

[yellow tail] Cooks up a Digital Storm for 10th Anniversary



[yellow tail], the Australian family-owned and fun-loving wine brand that has won millions of hearts around the world, turns 10 years young this year.



FROM LEFT: Joe, John and Daniel Casella.

Such a significant milestone is worthy of a celebration for all [yellow tail] fans, and that is just what the brand will do in November and December this year.

As part of this celebration, [yellow tail] has turned to Facebook as a way to break down borders and bring people from all countries together to share and enjoy two main ingredients for the ideal party – delicious food and wine!

More than 180,000 existing [yellow tail] Facebook fans, and many more food and wine lovers from around the world, are invited to dig out their favourite party food or wine cocktail recipe and share it with like-minded party people. The recipe will then be formatted by [yellow tail] into a downloadable card, complete with image and a wine match.

Fans will also be able to browse other people's recipes, select their favourites and create a personalised party cook-book that can be downloaded as a pdf file to print and used to create their own party grub.

The Facebook application comes at the ideal time as people prepare for the upcoming Christmas season, and fans will be able to fill their personalised cookbook with planned holiday dishes or create one as a thoughtful gift for a loved one for no monetary cost.

John Casella founded [yellow tail] in 2001 and is excited to see how this new 10th anniversary application will bring people together as they plan their own parties.

"When we created [yellow tail], we wanted to provide a fun and tasty wine that

people could enjoy with their friends on any occasion, so our 10th anniversary celebration needed to help people to achieve that. Food often goes hand-in-hand with wine at parties and gatherings, so I hope people have some fun with this campaign," says John.

Even though 10 years seems a short time, much has changed since the first bottle of [yellow tail] shiraz and chardonnay was made.

"It's hard to believe how much the world has changed in the last 10 years. If you asked me in 2001 how we would celebrate our 10th anniversary, I would never have guessed it would be online. Facebook and social media has become such a big part of our lives. It is wonderful to see the way it unifies people with shared interests from all around the world," adds John.

Nor would John have guessed the brand [yellow tail] would become one of Australia's most successful wine labels. John credits the success to the consistent quality and value of the product year-on-year.

"Consumers enjoy the taste of [yellow tail] wine, the fun nature of the brand and the affordability of the product. When you combine all three things, it makes for the perfect party wine. All you need now is the party food to go with it, so that's why we've created this Facebook application," said John.

The Facebook application is live to fans from all around the world from 14 November, 2011.

Visit www.facebook.com/yellowtailwine