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Contacts: [Bryan Black](#)
[Veronica Obregon](#)
(512) 463-7664

TEXAS DEPARTMENT OF AGRICULTURE USES SOCIAL MEDIA TO PROMOTE TEXAS WINE

More than 75 writers, bloggers and wine enthusiasts taste, tweet about Texas wines

AUSTIN – The [GO TEXAN](#) DrinkLocalWine.com Conference was held Aug. 15 at Le Cordon Bleu in Dallas and urged consumers to support not only the “locavore” movement, but also the “locapour” movement by placing more Texas wines on Texas restaurant menus. Wine writers and bloggers from across the United States also tasted, scored and tweeted their tasting notes, selecting their favorite Texas wines.

“This event’s pairing of the latest in social media, Twitter, with the latest in Texas wine showed the passion and commitment to bringing more attention to the growing popularity of regional wines,” Agriculture Commissioner Todd Staples said.

Conference speakers highlighted new developments in the Texas wine and grape-growing industries, and they addressed the challenges regional wines encounter in the retail and restaurant markets. The event sold out and offered standing room only.

[DrinkLocalWine.com](#), a Web site that focuses on North American wine that is not made in California and the Pacific Northwest, was founded by Jeff Siegel of the blog, The Wine Curmudgeon and Dave McIntyre of the *Washington Post* and Dave McIntyre’s Wine Line.

“Our mantra at DrinkLocalWine.com is that regional wine matters,” says Jeff Siegel. “The conference was another important step in helping more people realize that as well.”

To showcase the state’s award-winning wines, more than 20 Texas wineries competed in the first-ever Texas Twitter Taste-Off at the conference. Russ Kane, VintageTexas blogger (www.vintagetexas.com/blog) and Twitter Taste-Off moderator, said more than 75 writers, bloggers and wine enthusiasts tweeted and followed the Taste-Off posts about Texas wine. Including retweets and followers on Twitter, the total event approached 200,000 impressions on Twitter. To review some of the Twitter posts, go to www.search.twitter.com and search “DLW09.”

Among those posting Twitter comments were the DrinkLocalWine.com contributing writers from Texas, California, Virginia, Colorado, Maryland, Missouri, Georgia and New York. For a complete list of writers and their publications or blogs and for a list of Texas Twitter Taste-Off winners, go [here](#).

In addition to TDA's GO TEXAN program, other sponsors included Dallas' [AdvocateMagazines.com](#), [Vineyard & Winery Management](#) magazine, [Le Cordon Bleu Institute of Culinary Arts Dallas](#) and [Wine Society of Texas](#).

Texas is the fifth-largest wine producing state in the country, with more than 180 wineries and 280 commercial vineyards. For more information about the Texas wine industry, go to www.gotexanwine.org.

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