

## 90% of Americans Reserve a Better Bottle of Wine to Celebrate According to [yellow tail] Reserve

### *Affordability Reigns Supreme: Wine Drinkers Not Paying More Than \$14.99 When Kicking-up an Evening*

White Plains, NY, April 15, 2010 - Most adult Americans (90%) upgrade their wine selection when a premium moment calls, according to a new survey conducted by [yellow tail] Reserve. On the shelves this spring with new packaging, [yellow tail] Reserve, the premium offering from [yellow tail] wine, was created for consumers to take it up a notch and enjoy life's little special occasions.

What is the right occasion to trade-up for a better bottle? A date night at home with that special someone, a toast to TGIF, dinner with the in-laws, or an intimate gathering of close friends.

The survey also identified specific moments when a better bottle is uncorked. Three-quarters of Americans (74%) reserve a better bottle of wine for having friends over for dinner, while six-in-ten (59%) purchase a more premium wine to show gratitude, and half (50%) stow away special wine for a vacation.

"Many wine drinkers have chosen [yellow tail] wines for everyday occasions, but [yellow tail] Reserve gives them an option for when a special moment calls," said Francois Magnant, Senior Brand Manager for [yellow tail] Reserve at W.J. Deutsch. "These survey results show consumers upgrade their wine when the occasion warrants and a premium offering like [yellow tail] Reserve fits the bill."

When the time comes to purchase a better bottle of wine to celebrate, Americans don't break the bank, according to the [yellow tail] Reserve survey. Price is the overwhelming factor in choosing a wine, with 47 percent citing it first, while cuisine (36%) and recommendations (30%), were second and third in the decision making process. Nearly half (43%) of wine drinkers will most often pay between \$10.00 and \$15.00 for a bottle of wine to celebrate a special occasion at home. Only 14% of Americans spend \$20.00 or more for a better bottle. [yellow tail] Reserve's suggested retail price is \$11.99.

"For price and quality, [yellow tail] Reserve offers wine drinkers a perfect accompaniment to enjoy a nice night at home or a special gathering," said Magnant. "The grapes in [yellow tail] Reserve originate from Australia's finest wine growing regions, offering a complex and expressive flavor that allows consumers to truly taste the difference."

Since its launch in 2003, [yellow tail] Reserve has garnered high levels of praise for its superior wine quality including, including a number of 'Best Value' nods from Wine Spectator\* and 'Best Buy' credits from Wine Enthusiast\*\*. [yellow tail] Reserve currently offers five varietals, in 750ml: Shiraz, Cabernet Sauvignon, Merlot, Chardonnay and Pinot Grigio.

For more information on [yellow tail] Reserve wines and the survey, please visit us at Facebook, Twitter and [www.discoveryyellowtail.com](http://www.discoveryyellowtail.com) Please drink responsibly.

#### **Survey Methodology:**

Interviews were conducted by Greenfield Online, through a 10-minute online survey among wine drinkers that are 21 years of age and older. Wine drinkers are defined as those consumers that have purchased a bottle of wine in the past month. A total of 509 interviews were conducted with a quota of ½ male (N=250) and ½ female (N=259). The margin of error is +/- 4% at a 95% confidence level.

\*Wine Spectator: 2005 [yellow tail] Reserve Shiraz and 2006 [yellow tail] Reserve

\*\*Wine Enthusiast: 2007 [yellow tail] Reserve Shiraz, 2007 [yellow tail] Reserve Cabernet, 2006 [yellow tail] Reserve Merlot

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### **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. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and 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] Reserve, [yellow tail] Sparkling; California: Atlas Peak, Buena Vista Carneros, Esser Vineyards, Gary Farrell Vineyards and Winery, Geyser Peak, XYZin, Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Idaho: Ste Chapelle; 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); Washington: Columbia Winery, and Covey Run, and award-winning spirits from Landy Cognac (France) and Villa Massa (Italy) [www.wjdeutsch.com](http://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.

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