

The [yellow tail][®] PURE BRIGHT Difference



Origin

Australia

Appellation

South Eastern Australia

Year Founded

2019

Winemaker

David Joeky

With Deutsch Family

Since inception in 2019

Sustainable Agriculture Practiced

Yes, and has the largest wastewater reclamation facility in the Southern Hemisphere

Key Selling Point

A better for you alternative that has the same great taste as your favorite [yellow tail] wines

Tagline

Step Into Bright

Website

www.yellowtailwine.com

 facebook.com/yellowtailus

 @yellowtailwineusa

 @yellowtailwine

[yellow tail][®] Pure Bright

- The [yellow tail] Pure Bright line consists of three varietals: Pinot Grigio, Chardonnay, and Sauvignon Blanc.
- A new line of lighter, refreshing wines with vibrant flavors, 85 calories or less and low carbs.
- [yellow tail] Pure Bright appeals to a new consumer base, expanding [yellow tail]'s footprint with younger consumers who are interested in maintaining a healthy lifestyle.
- John Casella developed Pure Bright with a unique winemaking process, ensuring the same quality found in all [yellow tail] wines.
- The Pure Bright winemaking process differs from other wine brands as the grapes are selected to maintain higher levels of acid and freshness while keeping sugar levels as low as possible. Through Reverse Osmosis we can lower the alcohol content while still being able to maintain the most important parts of the wine: aroma and flavor.
- Pinot Grigio, Chardonnay, and Sauvignon Blanc are all gluten free, while both Pinot Grigio and Sauvignon Blanc are Vegan.
- All [yellow tail] wines are made at the Casella Family Winery in Yenda, South Eastern Australia.



Chardonnay
South Eastern
Australia

Pinot Grigio
South Eastern
Australia

Sauvignon Blanc
South Eastern
Australia

