

[yellow tail]<sup>®</sup>  
Reserve

November 1, 2010

**[yellow tail] Reserved for something special**

Toronto, ON – Casella Wines, makers of popular Australian wine brand [yellow tail], has released to Canada the new 2009 vintage of their premium Reserve wines designed to add a hint of something special to any occasion.

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, perfectly matched to life's everyday special occasions.

Hitting shelves at a recommended retail price (RRP) of CA\$15.99, the range is available in three varieties in Canada – Chardonnay, Shiraz and Cabernet Sauvignon.

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 Wrattontully 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.

On a visit to Canada in November, 2010, John Casella, Managing Director, Casella Wines said: “We know 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.”

Since its launch in 2005, [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 2010 AWC Vienna International Wine Challenge for the 2008 [yellow tail] Reserve Shiraz. John Casella anticipates the 2009 vintage to perform just as well, if not better on the international wine show circuit over the next 12 months.

[yellow tail] is one of the wine industry's greatest success stories. Since the brand's launch in 2001, [yellow tail] has grown to become the number one Australian wine brand in ten countries including Canada, with more than 144 million bottles of [yellow tail] wine consumed globally. Canada is the second largest market for [yellow tail] wine with an annual consumption rate of 8.4 million bottles.

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**Tasting Notes:**

- **2009 [yellow tail] Reserve Chardonnay**  
John Casella and his team 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.
- **2009 [yellow tail] Reserve Shiraz**  
Fruit flavours of 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.
- **2009 [yellow tail] Reserve Cabernet Sauvignon**  
This wine embodies the essence of all great Australian reds. Aromas of ripe, black cherries, mint and oak reward the senses while velvety smooth tannins provide excellent structure and length to this complex, elegant wine.

[yellow tail] Reserve 2009 Chardonnay, Shiraz and Cabernet Sauvignon are available in Canada. Please contact your local liquor board for more information on where to buy in each province.

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

You can become a friend of [yellow tail] and keep up to date with all local activity on Facebook: [www.facebook.com/yellowtailcanada](http://www.facebook.com/yellowtailcanada)

**ENDS**

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