



MEDIA RELEASE

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AUSTRALIA'S FIRST EVER DEDICATED LOWER CALORIE SPARKLING RANGE LAUNCHES

CONSUMER DEMAND SEES LIGHTER ALTERNATIVE DEVELOPED FOR AUSTRALIA'S TOP SPARKLING WINE BRAND YELLOWGLEN

Australia's first dedicated lower calorie*, lower alcohol* sparkling wine range, *Yellowglen Jewel*, launches today. With 30% less calories and 40% less alcohol than its sister products - *Yellowglen Yellow* and *Yellowglen Pink* - *Jewel Yellow* and *Jewel Pink* are new, lighter alternatives for lifestyle conscious consumers.

As a result of growing consumer trends towards leading a healthier lifestyle, the range provides a lighter alternative to traditional sparklings, with only 65 calories per serve (150ml) of *Yellowglen Jewel Pink* and only 60 calories in a serving of *Yellowglen Jewel Yellow*. This compares to a standard glass of sparkling which contains, on average, 99 calories.

Yellowglen Jewel is also the first sparkling range in Australia to include a nutrition information panel on the bottle.

"Consumers seeking more balanced lifestyles are constantly seeking lower calorie and lower alcohol options, which is why we have developed *Yellowglen Jewel*. They are looking to their much loved brands to provide new products that offer a great fit with their increasingly balanced lifestyle," said Jenny Nolch, Group Marketing Manager, Foster's Australia.

"The trend towards leading a healthier lifestyle is growing at a rapid rate, making it important for us to provide our consumers with lighter options. Alcoholic beverages can often have a high calorie content per serve which, even when enjoyed in moderation, can add up to a significant amount over an evening or lunch. These hidden calories are often not recognised or acknowledged by consumers, who would potentially think differently about what they drank if they were more aware."

"*Yellowglen Jewel* provides them with a lighter, refreshing alternative that is lower in calories and alcohol, making them a great choice for people looking to enjoy a great tasting glass of bubbles. From a midweek working lunch with colleagues to a day at the races on the weekend, the occasions at which a lighter alternative to traditional sparklings can be appreciated are countless," she said.

The following comparison table compares calorie and alcohol content of *Yellowglen Jewel* with other alcoholic beverages:

Beverage	Alcohol %	Average quantity of calories per 100ml
Yellowglen Jewel Yellow	6.0%	40
Yellowglen Jewel Pink	6.0%	43
Standard sparkling	11.5%	66
White wine	13.0%	68
Red wine	13.5%	71
Vodka mixer	4.8%	55
Bourban & Cola	5.0%	62

*30% less calories and 40% less alcohol when compared to *Yellowglen Yellow* and *Yellowglen Pink*

Yellowglen Jewel Yellow NV 750ml and **Yellowglen Jewel Pink NV 750ml** have a recommended retail price of \$13.99 and are now widely available in liquor outlets nationally.

-Ends-

Notes to editors:

Tasting notes:

Yellowglen Jewel Yellow is bright and effervescent in the glass with soft tropical fruit flavours of pineapple and citrus wrapped up in tiny bubbles leading to a stylish, crisp finish.

Yellowglen Jewel Pink is a soft petal pink in the glass, strawberry and citrus aromas flood across the sparkling palate, balanced by refreshing natural acidity.

About Yellowglen:

Established in 1971, Yellowglen was named after a gold mine that was discovered in the middle of what became premium vineyards. Today Yellowglen delivers treasures of another kind, our quality sparkling. Our range includes premium bubbles suitable for any occasion.

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