



International Grenache Day – September 24th 2010

In June the First International Grenache Symposium was held in the tiny village of Creset, high in the Dentelles de Montmirail region of the Southern Rhone Valley in France. During the symposium, the panellists and attendees decreed that September the 24th would be the day that wine-lovers across the globe would celebrate the variety we all know & love as Grenache.

To celebrate International Grenache Day 2010, the Grenache producers of the Barossa Valley have banded together to run a series of tastings across the country which will combine both live events and social media twitter tastings so anyone can be involved.

It's a chance to celebrate Grenache, and in particular Barossa Grenache and have a bit of fun in the process. Live events will be held in the Barossa, Adelaide, Sydney, Melbourne and Brisbane – can't make it to one of the live events?.....no problem....grab a bottle of your favourite Barossa Grenache or Grenache dominant blend and take part in the tasting at home with some friends.

It's your chance to try some great wines and chat live via twitter to the wine-makers, wine writers, sommeliers, wine bloggers and fellow Grenache lovers across Australia.

When is it?

Friday, September 24th

How much does it cost?

The live tastings in the capital cities are free of charge. If you wish to join in on the tasting from the comfort of your own home, the only outlay will be the cost of the bottle of Grenache you decide to purchase or pilfer from your cellar.

How do I get involved?

It's as simple as rocking up at one of the state venues at the time specified below. There you'll find a selection of 12 of the finest Barossan Grenache on tasting.....enjoy the wines and company at the venue and chat with the wine-makers live via twitter on your favourite mobile device.

For those tasting at home, just crack open a bottle or two of Grenache, either solo or with a group of friends and join in on the conversation and fun via the Twitter-stream.....it's as easy as that.

Where are the live tastings being held?

In the Barossa we will be celebrating International Grenache Day by holding a tasting at Peter Lehmann Wines. All the Grenache producers from the Barossa will be submitting wines and will be present at the tasting and we'll also be trying a few international examples.

The #Grenache twitter feed will be running on a big screen at the tasting allowing the winemakers to answer any questions that might crop up.

Adelaide – East End Cellars, 22-26 Vardon Avenue, Adelaide, 5000 ph: 08 8232 5300
Edinburgh Cellars, 1-7 High Street, Mitcham, Adelaide, 5062 ph:08 8373 2753

Brisbane – Bar Barossa, Corner of Adelaide and Macrossan Streets, ph: 07 3832 3530

Melbourne – Blackhearts & Sparrows, 113-115 Scotchmer St, North Fitzroy, ph:03 9486 8046

Sydney – Fix St James, 111 Elizabeth St, Sydney 2000, ph: 02 9232 2767

Perth – Your Shout Liquor, 49 Guildford Road, Mt Lawley, ph: 08 9271 1047

What time are the tastings being held?

The live venue tasting will be running from 5:30 until 7:00 pm except for the Sydney tasting at Fix St James which will run from 4:30 – 6:00pmrock up, try some great Grenache and start twittering using your favourite mobile platform using the #Grenache hash-tag in your message.

What wine will I be tasting?

There will be a selection of 12 Barossan Grenache for tasting at each live venue. The participating wineries are Biscay, Cirillo, Kaesler, Kalleske, Henschke, Langmeil, Massena, Melton, Rockford, Rusden, Teusner & Yalumba.

Winemakers from each of the participating wineries will be online and available to chat and answer questions about their wines via the twitter feed.

Some venues will be showing other Australian & International Grenache wines so get along and join in the fun and chat with fellow Grenache lovers and winemakers across Australia via social media.

Ok....whats this twitter stuff?

Twitter is a micro-blogging platform where you are limited to short, succinct messages no longer than 140 characters long.

There are several twitter platforms you can use but here's a quick list of ones we like:

