



MEDIA RELEASE

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Indulgence just got easier with the new vintage [yellow tail] Pinot Noir

Pinot Noir is like the new girl that everyone wants to be friends with. She swans in, brimming with understated confidence, bold yet subtle, and just a little bit out of your league. Before you can blink everyone is clamouring to get to know her better.

But [yellow tail] has a secret – they have just released their 2009 vintage Pinot Noir, by far the best vintage yet. It combines all the elements that make Pinot Noir the fastest growing red wine varietal in Australia*, while still fitting the [yellow tail] mould; fruit-forward, easy-to-drink, and approachable. In short, Pinot Noir can now be everybody's new best friend.

[yellow tail] Pinot Noir incorporates fruit sourced from the highest quality cool climate vineyards around Australia. It has all the much loved essentials of a good quality Pinot Noir – wafts of strawberry and violets are lifted by dark cherry, and the palate is light with soft, velvety flavours of plums and spice.

Despite a recent growth in popularity, Pinot Noir is still the most expensive out of the major red wine varieties on the market, with the average bottle of setting you back almost \$20**. Priced at \$9.99, [yellow tail] Pinot Noir provides an incredibly affordable alternative that doesn't compromise on quality or flavour.

The 2009 [yellow tail] Pinot Noir is the finest vintage yet, and is deliciously ripe and ready for drinking. What better way to introduce yourself to Pinot Noir? This is a great introductory wine for people who are new to the varietal (and want a new best friend).

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