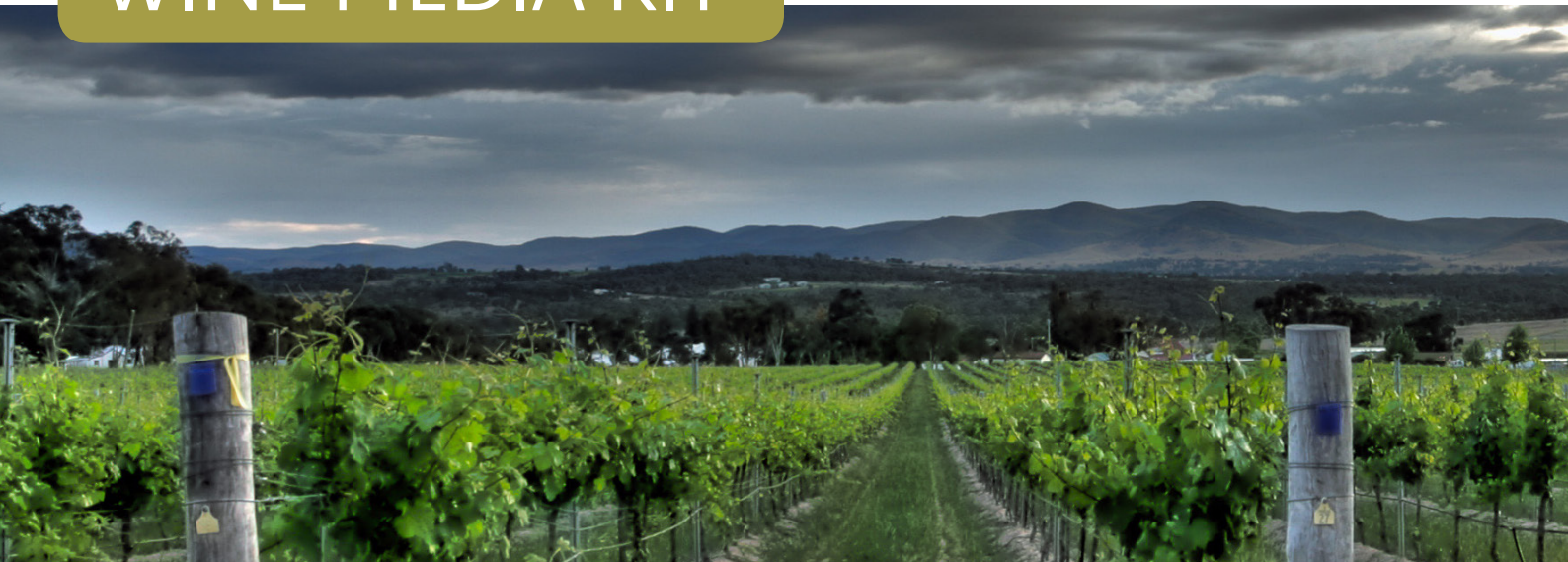




granite belt
wine country

STANTHORPE, QUEENSLAND

WINE MEDIA KIT



elevated taste

very small can be beautiful
- the granite belt

JAMES HALLIDAY WEEKEND AUSTRALIAN



The Granite Belt is a premium wine destination surrounded by gourmet food, stunning national parks and prehistoric granite formations. Located on the Queensland and New South Wales border, it's only a 3 hour drive from Brisbane and the Gold Coast or a 30-minute flight.

An internationally recognised Geographical Indication (GI), the Granite Belt combines much-sought after granite terroir, cool climate and high altitude to create national and international award winning wines.

LIFE BY THE SEASONS

Sitting high on the Great Dividing Range, more than 1000m above sea level, creates a region of four seasons and a climate a world away from Queensland counterparts. It can even snow. The seasons guide life in the Granite Belt and the produce it reaps.

SMALL BUT DIVERSE

Stretching just 60kms from north to south and roughly half as wide, the Granite Belt is small but diverse. Dotted along the New England Highway are our villages and hamlets, with Stanthorpe, the main central town. To north are Applethorpe, Amiens, Pozieres, Thulimbah, Cottonvale, The Summit and Dalveen. To south lies Severnlea, Glen Aplin, Ballandean and the border township of Wallangarra. The Granite Belt area covers approximately 2,500 square kilometres and has a population of more than 10,000.

