

3 November 2008

**Contact:** Michele Cozzi 07 4681 0411 or 0417 620571 [marketing@granitebeltwinecountry.com.au](mailto:marketing@granitebeltwinecountry.com.au)

## Happy Birthday Strange Bird

**Twelve months ago Queensland's leading winemakers launched something called Strange Bird.**

**More than strange ...it's something of a super bird, which now has its own Facebook. There's talk of a new playmate too.**

Since its launch last November, *Strange Bird: the Granite Belt Alternative Wine Trail* has been nothing short of a hit with both wine consumers and the wine media.

Strange Birds are good for those ABC Days ...*Anything But Chardonnay*.

The purpose of the friendly bird (right) is to introduce wine consumers to varieties other than the classic ones they know so well. Winemakers in the Queensland wine capital on the Granite Belt wanted to help consumers get their taste buds around varieties they may not have tried nor even know how to pronounce.



Since its launch at the 2007 Brisbane Good Food & Wine Show, *Strange Bird* has been pursued by the media.

Strange Bird has been on TV, notably on the acclaimed ABC Landline programme. [This is still available online and will be rebroadcast during the summer.] In print it has caught the attention of the Lonely Planet and almost every major Australian wine writer from James Halliday to young guns like Max Allen and Tyson Stelzer.

To mark Strange Bird's first birthday the Granite Belt has found a nest on Facebook for the quirky little creature. You can become a fan of Strange Bird at <http://www.facebook.com/pages/Strange-Bird/32818972835>

Chair of Wine on the board of Granite Belt Wine & Tourism, LeeAnne Gangemi, said, "We've specifically targeted new or adventurous wine drinkers with this trail and *Strange Bird* has been a real hit. It has brought new visitors to the region and given others a reason to return. They try the alternative varieties, but along side those they also buy the classics."

**The 2008 Brisbane Good Food & Wine Show will be held this weekend 7-9 November. At this year's show the Granite Belt food producers are getting in on the act and launching their new Granite Belt Nude Food Trail.**

While the identity of Nude Food is a closely guarded secret for now, a little bird tells us that it will be a very happy companion to Strange Bird. **Visit stand E31 to learn more.**

### Happy First Birthday *Strange Bird*!

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

ENDS

#### NOTES:

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.](#)**