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Blog onto the Granite Belt

According to the latest findings from Forrester Research, three quarters of adult Australians use online social media, making it the obvious new tool in the marketing arsenal for the Granite Belt Wine Country.

Earlier this month Queensland's leading food and wine region created a home on Facebook for its Strange Bird alternative wine trail. This week they unveil their new blog at <http://granitebeltwinecountry.blogspot.com/>

Director of Marketing for Granite Belt Wine & Tourism (GBWT) Michele Cozzi said with so many Australian consumers turning to each other for advice, "it's where we need to be."

"While the financial environment is challenging, in our favour is the fall in the Aussie dollar and lower fuel prices, which augur well for the domestic drive market. When we combine this with the onset of summer when our coastal cousins start to sizzle...it's a good time to be creating a viral message about the coolest place in Queensland where wine and food are a feature of a short break.

"The digital environment enables us to spread the word quickly, and that's exactly the role of the blog," Mrs Cozzi added.

The blog will not replace the main website www.granitebeltwinecountry.com.au but it provides a platform for quick news flashes of what's new and newsworthy on the Granite Belt.

Mrs Cozzi said the goal was to develop a resource for use by the media who were looking for a one stop news shop. "Everyone loves to know when we get sleet or snow, or when our winery or food producer members have spectacular success at national shows. We also have some great new tourist product which we want to be able to tell people about. This saves the media trawling through individual member websites – we'll load the headlines and they can click through for more," she added.

Being able to react to events in a timely and cost effective manner is a clear advantage of the digital age. As at June 2008, the blog search engine specialist Technorati indexed 112.8 million blogs and over 250 million pieces of tagged social media. With this week's launch of <http://granitebeltwinecountry.blogspot.com/> that number will increase.

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

NOTES:

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