

Beat: Travel

## **(YELLOW TAIL) BRAND CELEBRATES THE HOLIDAYS WITH TV PERSONALITY ALI FEDOTOWSKY**

### **NEW YORK CITY AND ACROSS THE COUNTRY**

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**USPA NEWS** - The n°1 imported wine brand in the U.S., launches the '12 Days of Giveaways' program with Ali Fedotowsky, former star of ABC's The Bachelorette, to bring more fun into the hectic holiday season. By offering chances to win exciting prizes and free taxi rides in select cities on the busiest party...

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To kick-off the program, [ yellow tail ] and Ali Fedotowsky rode the streets of New York City in a taxi, surprising people with the opportunity to participate in a holiday trivia quiz. One lucky winner was rewarded with a trip of a lifetime for two to Australia.

Starting on December 8, through December 18, 2015, [ yellow tail ] is also giving everyone the chance to win daily mystery prize packs by participating in the '12 Days of Giveaways' on Facebook. Prizes include GoPro cameras, Kindles, Picnic Packs and more.

The '12 Days of Giveaways' will culminate on the busiest party night of the season, December 19, with free taxi rides from 9 pm to 11 pm in New York City, San Francisco and Chicago.

The [ yellow tail ] wine portfolio includes twelve [ yellow tail ] varietals (including Shiraz, Chardonnay, and Moscato), eight blends (including Sweet Red Roo and Pink Moscato) and a Sparkling White and Rose 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.

[ 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.

Taxi cabs will be available in New York City, San Francisco and Chicago from 9 pm to 11 pm on Saturday, December 19. Locations including Chicago, San Francisco and New York City.

Source : [ yellow tail ]

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