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Nude Food Revealed

Foodies who want to eat as nature intended, should welcome the launch this weekend of a new food trail in Queensland.

The new [Granite Belt Nude Food Trail](#) promotes nature's concept of regional and seasonal food.

It is the natural aspect, which provided the inspiration behind the title nude food.

Aside from it being the Queensland wine capital, the Granite Belt has an annual [fruit and vegetable industry](#) worth \$130million.



The eye-catching identity of Nude Food is a leaf girl named Lana. She's intended to convey the simple joy of good food, which is best enjoyed as nature intended. Lana is a welcome companion to *Strange Bird*, the quirky creature, which promotes the *Granite Belt Alternative Wine Trail*. *Strange Bird* celebrates its first birthday this week.

On Friday 7 November 2008, Peter Howard launched the trail to media and industry at the Brisbane Good Food & Wine Show. Mr Howard is one of Australia's best known and loved celebrity chefs; a recognised food and wine commentator; and a consultant to industry and government on hospitality and tourism issues.

Commenting on this latest initiative of Granite Belt Wine & Tourism (GBWT), Mr Howard said, "Because of its altitude and unique climate, Granite Belt producers have long played a great role in feeding Queensland. The way this self-drive trail is presented is fun and informative. It demonstrates their creativity in developing culinary tourism and in educating consumers about eating well.

"For too long we've considered it progress to buy peaches or strawberries out of season. Actually, it is madness to pay a premium for food that has probably travelled great distances. Not only is taste impaired, but the 'carrot footprint' with some of these items is incredible."

Mr Howard said we should all get back to nature and start eating seasonally again. He said we'd be doing our bodies and our wallets a favour. He said the Granite Belt is setting the pace in Queensland in developing genuinely regional wine and food tourism experiences.

Head of GBWT's food group, chef Andrew Simpson said the launch of the food trail is one element of the overarching culinary tourism strategy for the Granite Belt. This is being developed with the advice of Peter Howard and is welcomed by DTRDI, the state department, which now looks after tourism, wine and food.

Trail highlights:

- A list of what produce is being harvested during spring, summer, autumn and winter.
- Suggestions on food and wine matching to suit all palates.
- Information is organised into seven categories from paddock to plate: *eating out*, *wild things*, *fresh produce*, *local meats*, *savoury staples* and *sweet moments* – many of which are value added products from locally grown produce. Also included are food *events*.
- A list of 20 operators cross-referenced with what they produce, contact information and opening hours plus a location map.

Visitors to this weekend's Good Food & Wine Show can meet Granite Belt food producers at stand E31 to learn more.

Trail participants include: Ballandean Estate Gourmet Gallery, Bella Rosa's Tea Rooms, Cottage & Garden Centre, The Bramble Patch, Castle Glen, Granite Belt Dairy Farmhouse Cheese, Granite Belt Highlands Winery, Granite Ridge Wines, Hawker Brothers Butchery, Heritage Estate, LiraH Vinegar and Verjus, Lucas Estate Winery & Cafe, Mt Stirling Olives & Fudge Cottage, Olga & Agnes Fine Foods, Quart Pot Bakehouse, Queensland College of Wine Tourism, Robert Channon Wines, Sandmill Foods, Sutton's Juice Factory, Cidery & Shed Cafe, Thunderbolt Farm & Claudia's Country Restaurant plus Vincenzo's at the Big Apple.

To learn more about this Queensland wine and food region visit www.granitebeltwinecountry.com.au or phone 1800 SO COOL or (07) 4681 2057.

ENDS

NOTES:

The history of the Granite Belt's horticultural and viticultural industry dates back to the late 1800s. The Granite Belt is Queensland's premier wine region [To get all the facts about the Granite Belt wine industry click here.](#)

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