



Southern Downs & Granite Belt's newest wine brand – Dear Vincent, launching this long weekend.

28th of March 2024

FOR IMMEDIATE RELEASE

Long weekend celebrations have come early in Southern Queensland Country with the Southern Downs & Granite Belt's newest wine brand, Dear Vincent launching this long weekend, Saturday, 30 March and Sunday, 31 March from 10am - 3pm.

In a never-before-seen experience, savour the range of Dear Vincent wines from a pop-up cellar door at the iconic St Judes Vineyard, hosted by winery owner Adam Penberthy and his team. And nothing says 'pop-up' quite like being served straight off the back of a Ute!

Dear Vincent, Director Adam Penberthy is elated to finally be launching their 'true passion project'.

"Our wines are made with long lunches out in the sun surrounded by good food and good friends in mind. They're super drinkable, not so serious wines that are fun and fresh, with enjoyment factor dialled up to 10,

We will have our initial range of five (5) wines available for tasting including our 2023 Field Blend Pet Nat, our 2023 Viognier, 2023 Skinsy Pinot Gris, our 2021 Shiraz Viognier and our 2023 Cabernet Durif." Mr Penberthy said.

Leaning into the essence behind Dear Vincent, Adam and the team have created an inviting relaxed atmosphere, with their pop – up cellar door being located next to their 25+ year old Shiraz vines, overlooking the Ballandean Village and with picturesque views of Sundown National Park in the distance.

Southern Queensland Country CEO, Peter Homan echoes Adam's enthusiasm adding that it is a fantastic excuse to escape to the Southern Downs & Granite Belt region.

"There is always something new and exciting happening in the Granite Belt and makes for the perfect family adventure. We are huge fans of taking every available chance to step away from the hustle and bustle, breath fresh country air and make unforgettable memories.

Families can also take this opportunity to head to the recently renovated Ballandean Tavern, boasting a great playground for the children to enjoy." Mr Homan said.

The pop-up cellar door will be open every weekend from this weekend and throughout the winter period until the new cellar door is completed (completion estimated to be Quarter 3, 2024).

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