



MEDIA RELEASE

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## **Does Aussie sparkling wine compare to world's best? The French think so!**

For the second consecutive year, [yellow tail] Bubbles has been awarded a coveted gold medal at the 2010 Effervescents Du Monde – an international competition for sparkling wine based in France, the home of Champagne.

Now in its 8<sup>th</sup> year, the competition aims to select and recognise the world's best sparkling wines. It is run by the Forum Oenologie Association and is held at the Cullinary College "Le Castel" in Dijon.

More than 24 countries participated in this year's competition. 100 international expert judges tasted 518 wines over two days in November. 40 gold medals were awarded overall and [yellow tail] was the only Australian wine brand to collect a gold medal for its Bubbles. [yellow tail] Bubbles Rosé also won a silver medal. It was one of only three silver medals awarded to Australia.

The gold-medal winning [yellow tail] Bubbles (RRP \$9.99 AUD) is made by Casella Wines based in the Riverina region of NSW. Chief winemaker for Casella Wines, Alan Kennett, is thrilled with this result for [yellow tail] Bubbles.

"It is extremely gratifying to win such a prestigious medal in the home of sparkling wine. We're very proud to see our wines up there with the world's best.

"This accolade is testament to [yellow tail]'s commitment to producing exceptional wines. We aim to over deliver on quality and value and it is wonderful to know that 100 international experts endorse our wine," said Kennett.

The award win follows the recent re-launch of [yellow tail] Bubbles in October 2010 to introduce new product features including:

- A new flavour profile with bright, fresh fruit flavours on the palate, followed by a crisp and zingy finish. The alcohol level has also been slightly reduced from 12% to 11.5%.
- A new re-sealable closure helps to keep the bubbles fresher for longer. A refreshing pop escapes the bottle each time it is opened and a satisfying fizz can be enjoyed with every glass.
- A brand new look redesigned to reflect the quality of the wine and the fun 'bubbly' personality of the product.

For more information about [yellow tail], visit: [www.yellowtailwine.com](http://www.yellowtailwine.com)

For details on Effervescents du Monde, visit: [www.effervescents-du-monde.com](http://www.effervescents-du-monde.com)

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