oak contact in order to give the wine a creamy texture and subtle flavours of vanilla and chocolate.

[yellow tail]'s chief winemaker, Alan Kennett predicts that these reds will be a popular choice over the autumn and winter period.

“Our wines are for people who want loads of flavour without the hefty price tag. We want to over-deliver on quality and value and we reckon we've hit the nail on the head with the 2010 vintage,” said Alan.

There's a flavour to suit every taste. It's just a matter of choosing which one is best for you!

2010 [yellow tail] Pinot Noir is a light-bodied red wine. It has a very “pretty” nose, with prominent notes of strawberry, violet and dark cherry. The palate is enticing with soft, velvety fresh flavours of cherries, plums and spice.

2010 [yellow tail] Merlot jumps from the glass with ripe plum aromas. Soft tannins round out the ripe fruit flavours and deliver a fine fruit-driven wine which is rich, soft and simply delicious. This wine is a smooth-talker.

2010 [yellow tail] Shiraz is the ultimate Aussie wine, full of big, bold and bright flavours. Red and black berry and smooth vanilla notes are balanced with earthy tones and soft ripe fruit sweetness.



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2010 [yellow tail] Cabernet Sauvignon is full of rich and enticing flavours of blackberries, cocoa and vanilla. A good balance of berry flavours and spice lasts long on the palate. This wine is well-structured with toasted oak supporting soft fruit and velvety tannins.

[yellow tail] red wines are available for RRP \$9.99 at liquor retail outlets across Australia.

ENDS

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Editor's notes:

Have you seen our new website: www.yellowtailwine.com? It's full of interesting tidbits about the wine, links to Facebook and it even features an interactive 'event creator' that enables you to send an email invitation for your next social gathering to your friends and family. It has been designed to help our consumers have a good time with [yellow tail].