

14 July 2008

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Festival Pensioned Off

The Granite Belt Wine & Tourism (GBWT) has confirmed it has pensioned off the former Spring Wine Festival. The Festival has been running in the Queensland wine capital since the late 1980s.

The retirement is not because spring celebrations have ceased on the Granite Belt. It's more a case that the name no longer fits what's on offer during the three months of spring.

The GBWT confirms they have rebranded their activities for September, October and November under the title **Primavera**, to which they've added "**Granite Belt Spring Style.**"

Pronounced *pree-mah-vair-ah*, Primavera is the Italian word meaning spring, or spring style.

GBWT President Mrs Bobbi Cragg said "Primavera is perfect because we are a multi-cultural region with many locals descendant from Italian migrants.

"Apart from promoting our wine, we are looking to raise the profile of our food and other produce or attractions. The new name Primavera enables us to do this more effectively and to tap into a more style conscious and affluent target market," she added.



The Granite Belt traditionally celebrates spring with the first release of new vintage wines, the fruit trees are in blossom and berries and wildflowers begin to make their annual appearance. The season is marked by a host of food, wine and cultural events, which form the basis of many visitors' planned short breaks.

Annual favourites will not be forgotten in the makeover. The programme still includes a range of seasoned favourites such as *Kefi in the Winery* and *Shakespeare Under the Stars* as well as some exciting newcomers.

With the Granite Belt shivering through its annual Brass Monkey Season™ winter promotion, planning is well underway for the Spring facelift.

The Primavera programme is being listed on www.granitebeltwinecountry.com.au in the EVENTS section online. Soon 50,000 stylish new brochures will be in circulation directing people to the website and to the Visitor Information Centre number on 1800 SO COOL.

Look out for more on **Primavera**: Granite Belt Spring Style and book your accommodation early.

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!**

EDITOR'S NOTES

- 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. The Granite Belt is Queensland's premier wine region and one of ten wine regions in the state, of which only two have 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.
- 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. In this part of Queensland, the food production sector is expected to experience an average annual growth rate of approximately 8.0% per annum, despite the drought. Over the 10 years to 2017, growth in the sector is expected to result in a 12.7% increase in the regional economy's turnover (source Darling Downs & South West Queensland Centre of Enterprise and AEC Group 2007.)

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