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Queensland Vote Goes to the Wire Wine Poll Results

In the end "Australia" won by the narrowest of margins. The question posed to online pollsters recently was "how should wine from the Queensland wine capital be labelled: Granite Belt, Queensland or Granite Belt Australia?"

The survey was conducted online by Granite Belt Wine & Tourism Inc (GBWT). Voting closed this week with "Australia" winning by one per cent.

Granite Belt Wine & Tourism's Chair of Wine, Leeanne Puglisi-Gangemi, said, "Under Australian law, wine labels must carry certain information but producers here have toyed for years which we should use. Prompted by a comment from respected wine writer Ken Gargett, we decided to open it up to the public."

Voting began on 27th February and it was "Australia" all the way, initially finding favour with 83% in the first week of voting but this closed at 51%. A tight campaign for "Queensland" saw the local vote gather momentum, but it didn't quite make it.

More results: Of those who voted for "Australia", 43% were from within Queensland with the balance being from interstate and overseas. Of those in favour of "Queensland" 41% were from within the sunshine state.

Overall voters included consumers, industry and media, with consumers forming the portion of the 85 who voted online. On closer analysis, more consumers voted in favour of "Queensland" than they did for "Australia". *A separate email survey closes on 31 March but does not gather respondent data.*

Mrs Puglisi-Gangemi said: "It has certainly been a very interesting exercise and shows that it is not just industry that is divided on the labelling choice.

"To those who voted for 'Queensland', Granite Belt winemakers encourage them to also vote with their wallets when they shop for wine. If you voted for Queensland, then ask for our wine at your bottle shop or when eating out," she added.

So a win by the narrowest of margins – which could be the result of this weekend's Queensland state elections. In this final week of campaigning, the Bligh/Borg race to govern is also tight. LNP leader Lawrence Springborg is the local member for Southern Downs which includes Stanthorpe and the Granite Belt.

Last year, the first time ever – the 2008 Wine of the Year in *Winestate* magazine¹ came from the Granite Belt, beating off 10,000 other wines from across the country. The Granite Belt produces more than 60% of all Queensland wine and is recognised as the Queensland wine capital².

To visit the Queensland wine capital see www.granitebeltwinecountry.com.au or phone 1800 SO COOL or (07) 4681 2057.

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NOTES:

1. *Winestate* magazine's 2008 Wine of the Year was won by the 2007 Heritage Estate Reserve Chardonnay.
2. 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. [To get all the facts about the Granite Belt wine industry click here.](#)

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