



YELLOWGLEN

Media release:

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Yellowglen House unlocks racing-chic this Melbourne Cup Carnival

From 3 – 10 November 2012, Yellowglen is offering Melbourne Cup Carnival racegoers the ultimate VIP experience with the launch of **Yellowglen House**, an elegant three-story marquee showcasing Yellowglen's new look and boasting stunning views overlooking the strait of the iconic Flemington Racecourse.

Yellowglen House is the first large scale execution for the newly rebranded Yellowglen, which celebrates Yellowglen's 40-year history and heritage as Australia's premier house of sparkling.

Michelle Terry, Treasury Wine Estates Managing Director Lindeman's and Sparkling said: "Yellowglen has an esteemed history with more than four decades of winemaking excellence. We are focused on reinvigorating the brand and are looking forward to releasing some exciting new wines, including an Australian/Italian blend of Prosecco, and one of our most significant achievements to date - Yellowglen XV, featuring Australia's best sparkling regions in the best vintages."

"The re-branding of Yellowglen will include new labels and livery reflecting our history and heritage in striking black, gold and white. The family crest and signature of founder Ian Home will adorn our labels as our commitment today to what we've always done: source only the finest fruit to showcase wines of outstanding quality."

"While we will officially re-launch the brand in early 2013, Yellowglen House is designed to showcase our new branding and give general admission racegoers a place to relish the joyful moments of Spring Carnival. It's a great example of what's to come and we are very excited," Terry continued.

The expansive 12 x 10m three-story **Yellowglen House** will be the most delightful and exclusive VIP Melbourne Cup Carnival experience. Situated on the front lawn east and overlooking the main straight, **Yellowglen House** features luxurious gold and black vintage-inspired interiors.

This **Yellowglen** VIP experience begins with a 'tap on the shoulder' by **Yellowglen** hosts, who will be scouring the public areas for racegoers who exude racing style and grace. Rewarded with a solid golden key pendant, these racing-chic guests will be invited to 'unlock' their private booth in **Yellowglen House**, where they will be waited on hand and foot over the next two hours, while enjoying the best view of Australia's most iconic racecourse.

"It's all about elegance and grace," explains Yellowglen's social etiquette expert, **Zoë Foster**, who will be visiting the track during Melbourne Cup Carnival to help the Yellowglen hosts select lucky racegoers to enter Yellowglen House.

"I think **Yellowglen House** is a terrific idea: by rewarding, lavishing and celebrating those who embody sophistication and impeccable taste at the races, we offer a tangible and exciting incentive to enjoy spring racing with class and style. It's the ultimate gold star, really," Foster said.

The **Yellowglen House** will be the highlight at the 2012 Melbourne Cup Carnival and will be located on the Public Lawn East (next to the Myer Fashions on the Field Enclosure) at Flemington Racecourse and is open to all ticket holders lucky enough to be selected by the Yellowglen hosts on the following days:

- * AAMI Victoria Derby Day – Saturday, 3 November
- * Emirates Melbourne Cup Day – Tuesday, 6 November
- * Crown Oaks Day – Thursday, 8 November
- * Emirates Stakes Day – Saturday, 10 November



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As the Official Sparkling Wine of the Melbourne Cup Carnival, Yellowglen will of course have some of its best sparkling wines on offer, including the celebrated Yellowglen Vintage Pinot Noir Chardonnay and Vintage Bella. These classic sparklings are the perfect accompaniment to a day at the track.

Zoë Foster is available for interviews and will attend Crown Oaks Day

Learn more about Australia's Premier House of Sparkling and become a Yellowglen Facebook fan at www.facebook.com/yellowglen

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About Yellowglen:

For over 40 years, Yellowglen has been Australia's premier house of sparkling wine. The careful balance of heritage and innovation has made Yellowglen's wines stand out from the competition to secure the title of Australia's number one sparkling.* The family crest and signature of founder Ian Home will soon adorn labels in recognition of Yellowglen's ongoing commitment: to source only the finest fruit and showcase high quality sparkling wines. Look out for Yellowglen's new look as it hits the shelves over the coming months.

*Source: Nielsen Liquor ScanTrack | MAT to June 2012

About Zoë Foster:

Zoë is a best-selling author, journalist, blogger, relationship commentator, beauty expert, pancake aficionado and Cosmo's 2012 Woman of The Year. She is the contributing editor of Australia's biggest women's website, *Mamamia*, and the relationship columnist at *Cosmopolitan* magazine. Prior to this she was editor-in-chief of beauty site *PRIMPED*, beauty director of *Harper's BAZAAR* and beauty and lifestyle director of *Cosmopolitan* magazine.

As Zoë enjoys the extravagance of new shoes and the thrill of seeing her mug across multiple mediums she is also the beauty correspondent for Channel 9's *Mornings*, a regular on *Today Tonight* and *A Current Affair*, a spokesperson and public speaker, an MC, a social media consultant, and an extremely overpriced copywriter.

But mostly, *mostly* she writes books.

She has had three novels published: *Air Kisses* (also published in the UK), *Playing The Field* and *The Younger Man*. In addition to this, Zoë has also published two non-fiction books, a dating and relationship guide called *Textbook Romance* (co-written by Hamish Blake), and a compilation of her best and most-loved beauty tricks and tips called *Amazing Face*, which quickly became the definitive Australian beauty bible. Her sixth book is due for release in 2013, and people ("Zoë") are already buzzing in anticipation.

For more information on Zoë, head to her website: www.zoefoster.com.au



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