



The Casella Wines Story

The founders of Casella Wines, Filippo and Maria Casella, immigrated to Australia in 1957 and began their winemaking careers at Yenda in the NSW Riverina region in 1969.



Filippo and Maria Casella in 1960

Even in these early years, the Casella family wine was more than something you had with dinner, it was something you shared with family and friends. Filippo was passionate about his wine and



Filippo Casella, 1968

enjoyed sharing it with friends and family. He knew how much hard work, cooperation and skill went into making a great wine and he instilled this knowledge into each of his children. It's an approach they stay true to even to this day.



The winery, Yenda NSW

Today, Casella is still very much a family business with the second and third generations all involved in this extraordinary success story. From humble beginnings, the Casella family has become

Australia's greatest single wine exporter.



The Casella family 2009

Casella Wines' champion brand [yellow tail], is created with a simple philosophy in mind, that is to make a great wine that everybody can enjoy. The Casella family believe that [yellow tail] is everything a great wine should be - approachable, fresh, flavoursome and with a personality all of its own.



10 Things you should know about Casella Wines

- 1** Casella Wines is Australia's largest family owned winery* *Source: 2011 Australian and New Zealand Wine Industry Directory
- 2** The total area of the winery site is 80 acres - that's the equivalent to approximately 44 rugby league football fields!
- 3** Casella sources fruit from some of Australia's premium wine growing regions including Coonawarra, Wrattobully, Padthaway, Barossa and Clare Valleys in SA and Mornington Peninsula VIC
- 4** 20% of all bottled wine products leaving Australia is [yellow tail]
- 5** All rainwater and wastewater is recycled at Casella Wines. The treatment plant is currently the biggest of its type in Australia. It is capable of recycling the equivalent of 160 olympic-sized swimming pools every year
- 6** [yellow tail] was named Australia's Most Powerful Wine Brand in the Power 100 report by British consultancy firm, Intangible Business
- 7** Casella Wines' bottling line can process 36,000 bottles per hour. It is the fastest bottling line in the world
- 8** Casella Wines products are exported to more than 50 countries throughout the world
- 9** In 2005, Casella Wines was inducted into Australia's Export Hall of Fame
- 10** Casella processed close to 10% of Australia's grape crush in 2011



The three brothers - Joe, John and Marcello Casella



Joe, Daniel, Maria and John Casella



Australia's largest family owned winery since 1969

