

[yellow tail]®

MEDIA RELEASE

August 2010

Meet [yellow tail]’s bundle of joy Five new [yellow tail] 187mL Joeys

[yellow tail] has welcomed five new 187mL mini-wine varieties - dubbed the [yellow tail] Joeys – to the family.

The cute little guys are one quarter of the size of a traditional 750mL bottle and they have been designed to offer wine lovers something fresh and convenient that can be enjoyed in moderation.

The Joeys fit comfortably into any situation that requires a cheeky glass of wine (or two). You can pack them for a picnic, outdoor bbq or a weekend away. The Joeys are always ready to go when the moment is right.

They’re also a very cute gift idea if you’re looking to give guests at a special function something little to take home. Adoring ‘oohs’ and ‘ahh’s’ will resonate at special events like weddings, hen’s parties, anniversaries and milestone birthdays.

Five of the best selling [yellow tail] varieties are available in the new size including semillon sauvignon blanc, pinot grigio, chardonnay, merlot and shiraz. The 187mL [yellow tail] Pinot Grigio will be the first pinot grigio available in the new convenient size across Australia.

The value of the wine is just as delightful as the wine itself. With an affordable RRP of \$4.99, there’s plenty to celebrate with the arrival of the new [yellow tail] Joeys. Naturally, [yellow tail] is very proud of the new addition to the family and is pleased to share the new Joeys with Australia.

Available at leading retail outlets across Australia for RRP \$4.99.

For more information on [yellow tail], visit www.yellowtailwine.com

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