



MEDIA RELEASE

August 2010

[yellow tail] Reserved for something special

Affordability reigns supreme with the newly re-launched [yellow tail] Reserve Range

Casella Wines, makers of popular brand [yellow tail], has re-launched four new Reserve wines designed to add a hint of something special to any occasion.

Featuring new eye catching packaging, the wines have been carefully crafted to a superior level of quality to offer powerful and luscious fruit on the palate with a soft and appealing finish, perfect to enjoy with life's special occasions.

Hitting shelves at a recommended retail price (RRP) of \$14.99, the range is available in four varieties in Australia - Shiraz, Merlot, Chardonnay and Pinot Grigio.

The wine used in the [yellow tail] Reserve range is sourced from the best cool climate regions across Australia, such as The Mornington Peninsula in Victoria, Adelaide Hills and Wrattenbully in South Australia and Orange in New South Wales. This gives the range a distinct elegance, finesse and length of flavour that allows consumers to truly taste the difference.

According to Casella Wines Managing Director, John Casella, "Research has shown us that consumers upgrade their wine for special occasions and a premium offering like [yellow tail] Reserve is ideal for this purpose.

"The value of this wine is excellent and we're pleased to offer an affordable wine that doesn't compromise on quality," John said.

Since its launch in 2005 in Australia, [yellow tail] Reserve has garnered high levels of praise for its superior wine quality including a number of 'Best Value' nods from Wine Spectator, 'Best Buy' credits from Wine Enthusiast and a Gold medal win at the recent AWC Vienna International Wine Challenge for the 2008 [yellow tail] Reserve Shiraz.

For more information on [yellow tail] Reserve wines, please visit us at www.yellowtailwines.com

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Tasting Notes:

- **2008 [yellow tail] Reserve Pinot Grigio**
Pinot Grigio is an increasingly popular white wine variety in Australia. It originates in Italy (like John Casella himself) and is crisp, light and full of fruit flavours like pear, apple and lime.
- **2008 [yellow tail] Reserve Chardonnay**
Chardonnay is a classic white wine variety. John and his team at the Casella winery have carefully balanced the oak treatment so that the fruit maintains its full and dominant flavour. Melon, peach and tropical fruits are balanced with a pleasant hint of vanilla.
Awards - SILVER at AWC Vienna International Wine Challenge and JUDGES CHOICE at Wine Access Value Wine Awards (Canada)
- **2008 [yellow tail] Reserve Merlot**
If red wine is more your thing, Merlot is a silky smooth option with rich dark berry fruit flavours. A portion of the wine has been aged in French and American oak barrels and this adds subtle flavours of dark chocolate and coffee.
Awards - SILVER at AWC Vienna International Wine Challenge
- **2008 [yellow tail] Reserve Shiraz**
Shiraz is a red wine with a little more spice to it. Fruit flavours of dark cherry are balanced with dark chocolate, spice and a hint of cracked pepper. It is a fuller bodied red wine and will fill your mouth with intense flavour.
Awards - GOLD at AWC Vienna International Wine Challenge and SILVER at MUNDUSvini Great International Wine Awards