



Media Release
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Australia's favourite sparkling arrives at VinExpo VinExpo Asia Pacific 2012 – Pavilion No. DE93

Known for its quality and heritage, Yellowglen is the number one selling Australian sparkling wine, with one in every four Australian sparkling consumers choosing Yellowglen.* Now for the first time, this iconic sparkling is coming to VinExpo Asia-Pacific from 29 to 31 May 2012.

Since its first inception in 1971, Yellowglen has revolutionised Australian sparkling wine (as it is known today), having developed Australia's first ever Methode Champenoise Sparkling Rosè and Cremant sparkling styles.

For Australians, Yellowglen epitomises sophistication and is the iconic brand of choice for all occasions. Each sparkling displays the hallmarks of all the Yellowglen range – sparkling wines of the highest quality and consistency that have made Yellowglen Australia's favourite sparkling wine, and number one selling sparkling in the Asia-Pacific region.*

The Asian market is predicted to embrace non-champagne sparkling wine at some of the world's highest growth rates over the coming years, with a seven year volume compounding annual growth rate (CAGR) of 17.5 per cent in China, 15.7 per cent in Hong Kong, 19.7 per cent in Singapore, and 20 per cent in Thailand.**

Unlike traditional French champagne, Australian-made sparkling has the strong advantage of no regional restrictions when sourcing premium fruit. Instead, the most exceptional fruit from the most prominent Australian sparkling regions are carefully selected for each Yellowglen release. The result is a sparkling that is consistently superior in quality and upholds Yellowglen's position as Australia's favourite sparkling.

"Yellowglen symbolises quality, heritage and a level of consistency that means year after year, we are continually producing outstanding quality sparkling wines" says Trina Smith, Senior Sparkling Winemaker.

At Treasury Wine Estate's DE93 stand, Trina Smith will showcase Yellowglen's most popular sparklings, including *Yellowglen Vintage Pinot Noir Chardonnay*, *Yellowglen Vintage Bella*, *Yellowglen Yellow* and *Yellowglen Pink*.

For more than 20 years, the **Yellowglen Vintage Pinot Noir Chardonnay** has blended the classic Champagne varieties of Pinot Noir (55%) and Chardonnay (45%) to exemplify the elegance and finesse of traditional sparkling in a way few other bubbles can match. Yellowglen Vintage PNC is full-flavoured, complex and well-structured.

Yellowglen Vintage Bella, a sweeter style pink Moscato sparkling combines moderate alcohol levels with lovely sweet, soft and fruity flavours in the glass, making it one of winemaker Trina Smith's favourite wines.

The Yellowglen bubbly, **Yellowglen Yellow** is the perfect sparkling to regularly enjoy with friends. Bright, vibrant and tropical, a glass of Yellow evokes everyday fun and excitement. **Yellowglen Pink** is soft rosy blush in colour, with delicate aromas of sweet strawberries.

* According to Nielsen Liquor Scan Track MAT to March 2011 / Off-Premise Channel Only (Excl. Dan Murphy's / Based on Value Sales

**According to IWSR data, June 2011

Learn more about Australia's favourite bubbles at www.yellowglen.com.au or become a Yellowglen Facebook fan at www.yellowglen/facebook

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Note to editors

About Trina Smith- Senior Sparkling Winemaker

With a career stretching over 10 years and four continents, Yellowglen Senior Winemaker Trina Smith brings invaluable knowledge and experience to the art of sparkling winemaking.

Trina was awarded the inaugural Graham Thorp Scholarship in 2004, an award that goes to the nominated winemaker of the best sparkling white wine at the Royal Sydney Wine Show. This coveted scholarship saw Trina travel to France and work on two vintages at the renowned House of Bollinger in Champagne.

Trina has been with Treasury Wine Estates since 2007 and in that time she has been involved in the production of all the Yellowglen sparkling ranges, from Vintage Perle to Jewel.

About Yellowglen

Yellowglen has been the bubbly of choice for Australian's since its inception in 1971. The craftsmanship of Yellowglen's range of sparkling wines is of the highest quality, and the result is a delicious glass of bubbles for everyone to enjoy.

