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July 2008



## VISITVINEYARDS.COM

*The new wine and food explorer's guide.*



VisitVineyards.com is Australia's first comprehensive guide for wine and food explorers providing up-to-date information, news and reviews of the best regional wine and food travel experiences across the country.

The site has been carefully developed to cater to the needs of today's food and wine traveller and is based on a deep understanding of customers' needs and the challenges often presented by planning a getaway in this highly fragmented market.

Australian wine and food country offers many wonderful and diverse experiences, but travellers can easily spend hours trying to find the right information.

*How many times have you said "I wish I'd known that before I went"?*

VisitVineyards.com brings together more than 30,000 wine, food and travel experiences across every Australian wine and food region. It helps people discover what's going on, the places and products not to be missed and up-to-date information about their next wine or culinary destination.

Visitors to VisitVineyards.com can search the site free of charge and will soon be able to craft an itinerary to suit their specific interests – whether it be visiting a winery for a degustation lunch; staying overnight at a secluded retreat; sampling homemade chocolates from a local chocolatier; playing golf at a local club; or a combination of them all!

Five major factors set VisitVineyards.com apart from other wine, food and travel websites:

- it is an active online publisher - not just a directory or list
- it does not sell food or wine products and is not associated with any producer, wholesaler or retailer
- it does not charge its customers to access information or to build an itinerary
- it does not request a participation fee from its listed partners, providing them with a complimentary way to market their products and services to an interested and active audience, thus enabling the inclusion of very small, boutique producers
- it was established by people with a background in food, wine and travel, who are passionate about directly connecting producers with a knowledge-seeking public

Anyone who visits VisitVineyards.com can subscribe to the monthly e-newsletter free-of-charge which includes offers at featured wineries, restaurants, accommodations and other travel experiences. Subscribers have the added benefits of accessing opinions and advice from like-minded people and posting their own comments.

*With VisitVineyards.com, discovering the best of wine and food country has never been easier!*