



# Exciting Advertising Opportunity

'Uncork the Magic' & 'Taste the Magic'  
OF THE SOUTH BURNETT

## South Burnett Food & Wine Trail

### Overview

The South Burnett Local Government Association in conjunction with the South Burnett Wine Industry Association is offering you an opportunity to advertise in the new **South Burnett Food & Wine Trail**. This map will replace the current wine map and will now include eateries with particular interest to those who specifically utilise and promote local products and produce on their menu's.

The previous wine map proved to be an important and extremely popular marketing tool for the South Burnett, so don't miss out on this opportunity!

### Eligibility Criteria

The main objective of this publication is to offer the visitor a seamless food and wine experience of the South Burnett whilst highlighting our regional produce and locally made wines.



Wineries: No criteria required;



Cellar Door: No criteria required;



Satellite Cellar Door: No criteria required;



Wineries offering food: No criteria required; however ★ this symbol will be added to advertisers who meet criteria set for eateries



Eateries: **Must** offer at least one dish which utilises a regionally produced ingredient—this dish must be highlighted on the menu with a specific description of the ingredient used.

**Example:** Chicken breast stuffed with *Kingaroy Cheese* camembert OR *Barkers Creek Park* cutlets etc...

### Opportunity

**Winery & Eatery Panels**  
**Accommodation Listing**

**\$110 (Incl. GST)**  
**\$55 (Incl. GST)**

Currently accommodation houses are not eligible to purchase a panel ad, but if all available spaces are not fully subscribed, these panels will be offered to participating accommodation houses



## Material

Panel ads are a formatted design (example shown), incorporating one image, contact details including address, phone, email and web details and approximately 30 words of text. Advertisers will be numbered and grouped together under categories, with a specific colour to denote each one. Each corresponding number and colour will be transferred to your position on the map.

## Deadlines

\*PLEASE NOTE THAT SPACES ARE LIMITED—BOOKINGS MAY BE WAITLISTED BUT ARE NOT GUARANTEED TO BE INCLUDED IN PUBLICATION.

**Booking/Material Deadline:**  
Friday 7th September 2007

Please Book (tick box)

**WINERY/EATERY PANEL**  
\$110 (Incl. GST)

**ACCOMMODATION LISTING**  
\$55 (Incl. GST)

## Booking Form

To secure your space, please complete the information below and fax back to Narelle Colquhoun on (07) 4162 3474. For enquiries please contact **Narelle Colquhoun on (07) 4162 6271 or email [ncolquhoun@kingaroy.qld.gov.au](mailto:ncolquhoun@kingaroy.qld.gov.au)**

Company Name: \_\_\_\_\_

Authorised by: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### PANEL CATEGORY (please tick)



Winery



Eatery



Cellar Door



Satellite Cellar  
Door



Winery that offers  
food