



MEDIA RELEASE

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## **John Casella among 21 Most Influential People in Australian Liquor Industry**

At a lunch held in Sydney's darling Harbour last Wednesday 24 November, John Casella, Managing Director of Casella Wines and maker of the popular [yellow tail] wine brand was named one of the 21 most influential people in the Australian drinks industry.

The awards were staged by the Liquor Merchants Association of Australia (LMAA) who are celebrating the 21st edition of their industry magazine, Drinks Trade.

LMAA asked members and friends to vote for candidates that had significantly influenced the Australian drinks industry. Each nominee was required to have exerted capability, supremacy, leverage and prevalence in their particular field.

John Casella's history and contribution to the industry earned him a place among the top 21 industry professionals. He was applauded for:

- **Creating and fueling the export success of [yellow tail]** - Now Australia's largest family wine business and wine producer. Casella Wines is the number one exporter of wine in the country producing more than 12million cases of [yellow tail] wine for 50 countries around the world.
- **Supporting local Australian growers** – Under John's guidance, Casella Wines has continued to support a large number of grape growers around Australia in addition to producing many grape varieties on the family Estate in the Riverina. Unlike many other wineries that have been forced to run out their contracts with growers due to the oversupply of wine in Australia, Casella Wines has recently offered the majority of growers five-year agreements to help see out the industry oversupply and remain viable for the future. Casella Wines currently has 422 Grape growers listed to supply fruit in 2011 with an expected harvest of 170,000 tonnes.
- **Helping to put Australia on the world wine map** - As the leading wine exporter in Australia, John Casella has enhanced the profile of 'brand Australia' as well as promoting the Riverina as a premium region for wine-growing. John has worked closely with the Australian Wine Export Council and the Australian Wine Bureaus to position Australia as a major wine export hub.

Some other winners of the prestigious title included esteemed wine professionals such as James Halliday (AM) and the late Len Evans. It is a huge feat for a family business man like John to stand alongside such well respected industry leaders.

**ENDS**

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