

# The [ yellow tail ]<sup>®</sup> 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](http://www.yellowtailwine.com)

 [facebook.com/yellowtailus](https://facebook.com/yellowtailus)

 [@yellowtailwineusa](https://@yellowtailwineusa)

 [@yellowtailwine](https://@yellowtailwine)

## [ yellow tail ]<sup>®</sup> 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

