



Yellow Tail Winemaker Raises Glass to Manhattan Supply Chain Commerce Solutions

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SYDNEY and ATLANTA, June 15, 2015 (GLOBE NEWSWIRE) -- [Manhattan Associates, Inc.](#) (Nasdaq:MANH) today announced that Australia-based beverages distributor [Casella Family Brands](#), known internationally for its Yellow Tail wine range, has completed a successful implementation of Manhattan's Supply Chain Commerce Solutions. The deployment optimizes order fulfillment processes across its global service operation, delivers margin improvements via a flexible and streamlined distribution approach and enables ongoing business growth.

Casella Family Brands has grown from a small family-owned business in 1969 to become Australia's largest family owned winery. The inception of the Yellow Tail label in 2001 propelled the business to new heights and the brand is now the most powerful Australian wine brand in the world. Twenty seven percent of Australian bottled table wine exported from Australia is Yellow Tail and it holds the record for the fastest growing imported wine in U.S. market history. Today, Casella Family Brands ships over 12.5 million of cases of wine to more than 50 countries around the world every year.

Following its sustained period of rapid growth, Casella recognized it needed new technology that could improve visibility of inventory across its two distribution centers (DCs) and offer the required degree of scalability to improve product availability and drive future growth. Consequently, Casella looked to Manhattan for a dedicated global distribution management and order fulfillment capability.

Sam McLeod, distribution manager at Casella Family Brands commented, "We have the fastest bottling line in the world capable of processing 36,000 bottles an hour. Bottling at this speed and managing the volume of inventory associated with this scale of operation requires a strategic Supply Chain Commerce Solution. Simply put, thanks to the availability improvements we've achieved with Manhattan's technology, our coveted Yellow Tail brand is seen on more dining tables, on more store shelves, and in more bars, pubs, clubs, hotels and restaurants around the world with every passing week and month."

Raghav Sibal, Manhattan Associates' managing director for Australia and New Zealand, commented, "Seeing my favourite wine brand on the store shelf or restaurant wine list always brings a smile to my face and I get great satisfaction from knowing the role Manhattan has played in getting it there. With our global footprint, Manhattan enables companies like Casella Family Brands to deliver on their brand promise to customers all around the world. We're delighted to see Casella Family Brands already reaping exceptional value from its investment in Manhattan's solutions and we're confident our solutions will ensure the business's continued growth for many years to come."

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About Manhattan Associates

Manhattan Associates makes commerce-ready supply chains that bring all points of commerce together so you're ready to sell and ready to execute. Across the store, through your network or from your fulfillment center, we design, build and deliver market-leading solutions that support both top-line growth and bottom-line profitability. By converging front-end sales with back-end supply chain execution, our software, platform technology and unmatched experience help our customers get commerce ready—and ready to reap the rewards of the omni-channel marketplace. For more information, please visit <http://www.manh.com.au/>

About Casella Family Brands

Casella Family Brands is a multi-beverage, family owned company based in Yenda, NSW, Australia. Generations of the Casella family have been involved with the business since its inception in 1969, which is now famous for its signature wine range, Yellow Tail. Led by Managing Director, John Casella, the company was propelled to the forefront of the export arena in mid-2001 by its hugely successful Yellow Tail brand. Casella Family Brands has since achieved remarkable success in the export market and is a key player in the U.S., Canada, Europe and Asia.

By combining a passion and understanding of the Italian heritage with a relaxed and modern Australian attitude, Casella Family Brands creates brands and products that people love. The company has consistent success at wine shows and has won numerous international wine awards. For more information, please visit www.casellafamilybrands.com.

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