# Sophisticated digital printing fuels rise in fake Yellow Tail wines in UK



A rising trend of sophisticated wine fraud in the United Kingdom has left average consumers vulnerable, according to Maureen Downey, a noted expert in wine fraud. During an episode of the Wine Blast podcast, Downey highlighted how counterfeiters are employing advanced digital printing techniques that mirror those of authentic producers, making it increasingly difficult for consumers to distinguish between genuine and fake bottles.

A specific focus of these fraudsters is the popular Australian wine brand Yellow Tail. Numerous retail establishments across the UK have reportedly had their alcohol licenses revoked as a result of selling counterfeit Yellow Tail wines. The operation appears to involve a collaboration between an Asian organised crime gang and a European wine syndicate, aimed at saturating the market with fake products.

“The crime rings are spending half a million dollars to get the same digital printer used by the professional producers. They’re replicating bottles to an unprecedented level,” Downey stated, emphasising the financial investment involved in creating these counterfeit goods.

Interestingly, Downey pointed out that producing fake wines in the more affordable price range, such as Yellow Tail, can be trickier than counterfeiting rare high-end wines. This is because consumers tend to purchase and consume accessible brands more frequently, which allows them to notice discrepancies in taste more readily. However, high-end wines, including brands like Penfolds and Lafite, have also been victims of fraud in the past.

As wine fraud becomes more elaborate, consumers face growing challenges in ensuring the authenticity of the products they purchase.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thedrinksbusiness.com/2021/02/uk-being-flooded-with-fake-yellowtail-wines/> - This article reports on the widespread circulation of counterfeit Yellow Tail wines in the UK, corroborating the claim that counterfeiters are flooding the market with fake products.
2. <https://www.securingindustry.com/food-and-beverage/another-uk-store-loses-license-over-fake-yellow-tail-wine/s104/a14307/> - This source details the revocation of a UK store's alcohol license due to the sale of counterfeit Yellow Tail wines, supporting the assertion that retail establishments have faced consequences for selling fake products.
3. <https://www.thedrinksbusiness.com/2023/11/until-we-can-talk-about-supply-chain-oversight-wine-counterfeits-will-continue-to-be-a-problem-says-maureen-downey/> - In this interview, Maureen Downey discusses the challenges posed by counterfeit wines and the involvement of organized crime groups, aligning with the article's mention of such collaborations.
4. <https://www.securingindustry.com/food-and-beverage/fake-yellow-tail-wine-costs-uk-supermarket-its-license/s104/a12974/> - This article reports on a UK supermarket losing its license after selling counterfeit Yellow Tail wine, corroborating the claim that retail establishments have faced consequences for selling fake products.
5. <https://www.thedrinksbusiness.com/2023/11/until-we-can-talk-about-supply-chain-oversight-wine-counterfeits-will-continue-to-be-a-problem-says-maureen-downey/> - Maureen Downey emphasizes the financial investment involved in creating counterfeit wines, aligning with the article's mention of counterfeiters spending significant amounts on digital printing technology.
6. <https://www.thedrinksbusiness.com/2023/11/until-we-can-talk-about-supply-chain-oversight-wine-counterfeits-will-continue-to-be-a-problem-says-maureen-downey/> - Maureen Downey discusses the challenges of counterfeiting affordable wines like Yellow Tail, noting that consumers are more likely to notice discrepancies in taste, which supports the article's point about the difficulties in producing fake wines in this price range.
7. <https://news.google.com/rss/articles/CBMieEFVX3lxTFBwN1htRDQxT1EteFBrRE9YV0tQa21ieDAzOGJ3RF9sQ25yY2ZrOE5UQVR2RWpCYXB3LXNUeHpTbGJYNEk0U1ZKM3N3UFB4SHE5RkxaeW5KbElRcU9TTU54eW45bm5fdXZUUlBzSUxRQjFidE0wbDhhbQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data