

# The [ yellow tail ]<sup>®</sup> Difference



## Origin

Australia

## Appellation

South Eastern Australia

## Year Founded

2001

## Winemaker

Frank Mallamace

## With Deutsch Family

Since inception in 2001

## Sustainable Agriculture Practiced

Yes, and has the largest waste water reclamation facility in the Southern Hemisphere

## Key Selling Point

The wine that consumers trust for everyday, casual occasions


## Tagline

hello [ yellow tail ]

## Website

[www.yellowtailwine.com](http://www.yellowtailwine.com)

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

 [@yellowtailwineusa](https://www.instagram.com/yellowtailwineusa)

 [@yellowtailwine](https://www.twitter.com/yellowtailwine)

## [ yellow tail ]<sup>®</sup> Facts

- [ yellow tail ] was created to make great tasting wine that is easy to drink, share, and more importantly... enjoy! We take wine seriously so that you don't have to
- Founded in 2001 by the Casella family, Italian immigrants to Australia with six generations of winemaking experience
- Grape growers and wine producers in Australia since the mid 1960s
- Located in Yenda, in the Riverina region of South Eastern Australia
- 1st Casella vineyards purchased in 1965; the winery was first constructed in 1969
- Today, the Casellas own approximately 2,000 acres of vineyards and contract fruit from another 600 Australian growers
- Globally, [ yellow tail ] is currently comprised of 18 different wines and 36 different SKUs. IN the US, we offer 19 different SKUs
- #1 Australian Wine in America
- #1 Imported Wine in America
- Larger than all Australian competitors with 56% market share\*
- [ yellow tail ] is the fastest growing wine brand in the history of the wine industry
- Sells more than 12 million cases of wine per year in more than 50 countries around the world
- Unique in Australia, [ yellow tail ] is entirely self sufficient in meeting ALL of its water needs
- ALL [ yellow tail ] wines are made at the Casella Family Winery in Yenda, South Eastern Australia

\*Nielsen 52 weeks ending 5.20.17



Sauvignon Blanc  
South Eastern  
Australia



Pinot Grigio  
South Eastern  
Australia



Moscato  
South Eastern  
Australia



Chardonnay  
South Eastern  
Australia



Rosé  
South Eastern  
Australia



Merlot  
South Eastern  
Australia



Cabernet Sauvignon  
South Eastern  
Australia



Big Bold Red  
South Eastern  
Australia



Shiraz  
South Eastern  
Australia

## ADDITIONAL SKUS:

Sangria Blanco, Cabernet–Merlot, Riesling, Shiraz–Cabernet, Pinot Noir, Jammy Red Roo, Pink Moscato, Sangria, Super Crisp Chardonnay, Smooth Red Blend

