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**LEARN ABOUT TEXAS WINES 140 CHARACTERS AT A TIME
BY JOINING TEXAS TWITTER TUESDAY**

AUSTIN, Texas – Jan. 28, 2011 – Wine lovers around the world who want to know more about [Texas wines](#), [promising varietals](#), [Texas terroir](#), the [growth of the industry](#) and other GO TEXAN topics can now chat virtually with experts and other Texas wine enthusiasts on “Texas Twitter Tuesday.”

The Texas Department of Agriculture (TDA), as part of its [GO TEXAN wine program](#), will host “Texas Twitter Tuesdays” on the first Tuesday of the month, 7–7:30 p.m. CT. Various Texas wine industry experts, winemakers and growers, authors, sommeliers and chefs will chat with and answer questions from interested Twitter participants.

The first Texas Twitter Tuesday is Feb. 1, as Bobby Champion, Jr., TDA state coordinator for wine marketing, kicks off the series and talks about the Texas wine industry, its successes in 2010 and the expected future growth.

“There are so many exciting developments happening in the Texas wine industry – from one of the best harvests on record last year to Texas wines being available on tap at wine bars,” said Champion. “We want to make it easy and fun to talk with wine enthusiasts about what grapes grow best in Texas, which wines best represent Texas, where to find Texas wines, and which Texas wines pair best with Texas’ iconic foods.”

To participate, sign up for a Twitter account at www.twitter.com. It’s free and easy. Go to the Tweetchat room set up for Texas Twitter Tuesdays: <http://tweetchat.com/room/GOTEXAN>. No registration is required. In the Tweetchat room, participants are invited to follow tweets, add comments, share thoughts, and also use the hashtag #GOTEXAN with Tweets, if they use TweetDeck or another tool.

The Texas Twitter Tuesday is one of many TDA social media programs where wine enthusiasts can learn about Texas wine. TDA has hosted numerous Twitter Tastings at events with its popular Texas Two-Sip Tastings, where Texas wines are blind tasted against non-Texas wines. Information about events and announcements are regularly shared on [Twitter](#) (@GO_TEXAN) and [Facebook](#) (GO TEXAN Members). TDA has also produced the [GO TEXAN Winecasts](#), short video podcasts on popular Texas wine varieties as well as Texas wine trails.

With more than 215 wineries, Texas is the fifth-largest wine producing state and seventh-largest grape producer in the nation. For more information about Texas wine, visit www.gotexanwine.org.

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