

BUSINESS & MARKETING

- 88** In the first of a regular column contributed by Wine Intelligence, chief operating officer Richard Halsted discusses the changes in consumer closure preferences as drawn from the company's marketing research.
- 92** Trish Barry, of Mastermind Consulting, outlines how direct marketing can be an effective solution for wineries looking to increase their margins.
- 98** Rowena Curlewis, of specialist wine design consultancy The Collective, delivers some key steps in designing a successful wine brand.
- 101** Professor of Tourism at Flinders University Jane James explains how through storytelling, wineries can improve their ability to attract customers and keep them coming back for more.



- 103** Matt Byrne tracked down three wineries in different states whose cellar doors are offering something a little bit different in their quest to maximise sales.

REGIONAL REPORT

- 110** Granite Belt: Following his recent visit to the region, journalist Matt Byrne summarises his chat with Queensland Wine Industry Association president and chair of the Granite Belt Wine Committee, Jim Barnes, of Hidden Creek, about the region's current and future challenges; asks several of the region's producers their views on what should be its icon variety; describes the evolution of the Strange Bird alternative wine trail; explores the influence of Italian migrants in the establishment of the region; and throws a spotlight on the region's and the state's premier winery, Sirromet.

PROFILE



- 108** One of the father's of the modern wine industry in Queensland's Granite Belt, Angelo Puglisi, of Ballandean Estate, spoke with Matt Byrne about the early years of winemaking in the region, working alongside his daughters, and his thoughts on how the region might increase its profile.

WINEMAKING

- 26** The AWRI provides an update on its work to develop advanced diagnostic strategies that will allow the wine industry to more reliably identify grapes or wines that are at risk of developing smoke taint.
- 32** Researchers from Nomacorc discuss some of the observations from a trial the company undertook to investigate key aspects of successful wine oxygen management strategies pre- and post-bottling.
- 40** **PRODUCT REVIEW:** Winemaking equipment for small to medium wineries
- 42** Editor Sonya Logan spoke with three wine producers to find out their reasons and tips for utilising contract services.

VITICULTURE

- 48** Researchers from the National Wine & Grape Industry reveal a second species is now also involved in causing ripe rot in grapes.



- 60** University of Melbourne researchers outline the status of Phytoseiidae predatory mite species in previously unstudied wine regions in Australia.
- 64** From across the Tasman, two articles from The New Zealand Institute for Plant & Food Research describe the latest in the country's efforts to develop biologically-based products for controlling botrytis.
- 83** Tony Hoare highlights some of the lessons learned from the wet 2011 season with regard to pest and disease management, suggests how to avoid an over-reaction in 2012 and pinpoints any potential 'hangover' effects.



- 86** Rob Fairall and Julia Conchie, from di Lusso Estate, in Mudgee, contribute to this month's alternative varieties column on Greco.

VARIETAL REPORT

- 120** Twenty-seven Verdelhos were tasted for this issue of the *Wine & Viticulture Journal*, with the producers of three of them providing some background on their production.