

Contacts:

Juhi Chandiramani
Colangelo & Partners
ichandiramani@colangelopr.com

Leah Isenberg
Colangelo & Partners
lisenberg@colangelopr.com

YALUMBA Y SERIES FURTHER SUPPORTS BIODIVERSITY WITH RE:WILD

The Sustainability-Focused Partnership Aims to Protect and Support Wildlife and Wild Places Through Shared Goals and Values

NEW YORK, NY (March 8, 2023) – Yalumba Y Series, a collection of vibrant, South Australian everyday wines from Australia's oldest family-owned winery, is proud to announce their partnership with Re:wild, an organization focused on protecting and restoring the wild.

Re:wild and its partners have protected and conserved more than 230 million acres, benefitting over 30,000 species in the world's most irreplaceable places for biodiversity.

Yalumba Y Series reserves 50% of its land for the protection of biodiversity. Working with Re:wild furthers its commitment to preserve biodiversity and wildlife beyond its own vineyards and to raise awareness around the importance of wild places.

"Protecting the wild and the natural biodiversity of our vineyards is a huge part of our winemaking philosophy," said Jacinta Gibson, Yalumba Marketing Manager.

"A biodiverse vineyard not only takes care of our local flora and fauna, but produces flavorful wine, which is why we are excited to jump on board with Re:wild and help promote their mission to protect and restore the wild," said Gibson.

Through this collaboration, Yalumba Y Series will communicate the importance of biodiversity through outreach to trade, media and consumers. Additional activations, such as social media engagement and product donations to Re:wild events and involvement in Re:wild's upcoming Rewild Your Fridge campaign will further bring this partnership to life.

"We are grateful for Yalumba Y Series' support – and so glad they are joining the global movement to protect and restore the wild," said Carrie Hutchison, Re:wild's Director of Marketing and Brand.

"Much more of the planet needs to be conserved to prevent mass extinctions, tackle climate change, and secure the health of nature and people, and I applaud the steps Yalumba Y Series and like-minded corporate partners are taking toward protecting biodiversity," said Hutchinson.

Yalumba Y Series is a collection of wines that are "made wild in Australia" in harmony with the natural ecosystem and fauna.

Yalumba's winemaking philosophy of minimal intervention through wild fermentation guarantees Yalumba Y Series is 100% vegan. Yalumba Head Winemaker Louisa Rose notes, "We are always looking to discover how we can use natural yeasts through biodiversity and sustainability in our vineyards. Sustainability is front and center in our work, and a lens through which we view everything we do."

The Yalumba Y Series and Re:wild connection kicked off in December with the Art Basel event, "Art of Nature," held at the Superblue Museum in Miami, where over 200 invited guests enjoyed Yalumba Y Series wines. The event highlighted the importance of the Caribbean and the 11,000 plant species and 1,300 animal species that call it home, as well as featured Yalumba Y Series' efforts in biodiversity protection. Together, Yalumba Y Series and Re:wild aim to create lasting and impactful contributions to the betterment of the environment.

Yalumba Y Series is imported exclusively into the U.S. by [Winebow Imports](#).

For more information about Yalumba Y Series' sustainability practices, please visit the website, <https://www.yalumba.com/sustainability>. To learn more about Re:wild, please visit <https://www.rewild.org/>.

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About Yalumba Y Series

Established in 1849, Yalumba is Australia's oldest family-owned winery. Yalumba's Y Series collection is made wild in Australia, born from an inspired philosophy and ambition to create wines with the lightest of touch to allow the natural variety of the wine to sing. For more information, please visit yalumba.com.

About Re:wild

Re:wild protects and restores the wild. We have a singular and powerful focus: the wild as the most effective solution to the interconnected climate, biodiversity and human wellbeing crises. Founded by a group of renowned conservation scientists together with Leonardo DiCaprio, Re:wild is a force multiplier that brings together Indigenous peoples, local communities, influential leaders, nongovernmental organizations, governments, companies and the public to protect and rewild at the scale and speed we need. Learn more at rewild.org.

About Winebow Imports

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. A national importer known for cultivating lasting relationships with extraordinary vintners who are dedicated to their unique regions, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence. For more information, please visit winebow.com/imports.