



WINE WITH ME

## Yellow Tail Coming Out Ahead

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Wine importers don't actually make the wine. Instead, they travel all over the world and find great wines to bring back to the U.S.

And that's exactly what [W.J. Deutsch & Sons](#) has perfected. [Founded](#) in 1981, by Bill Deutsch, they happened upon a small vineyard in Australia and turned it into one of the most popular wines in the world.

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Bill's son Peter is CEO and came by to talk about what the company is doing to keep the [yellow tail] buzz going, because they're clearly doing something right. In 2001--the first year they began importing--[yellow tail] sold 225, 000 cases. Fast forward to 2011, it sold nearly 8.5 million cases worldwide. (The name comes from the yellow-footed rock wallaby, a smaller cousin of the kangaroo that has a golden tail.)

So in 10 years, [yellow tail] has sold nearly 70 million cases, generating nearly \$5 billion for retailers.

Wow.

But it's not done. The company wants more people drinking [yellow tail] and are amping up social media efforts.

It started a new ad campaign proclaiming [Yellow Tail] as "the go-to" wine and blasting it everywhere: TV and radio commercials, ads on the sides of trucks, [signs](#) in stores and online--including Facebook campaigns.

And just as the wine is approachable and fun, so is its website, where you can get rewards points for choosing [yellow tail].

They call this kamikaze marketing...and it just might be working.