



14 June 2011

## A [yellow tail] flecked with gold

[yellow tail]'s 2009 Reserve Shiraz from the family-owned winery in Australia has been awarded a gold medal at the prestigious **Sélections Mondiales des Vins Canada**.

The wine show, set in Québec City, has a judging panel of more than 60 international wine experts. It has been one of North America's most important wine events since 1983. This year, more than 1,620 wines were submitted from 513 producers in 32 countries. Only nine Australian wines were awarded a gold medal.

[yellow tail] is renowned for producing excellent value for good quality wines from South Eastern Australia. The brand, which celebrates its 10<sup>th</sup> birthday this year, offers a premium Reserve range (RRP \$15.99) to consumers looking to upgrade their wine for special occasions.

John Casella is the second-generation winemaker who created [yellow tail] in the small town of Yenda in New South Wales in 2001. He toured Canada in 2010 with local wine guru Nick Hamilton to showcase the [yellow tail] Reserve range in a blind tasting against other popular wine brands. The [yellow tail] Reserve Shiraz was particularly well-received by Canadian wine critics and John is delighted that the wine has received further acknowledgement with this gold medal.

"This award is further confirmation that we're able to produce a premium expression of Australian Shiraz at an affordable price-point," said John.

The [yellow tail] Reserve range is made with the best parcels of fruit from top-performing vineyards across South East Australia. The [yellow tail] 2009 Reserve Shiraz is a red wine with a good spicy kick to it. Fruit flavours of dark cherry are balanced with dark chocolate, spice and a hint of cracked pepper. It is a fuller bodied red wine full of intense flavour. Perfectly matched to a night out with friends at your favourite BYO.

[yellow tail] Reserve Shiraz is available in SAQ stores in Quebec, and in virtually all provincial and territory liquor stores across the country including British Columbia, Alberta, Saskatchewan, Manitoba, Nova Scotia, New Brunswick, Newfoundland, PEI, Yukon, Northwest Territories and to be released in Ontario this coming Fall.

- Ends -

Visit [www.yellowtailwine.com](http://www.yellowtailwine.com) / [www.facebook.com/yellowtailcanada/](https://www.facebook.com/yellowtailcanada/)  
[www.twitter.com/yellowtail\\_aust](https://www.twitter.com/yellowtail_aust)

For further information about [yellow tail], please contact Casella Wines on [media@yellowtailwine.com](mailto:media@yellowtailwine.com) or +61 2 9330 4700