Tweetdeck - <http://www.tweetdeck.com/>

Twitter - <http://twitter.com/>

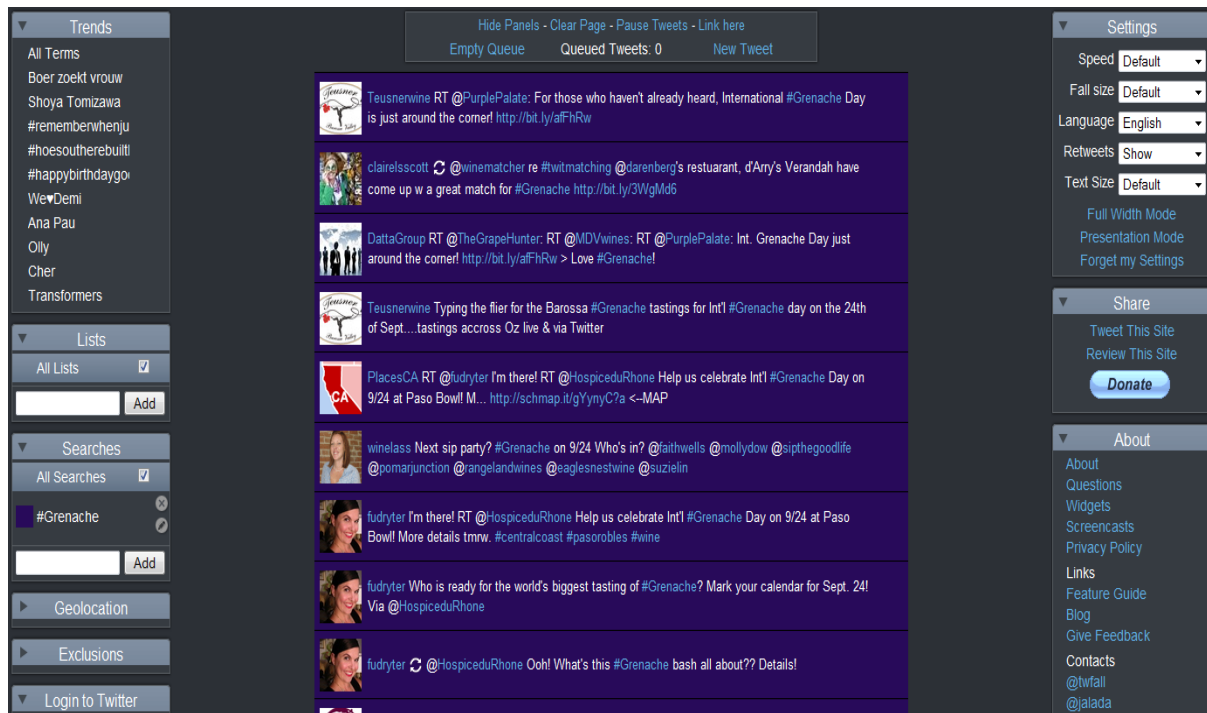
Hootsuite - <http://hootsuite.com//>

Cotweet - <http://cotweet.com/>

These applications are available for both desktop and mobile platforms.

The twitter feed we'll be using in the Barossa is called Twitterfall - <http://twitterfall.com/>

It's as simple as running a search using the #Grenache tag in Twitterfall and all the Grenache related tweets will appear on one easy to read twitter feed. You can even login directly to Twitter from Twitterfall and post from the feed itself.



The screenshot displays the Twitterfall website interface. On the left, there are navigation menus for Trends, Lists, Searches, Geolocation, Exclusions, and Login to Twitter. The main content area shows a list of tweets related to #Grenache, including mentions of International Grenache Day, wine tastings, and social events. On the right, there are settings for Speed, Fall size, Language, Retweets, and Text Size, along with a Share section and an About section.

Trends

- All Terms
- Boer zoekt vrouw
- Shoya Tomizawa
- #rememberwhenju
- #hoesoutherebuilt
- #happybirthdaygo
- WeVDemi
- Ana Pau
- Oily
- Cher
- Transformers

Lists

- All Lists
- Add

Searches

- All Searches
- #Grenache
- Add

Geolocation

Exclusions

Login to Twitter

Settings

- Speed: Default
- Fall size: Default
- Language: English
- Retweets: Show
- Text Size: Default
- Full Width Mode
- Presentation Mode
- Forget my Settings

Share

- Tweet This Site
- Review This Site
- Donate

About

- About
- Questions
- Widgets
- Screencasts
- Privacy Policy
- Links
- Feature Guide
- Blog
- Give Feedback
- Contacts
- @twfall
- @jalada

Twitter Feed

Hide Panels - Clear Page - Pause Tweets - Link here
Empty Queue Queued Tweets: 0 New Tweet

Teusnerwine RT @PurplePalate: For those who haven't already heard, International #Grenache Day is just around the corner! <http://bit.ly/aFhRw>

clairfesscott @winematcher re #witmatching @darenberg's restaurant, d'Arny's Verandah have come up w a great match for #Grenache <http://bit.ly/3WgMd6>

DattaGroup RT @TheGrapeHunter: RT @MDVwines: RT @PurplePalate: Int. Grenache Day just around the corner! <http://bit.ly/aFhRw> > Love #Grenache!

Teusnerwine Typing the flier for the Barossa #Grenache tastings for Int'l #Grenache day on the 24th of Sept....tastings across Oz live & via Twitter

PlacesCA RT @fudyter Im there! RT @HospiceduRhone Help us celebrate Int'l #Grenache Day on 9/24 at Paso Bowl! M... <http://schmap.it/gYynyC?a> <-MAP

wineclass Next sip party? #Grenache on 9/24 Who's in? @faithwells @mollydow @siphthegoodlife @pomajunction @angelandwines @eaglesnestwine @suzielin

fudyter Im there! RT @HospiceduRhone Help us celebrate Int'l #Grenache Day on 9/24 at Paso Bowl! More details tmrw. #centralcoast #pasorobles #wine

fudyter Who is ready for the world's biggest tasting of #Grenache? Mark your calendar for Sept. 24! Via @HospiceduRhone

fudyter @HospiceduRhone Ooh! What's this #Grenache bash all about?? Details!

And it's as easy as that! visit one of the venues to taste and chat about some great Barossa Grenache via social media or grab a bottle and some friends and join in the conversation in the comfort of your own home.....and remember

- Use the #Grenache hash-tag in all your tweets so they will appear on the twitter feed.
- Feel free to ask lots of questions, make comments on the wines.....there are plenty of winemakers, wine writers and fellow Grenache lovers more than happy to join in the conversation!
- If you want to post an external link.....use a URL Shortener like bit.ly so your tweet isn't too long. <http://bit.ly/>
- Don't forget....there will be tastings happening all around the world for International Grenache Day and we get to kick it all off here in Australia so let's enjoy a glass of Grenache and celebrate one of the most versatile varieties in the World!

Cheers and we'll see you on the day!

