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<http://www.manilastandardtoday.com/insideLifestyle.htm?f=2012/january/4/lifestyle2.isx&d=2012/january/4>

[yellow tail] 10th Year Anniversary

Last July 24 to 28, [yellow tail]'s 10th Year Anniversary Celebration was held at the picturesque Sea Temple Resort and Spa, in Port Douglas, Queensland Australia. Queensland, while not a wine country, has a special sentimental attachment to the Casella family (owner and creator of [yellow tail]), as some of the very first wines made by the family when they moved to Australia from Italy, were sold in

this area way back in the late 1960s. The five-day work mixed with pleasure event was attended by all the major importers of [yellow tail], from Europe, the US, South America, to Asia, including Philippines where my partners and I all went. We had wine forums where importers shared their success in their respective markets. We had motivational and inspirational guest speakers. And we even previewed wines the Casella wine company will be launching both as [yellow tail] extension lines and new exciting brands. Now while only 10 years in existence, this brand is already a success story retold countless times. But it was still a thrill to watch and hear from John Casella, the chief architect of [yellow tail] himself in the flesh, as he recounted his earlier challenges before hurling past all obstacles on its way to rewrite wine history and the entire Australian wine industry in general.