



MEDIA RELEASE

September 2010

[yellow tail] rated among top 50 wines of the new world

[yellow tail] 2009 Moscato has achieved great success in New Zealand in September. The wine was rated among the top 50 wines in the 2010 New World Wine Awards and was the only Moscato to be awarded a gold medal in the entire competition. The judges commentary also suggested that the [yellow tail] 2009 Moscato narrowly missed out on being named White Wine of the Show.

The New World Wine Awards is one of New Zealand's top wine shows. It is a unique international competition run by the New World retail chain in New Zealand for wines from 'New World' regions such as Australia and New Zealand that retail for less than \$25.

13 experienced international judges gathered for two days in September to blind taste and evaluate 1,035 wines from 160 wineries. Only 35 wines were awarded a gold medal.

The gold-medal winning Moscato is made by the Casella family wine business based in the Riverina region of NSW. Chief winemaker for Casella Wines, Frank Mallamace, is extremely proud of this result for [yellow tail] Moscato.

"Moscato is fast becoming a popular wine style, especially in the warmer months. The fresh fruitiness, light fizz and lower percentage of alcohol (7.5%) appeals to wine lovers looking for something refreshing to sip in the summer sun," said Mallamace.

"A gold medal for Moscato in a show like this is quite rare. This award further reinforces the quality and value of [yellow tail] Moscato and positions it alongside other [yellow tail] favourites like Chardonnay and Shiraz. It's always been our mission to over deliver on quality in the \$10-\$15 price bracket, so we're thrilled with this result," he added.

The Top 50 booklet describes the [yellow tail] Moscato 2009 as having "classic muscat flavours, semi sparkling, a nice balance with fresh acidity and a lasting finish. This is a classic Moscato and was definitely in the running for best white wine of the show."

[yellow tail] Moscato is available for RRP \$9.99 at all good liquor retail outlets.

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