

4 April 2008

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

Japanese Wine Interest

Granite Belt wines are being profiled in Japan thanks to the support shown to a visiting Japanese wine journalist by locals in the Queensland Wine Capital.

Covering the 2008 Granite Belt vintage is on-line Japanese magazine “Wine-Tree” <http://wine-tree.com>. The publication is the initiative of Miss Akiyo Kato, a thirty one year-old Japanese wine writer and marketing professional.

The young writer came to the Granite Belt in January 2008 and has spent four months gaining insight into the area’s wine industry. She has been posting her news from Queensland’s premier wine region 3-4 times a week.

Miss Kato (right) has been delighted with the interest Japanese readers both in Japan and Australia have shown in learning about wine from an area that is new to them.

“Wine-tree” consists of the following six areas and is updated 3-4 times a week and the average number of users is 120 in a day and is increasing.

1. Grape varieties in Granite Belt, including those marketed under the ‘Strange Bird’ trail.
2. Unique Climate/Soils and local activities for wines
3. Wineries on the Granite Belt
4. Winemaking - from vineyard to table
5. Wine Words - (types, tastes, production procedures, etc.)
6. Evaluation of wines in the Granite Belt.



To keep writing these, Miss Kato continuously visits wineries, gathering information, tasting, and sometimes even helping winemaking to experience the process. She has also attended a three-phase wine appreciation course at the Queensland College of Wine Tourism in Stanthorpe. This course was to broaden her knowledge of the wine industry in the Granite Belt.

Miss Kato has a career background as a brand manager of wines and spirits brands in global alcohol company DIAGEO and started “Wine-Tree” to establish a new area of wine category in Japan.

She has been assisted in her initial research for “Wine-Tree” by the Granite Belt Wine & Tourism Inc. as part of its programme to work closely with the media. Miss Kato said she believes this website has potential to link the total Granite Belt wines to a shopping site in future.

To learn more about Queensland’s premier wine region visit www.granitebeltwinecountry.com.au or phone 1800 SO COOL and *Expect to be surprised!*

ENDS

1. The history of the Queensland wine industry dates back to the 1860s - and like all good wines it has developed with age.
2. Of Queensland's current 1100 hectares planted to wine grapes, approximately half of these are on the Granite Belt. It is also the largest of the ten wine regions in the state and one of only two with official GI status.
3. 64% of Granite Belt plantings are of Shiraz, Cabernet Sauvignon, Chardonnay and Merlot with an increasing number of plantings of alternative grape varieties proving popular.
4. The Granite Belt is home to approximately 50 wine cellar doors, the state's most awarded winemakers, plus the Queensland College of Wine Tourism - the first of its type in the world.

Granite Belt Wine & Tourism Inc ABN 34072882028 PO Box 749, Stanthorpe Queensland 4380 Australia
Facsimile +61 7 4681 1200 www.granitebeltwinecountry.com.au
The Stanthorpe Visitor Information Centre 28 Leslie Parade, Stanthorpe Queensland 4380 Australia
Telephone +61 7 4681 2057 Email info@granitebeltwinecountry.com.au