

24 January 2008

Contact: Michele Cozzi 07 4681 0411 or 0417 620571 marketing@granitebeltwinecountry.com.au

Grapes Go Online in Granite Belt

With vintage currently underway in the Queensland wine capital, growers can now sell their grapes on-line. This forms part of a new range of services by the peak local body which represents the state's largest group of producers.

The Granite Belt Wine & Tourism's (GBWT) Mrs Leeanne Puglisi-Gangemi said that while the personal contact and word of mouth is still the traditional way of buying and selling fruit, having the product on-line is a benefit to both parties.

"Vintage is a very busy time for growers and winemakers so being able to access market information on-line at your own convenience, is a great service to our members. Anyone who is self employed knows what it's like to have the phone ring at dinner time - or bed time - so this might just take some of the strain out of sourcing or selling grapes."

Mrs Puglisi-Gangemi heads the wine sub-committee at the GBWT confirmed that the on-line grape for sale page is one of a number of features being introduced to the association's popular new website www.granitebeltwinecountry.com.au

The Granite Belt is Queensland's largest wine producing area with 530 hectares of the state's total 1100 hectares of plantings. The Granite Belt produces 62% all Queensland red wine grapes and 63% of its white grapes. The Granite Belt leads the state in the biggest concentration of winery cellar doors, as well as in the wine show medals tally. The main town of Stanthorpe is also home to the Queensland College of Wine tourism.

Mrs Puglisi-Gangemi said that vintage on the Granite Belt would continue until April and that it had got off to a good start, having avoided the rain which has flooded much of Queensland in the past fortnight.

She said the initial response from their wine grower and winery members to the web listings has been very positive. "The development is not because we have a glut of grapes this vintage, it is simply that most people increasingly want to source information on-line."

Initial listings online include Cabernet Sauvignon, Chardonnay, Merlot and Shiraz. For more visit <http://www.granitebeltwinecountry.com.au/pages.asp?code=19>

To learn more about the Queensland wine capital visit www.granitebeltwinecountry.com.au or phone 1800 SO COOL. *Expect to be surprised!*

ENDS