

## Every day is a celebration with new [yellow tail] Bubbles

[yellow tail] is giving Belgians the excuse to make every day moments a little bit more special by introducing the award-winning [yellow tail] Bubbles to shelves this month.

[yellow tail] Bubbles (NV) is a sparkling white wine from Australia's finest wine regions and it represents the quintessential Australian personality. This wine is fun, approachable and not too serious which is why it is called [yellow tail] 'Bubbles' instead of 'sparkling wine'.

Belgian wine-lovers will discover that [yellow tail] Bubbles is a little bit different to the traditional Champagne produced across the border. One of the most obvious differences is the incredible value for such a quality driven wine. This wine has an affordable RRP of €7.95. The French acknowledged the quality of [yellow tail] Bubbles at the 2009 Effervescents Du Monde by awarding it a coveted gold medal.



[yellow tail] has never been a brand to abide by traditional wine rules so this wine comes recommended as the perfect match to everyday special moments. Whether it's a quiet and relaxing glass after work, with a loved one before dinner or with friends on the weekend, [yellow tail] encourages you to make your own rules.

[yellow tail] Bubbles is an easy-drinking style wine with fresh flavours of tropical fruit. It is slightly sweet on the palate and has a crisp finish.

Thomas DeFonseca, Delta Fijne Wijne commented, "We're anticipating a great response for

[yellow tail] Bubbles in Belgium. It is the perfect taste of Australia and, with value like this; it is an ideal wine to pop open any time."

**[yellow tail] BUBBLES can be found in all Carrefour stores around the country.**

**ENDS**

Contact [media@yellowtailwine.com](mailto:media@yellowtailwine.com) or +61 2 9330 4700