



TOMP ny distributör av Yellow Tail

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TOMP tar över distributionen av framgångsrikt australiskt varumärke.

Casella Wines, det familjeägda vinföretaget från Australien som står bakom varumärket Yellow Tail inleder nu samarbete med TO...

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English Translation:

TOMP take over the distribution of successful Australian brand.

Casella Wines, the family-owned producer's holding from Australia who is behind the brand Yellow Tail is now entering into cooperation with TOMP Beer, Wine & Spirits AB, which will be its distributor of Yellow Tail in Sweden.

- TOMP position in Sweden will help the Yellow Tail to be further developed and I look forward to working with TOMP on the Swedish market which is very exciting for Australian wine, "said Angus McPherson, Export & Sales Manager for Casella Wines.

Both the Yellow Tail and TOMP is a relatively young company. Yellow Tail was created by John Casella in 2001 and celebrating its tenth anniversary. TOMP was even later, in 2004 but has only seven years has grown into one of the leading importers of beer in Sweden.

Yellow Tail is, according to Casella, Australia's largest wine exports in force an individual mark. The company sells more than twelve million cases of Yellow Tail around the world each year.

Former distributor of Yellow Tail in Sweden was BirraMex AB