

[yellow tail]®



FOR IMMEDIATE RELEASE

[yellow tail] Moscato Brings a Fresh New “Fizz” to the US *New Varietal Brings a Breath of Fresh Air Just in Time for Summer’s Heat*

White Plains, NY – March 9, 2011 – More satisfying than an after-dinner mint. More refreshing than a scoop of sorbet, [yellow tail] is bringing its unique and slightly sweet frizzante Moscato to U.S. consumers and a category that is on fire.

Imported in the U.S. by W. J. Deutsch & Sons, Ltd. (Deutsch), the newest addition to the [yellow tail] portfolio offers a fun alternative to other Moscatos and is poised to take a gulp out of the thriving Moscato category. The fastest growing varietal, according to AC Nielsen, the Moscato category has nearly doubled from last year (up 96.2% in sales volume and up 96.7% in case volume).

“The frizzante is what sets [yellow tail] Moscato apart from others in the category,” said Francois Magnant, [yellow tail] Associate Brand Director. “With each sip, the wine tingles in your mouth with lively tropical fruit. Pair [yellow tail] Moscato with fruit, salads or enjoy it by itself on a warm afternoon. Its versatility and fresh appeal will make Moscato the drink of choice this summer.”

Made in Australia from 100 percent Moscato grapes, [yellow tail] Moscato is full of zingy tropical fruit flavors with aromas of passion fruit and peach. Even the bright turquoise label and tagline “Lil’ Sweet. Lil’ Fizzy” gives consumers a hint that they are about to sip something unique from the competition. “And because it comes from [yellow tail], which is well known for being fruit-forward, easy-to-drink and approachable, consumers can try a new varietal, confident that they will enjoy the experience,” added Magnant.

Expected in stores by May, [yellow tail] Moscato will be available in 750 ml (\$6.99) and 1.5L (\$11.99).

About W. J. Deutsch: W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch’s wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill’s son Peter

Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards; Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original Moonshine (USA) and Villa Massa (Italy). www.wjdeutsch.com.

About [yellow tail]

[yellow tail] is the champion wine brand for Casella Wines. Owned and operated in Yenda, Australia, the Casella family has winemaking links going back six generations to Italy. [yellow tail] wines are created with a simple philosophy - make a great wine that everybody can enjoy. [yellow tail] is everything a great wine should be; approachable, fresh and full of flavor.

The [yellow tail] wine portfolio includes nine [yellow tail] varietals (including Shiraz and Chardonnay), three blends and a Sparkling White and Rosé wine. The [yellow tail] Reserve portfolio includes five varietals, including Cabernet Sauvignon and Pinot Grigio. [yellow tail] and [yellow tail] Reserve wines are produced by John Casella and Chief Winemaker, Alan Kennett of Casella Wines, Australia.

Media Contact:

Laura Peet

Director of PR, WJ Deutsch & Sons

Laura.Peet@wjdeutsch.com

914-251-3294