



MEDIA RELEASE

November 2010

[yellow tail] launches 2010 Summer Campaign

[yellow tail] has launched its domestic Summer Campaign. At the heart of the campaign, is a restored VW Kombi van decked out as a state-of-the-art mobile wine bar that is set to travel Australia throughout the summer attending the hottest regional festivals.

The Kombi has been named 'Bubbles' after [yellow tail]'s sparkling wine. Bubbles kicked off the campaign at the Old Bar Beach Festival on the October long weekend where it joined more than 200 other Kombi enthusiasts in a Parade through Old Bar and Taree. Bubbles was awarded 'Best Business Kombi' of the festival.

Bubbles then travelled to the **Better Homes & Gardens Live Expo** at Sydney Showground, the **Canberra Country Music Festival** and the **Mullum Music Festival** in November and she will be on show at the following locations over the next few months:

- **Masterchef Live** – 10 - 12 December
- **Queen Victoria Markets** (throughout December/ January)
- **Regional Twilight Movies** – in Victoria throughout January.
 - Echuca – January 5 - 7
 - Yarra Valley – January 13
 - Ballarat – January 19 -21
- **Australia Day at Darling Harbour** – January 26th

The [yellow tail] Kombi is more than just your everyday backpackers mobile. It has been fitted with modern refrigeration systems to keep the wine cool and fresh and the side and back panels of the bus fold out into a trendy outdoor wine bar. [yellow tail]'s most popular wines, including the new Bubbles, Moscato, Pinot Grigio, Chardonnay, Shiraz and Merlot are being served.

Travis Fuller, Senior Brand Manager for [yellow tail] is thrilled with the concept and execution of the campaign.

"Already the Kombi has helped us to connect to our target market in a fun and engaging way and our consumers are delighted when they encounter Bubbles. The Kombi helps us to take the wine and the good times to the people," he said.

[yellow tail] will run an integrated social media campaign alongside the experiential marketing push. The summer campaign has a dedicated blog www.bubblesblog.com for [yellow tail] fans to read stories about Bubbles' various experiences and travel adventures. Fans will also be able to track Bubbles through the blog and the [yellow tail] facebook site: www.facebook.com/yellowtailaustralia

Ends

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