



## Yellow Tail launches 'love the taste or your money back' campaign

Written by Carol Emmas

Wednesday, 29 June 2011 08:09

Australian wine brand, Yellow Tail is launching a risk free purchase, taste guarantee promotion, 'love the taste or your money back'.

The aim is to provide a great incentive for consumers who may not have tried the brand before and will also help drive rate of sale for retailers

Percy Fox brand owners say when shoppers are faced with the wine fixture in-store, they need clear reassurance that the wine they choose will deliver on taste, as it can prove an expensive mistake if they don't like the product.

To help ensure that consumers are aware of the Taste Guarantee promotion in-store, Yellow Tail will be provide branded shelf barkers, carrying the message, 'love the taste or your money back...864 awards mean judges love it too'.

Sean Leopold, Brand manager, says: "Yellow Tail has recently been ranked the most powerful Australian wine brand in the world for the second year running, and as the fastest growing Australian wine brand in the convenience channel, it has amazing potential in the UK .

"The key to unlocking further growth for this playful brand is to encourage consumers to try it because once they have tried it, they love it, with 56% of trialists enjoying it so much they include it as part of their regular repertoire and 47% of trialists willing to actively recommend to others .

"That is where the Taste Guarantee promotion comes in, offering a great, risk free incentive to purchase and driving rate of sale for retailers. Once consumers have tasted Yellow Tail, we're confident they will return for repeat purchases on other occasions. "

The campaign will begin in July.