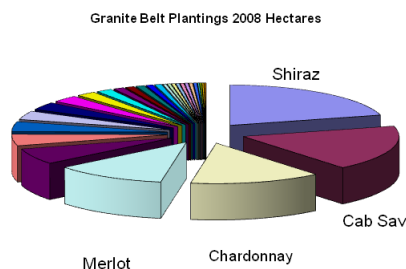
HISTORY

Grapes were first planted in the area in the 1870s, by Catholic priest, Italian born Father Jerome Davidi to produce altar wine. His Italian descent made grape growing and wine production a familiar past time and the notion caught on in the area. After World War II, Italian POWs and migrants arrived - of the region's 15 per cent non-Australian born population 65 per cent are Italian. The Granite Belt's wine pedigree continued to develop as many immigrants made table wines for their own consumption, although it's within the past decade that the greatest strides have been achieved in recognition and commercial success.

WINE FACTS

The Granite Belt offers more than 55 vineyards and 40 boutique cellar doors, and approximately 530 hectares of vineyard plantings.

It's a versatile growing region due to varying elevation. Almost 65% of planting are Shiraz, Cabernet Sauvignon, Chardonnay and Merlot vines. While Verdelho represents a mere 5% of all plantings, it has achieved significant success.



Shiraz	Cab Sauvignon	Chard
Merlot	Verdelho	Muscat
Semillon Viognier	Viognier	Pinot gris
Sauv blanc	Pinot noir	Petit verdot
Tempranillo	Cab franc	Nebbiolo
Cab franc	Nebbiolo	Marsanne
Riesling	Mataro	Barbera
Chenin bi	Traminer	Sangiovese
Malbec	Sylvana	Durif
Grenache	Sagrantino	Colombard
Graciano	Lagrein	Ruby Cab
Saperavi	Tannat	

CRUSH

2005 = 2513 tonnes

2006 = 2299 tonnes

2007 = 1482 tonnes (due to drought)

2008 = 2085 tonnes

GROWING CONDITIONS

The Granite Belt is unique in Australia for its combination of cool weather and decomposed granite soils, the cool arid climate and high rock content soil creating conditions which mirror great wine regions elsewhere in the world. Comparisons are made to Clare Valley, northern central Spain (Rioja and Ribera del Duero), the northern Rhone (Hermitage and Cote Rotie) and south west France.

Altitude: 600 – 1200 metres - the vineyards of the Granite Belt are amongst the highest in Australia.

Seasonal temperatures (Celsius): Spring: 5.1 – 25.2; Summer: 14.1 – 27.4; Autumn: 9.5 – 24.9; Winter: 0.9 – 16.2.
(Bureau of Meteorology)

Rainfall: Approximately 750mm per annum which falls mostly during the summer hail storm season. Most crops are watered from drip or trickle irrigation from on-farm water storage to manage the precious resource. In fact, the Granite Belt's apple, grape and vegetable producers are recognised as among the highest value adding industries in the entire Murray Darling basin for the small amount of water used.

Soil: The two principal soil types are highly permeable, granite speckled sandy, grey-black soil with the other a light brownish grey. The sandy, decomposed granite soils are generally well drained and naturally acidic.

Risk Management: To prevent damage during the annual hailstorm season and to assist with the ripening process, protective canopies are used extensively over orchards and increasingly over small crops.



STRANGE BIRD ALTERNATIVE WINE TRAIL

Strange Bird is the quirky name given to the Granite Belt's self drive alternative wine trail. In recent years the region has proved a successful producer of more than 20 alternative varieties.

We encourage visitors to follow the Trail to discover a sense of adventure and educate their palate. Dip into a bottle of Viognier or Mourvedre; learn how to pronounce Gewurztraminer or discuss the perfect food match for a bottle of Tempranillo.

Tagged the 'next generation of wine', alternative varieties have been loved in Europe for generations, and are rapidly emerging in popularity in Australia because of their ability to match perfectly with food. Download the map online or pick up a copy from the Stanthorpe Visitor Information Centre.

QUEENSLAND COLLEGE OF WINE TOURISM

A region dedicated to continuous improvement, the Granite Belt is also home to the Queensland College of Wine Tourism (QCWT).

The QCWT is a joint venture between the Department of Education and Training and the University of Southern Queensland. The college opened in March 2007.

A state-of-the-art \$8.5 million education and training facility for the Queensland wine tourism industry, the College is located on the campus of Stanthorpe State High School. Other significant partners include the Queensland Wine Industry, the Department of Employment, Economic Development and Innovation, and Southern Downs Regional Council.

The college facilitates education and training at secondary, TAFE and tertiary levels through its education partners:

- 13 Gateway Schools to the Wine Tourism industry
- Southern Queensland Institute of TAFE
- USQ - Faculty of Sciences; Faculty of Business.

The college operates the Banca Ridge winery, cellar door and bistro, conference and function centre as a real industry context for the delivery and vocational education and training.

The college is also a research centre for the University of Southern Queensland Faculty of Sciences and operates a commercial grape and wine analysis service in support of the Queensland Wine Industry.

