



YELLOWGLEN

MEDIA RELEASE

12 February 2012

Unveiling Yellowglen, Australia's Premier House of Sparkling

Yellowglen is transporting Australian sparkling fans to a world of wonder, imagination, heritage and innovation with a launch of The House of Sparkling, a mysterious online space at www.yellowglen.com where visitors can discover Australia's Premier House of Sparkling.

As part of the launch of this new campaign, Yellowglen has unveiled the first room of The House of Sparkling, featuring a glittering chandelier which houses 30 precious gems at its heart. Those who visit the House of Sparkling before 4 April 2013 (12:59pm AEST) can enter the draw to win one of these gems, each valued at more than \$8,500 (inc GST).

Michelle Terry, Managing Director Lindeman's and Sparkling, said that the online campaign is a strong way to re-introduce Yellowglen to a new generation of sparkling drinkers and to ensure that Yellowglen continues to surprise and delight consumers for many years to come.

"When Ian Home founded Yellowglen more than 40 years ago, he was seeking to create the best sparkling he could in a style that was very much 'Australian'. This distinction—and ongoing determination—has remained at the core of the Yellowglen ever since."

"Since then, Yellowglen has managed to create a careful balance between heritage and innovation that has led to Yellowglen becoming Australia's favourite sparkling wine.* We are now entering an exciting new era for Yellowglen with stunning new branding, new packaging and new wines," Terry said.

Whether you are marking a milestone, bringing life to the party, enjoying a special moment or simply sharing your favourite wine, Yellowglen has a sparkling for all your occasions.

Yellowglen's latest releases include the Exceptional Vintage XV by Yellowglen premium range that illustrates Yellowglen's heritage and winemaking excellence, as well as Yellowglen Prosecco, an Italian/Australian blend of Prosecco that captures the fresh, lively characters of this popular variety.

As the creator of Australia's most popular premium sparkling wines, the family crest and signature of founder Ian Home now adorns all Yellowglen's labels to reflect the brand's ongoing commitment to sourcing the finest fruit to create high quality sparkling wines.

Discover The House of Sparkling:
www.yellowglen.com

**Source: Nielsen ScanTrack MAT to October 2012*

For more information, please contact:

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