



MEDIA RELEASE

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[yellow tail] Bubbles at Australia Trade Tasting

[yellow tail] will be showing its two recently launched sparkling wines at the 2010 Wine Australia Annual Trade Tasting on 3rd February. BUBBLES (with fresh, fruity and soft flavours gained from picking the fruit early and using cold fermentation) and BUBBLES ROSÉ (a blend of Sémillon, Traminer, Shiraz and Frontignac with aromas of strawberries and spice) will be available at the Off Piste stand.

In December 2009, [yellow tail] BUBBLES beat off stiff competition to win Gold at the renowned Effervescents du Monde competition in France. It was also the best value sparkling wine to win Gold, beating a strong line up of Champagne and sparkling wines that sell for up to ten times its price.

[yellow tail] will also be showing its Reserve range in their new livery: Pinot Grigio, Chardonnay, Merlot, Shiraz and Cabernet Sauvignon.

The [yellow tail] Reserve range is a preferred selection, crafted from cool climate grapes produced from vineyards across South Eastern Australia personally selected by John Casella, with the aim of producing a premium fruit-driven style wine. Chief Winemaker, Alan Kennett, describes them as "The wines we love to make – big, bold, juicy reds that are well balanced, and crisp, vibrant whites that jump out of the glass."

The lightly frizzante Moscato 2009 (7.5% ABV) is full of zingy tropical fruit flavours with aromas of passion fruit, melon and freshly crushed ripe grapes. It will show alongside [yellow tail]'s varietals already available in the UK (Pinot Grigio, Chardonnay, Sémillon Sauvignon Blanc, Merlot, Shiraz and Rosé).

[yellow tail] has proven to be the most successful launch of any Australian wine in the history of the Australian wine industry, and is now regarded as a global phenomenon. Exports are a little over 11 million cases per annum and over 2 million glasses of [yellow tail] are enjoyed around the world each day.

In 2009 Casella Wines consolidated its rising reputation as a premier New World Winery by being awarded New World Wine Producer of the Year at the MUNDUSvini wine competition in Germany.

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