

23 June 2008

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

Posters to Elevate Taste

This latest tool in the Granite Belt Wine Country marketing arsenal is aimed at elevating tastebuds. Just released, the new promotional poster underpins the regional branding of Queensland's premier wine region.

In recent times winemakers in Queensland's Granite Belt have seen the value in working co-operatively, as happens in all other great wine producing regions of the world.

To support the regional marketing, the Granite Belt Wine & Tourism (GBWT) has just unveiled this promotional poster (right).

The poster has been printed in A3 size, for use in retail and hospitality outlets which carry Granite Belt Wines. The design provides space to include specials relating directly to the specific outlet.

GBWT Chair of Wine LEEANNE PUGLISI-GANGEMI (pictured) said, "Although it is no news to some, it is important we communicate that despite our being in the sunshine state, the Granite Belt is very much a cool climate wine region.



"At 1000 metres above sea level, you could say that we have altitude on our side – but we needed to express this in a way consumers could grasp. Hence the expression ELEVATED TASTE."

The "Elevated Taste" tagline was conceived for use later in promoting other products on the Granite Belt, such as fresh or gourmet foods, lavender or superfine wool.

So it was not without co-incidence that the poster was unveiled at the recent inaugural Granite Belt Food Forum. More than 80 delegates attended the forum and gave it a resounding seal of approval. Wineries were quick to take their stock and other producers could see its application to food; as did the attendant lavender producers to their oils and superfine wool producers to their exclusive produce.

As a dynamic and progressive community group with more than 140 members, according to GBWT you'll be hearing more about the Granite Belt's Elevated Taste.

ENDS

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

1. **Wine Poster** – separate JPEG of poster available contact Michele Cozzi 07 4681 0411.
2. **Wine** The history of the Queensland wine industry dates back to the 1860s - and like all good wines it has developed with age. 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. 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.
3. **Food** The Granite Belt is the only area in Queensland to produce apples: creating a gross value of approximately \$35m per annum (DPI&F 2006). Agriculture is the largest employer in the area, which boasts a vibrant and diverse horticultural sector.
4. **Forecasts Food production figures** – source Darling Downs & South West Queensland Centre of Enterprise and AEC Group 2007.

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