WINE EXPERIENCES

Some wineries offer private tasting rooms for groups, winery and vineyard tours and wine masterclasses - see our website. Want to get really serious - do a wine weekend at QCWT.

Tours can be tailor-made based on your wine passions. Granite Highlands Maxi Tours and Fillippos Tours offer a range of tour options, and Crisp Coaches specialise in group charters of all sizes and for all interests. For the ultimate tour take to the air with Flight One. Or, twice a year, join the Winelander for a train trip of wine and food indulgence.

TOP GONGS

Our wineries continually reap awards on the national and international circuit. Below are just a few of their most recent achievements:

Australia's most respected and widely read wine critic, James Halliday highly rates a number of Granite Belt wineries, including

Boireann Wines	5 red stars	Lucas Estate	4 stars
Summit Estate	5 stars	Mason Wines	4 stars
Golden Grove	4.5 stars	Ravenscroft Wines	4 stars
Heritage Estate	4.5 stars	Tobin Wines	4 stars
Symphony Hill	4.5 stars		

Which wines should you look out for? These are James' favourite - rated outstanding (94 points and above)

Heritage Estate Reserve Granite Belt Chardonnay 2009	95
Boireann The Lurnea 2009	94
Boireann Granite Belt Mourvedre Shiraz 2009	94
Golden Grove Estate Semillon Sauvignon Blanc 2010	94
Summit Estate QC Queensland Cabernet Sauvignon Merlot Petit Verdot Malbec 2009	94
Summit Estate Alto Spanish Collection Monastrell Garnacha Syrah Tempranillo Cabernet 2009	94
Summit Estate Alto Spanish Collection Tempranillo 2009	94
Symphony Hill Wines Shiraz Viognier 2009	94

James Halliday Special Value Wines

Granite Ridge Wines First Oak Chardonnay 2009
Mason Wines Granite Belt Cabernet Sauvignon 2009
Mason Wines Granite Belt Shiraz 2008
Ridgemill Estate Cabernet Malbec Merlot 2009
Golden Grove Estate Semillon Sauvignon Blanc 2010

Winestate Magazine

5 stars (Gold) and Queensland's 2011 highest rated wine

Granite Ridge Top Block Cabernet 2009

Australian Small Winemakers Show

Gold and Best Queensland Red

Gold and Best Queensland White

Most Successful Queensland Exhibitor Trophy &

the Award for Technical Excellence in Queensland Winemaking

Harrington Glen Estate Cabernet Sauvignon 2008

Girraween Estate Chardonnay 2011

Symphony Hill

Royal Melbourne Wine Show

Top Gold, finalists Best Rhone Style,

finalist Douglas Seabrook Single Vineyard Trophy

Symphony Hills Reserve Shiraz 2008

Cowra Wine Show Show

Top Gold

Golden Grove Shiraz 2009

Royal Queensland Wine Show
Royal Queensland Food and Wine Trophy.

Corrigan and Scudamore-Smith Trophy

Cairns Wine Show
Best Queensland White in Show
Best Queensland Red in Show

Wine China Exhibition Show
Gold

Challenge International du Vin Competition
Gold

Symphony Hill Reserve Verdelho 2010,
Pinot Gris 2010, Viognier 2009, Shiraz Viognier
2009, Petit Verdot 2009, Gewurztraminer 2010
Ravens Croft Wines Chardonnay 2009

Lucas Estate Chardonnay 2006
Lucas Estate Cabernet Sauvignon Merlot 2006

Sirromet 2008 Shiraz Viognier 2008, Chardonnay
2009, Le Sauvage Cabernet Shiraz 2009.

Sirromet St Jude's Grand Reserve Cabernet
Sauvignon 2007

MEDIA RESOURCES

Working co-operatively with industry and our regional tourism association, we aim to provide you with whatever you need to review and report on the Granite Belt. Please contact us to be included on our news distribution list and/or to discuss/access these resources:

- Image library
- News items
- Journalist famils. of the area
- Calendar of events
- Photo/film shoots or broadcasts
- Talent for interviews.

MARKETING

T: +61 7 4681 0411 or +61 417 620 571 E: marketing@granitebeltwinecountry.com.au
GBWT Inc. PO Box 749, Stanthorpe, QLD 4380

STANTHORPE VISITOR INFORMATION CENTRE

GBWT also operates the accredited Stanthorpe Visitor Information Centre, providing practical advice to make your visit a great travel experience. Open daily from 9am - 5pm, our friendly visitor consultants can assist you with accommodation and tour bookings, as well as further information on the Granite Belt.

28 Leslie Parade, Stanthorpe QLD 4380
T: 1800 SO COOL or +61 7 4681 2057 E: info@granitebeltwinecountry.com.au

www.granitebeltwinecountry.com.au