



The WINE MAP *of* **VICTORIA** *by* Max Allen

For immediate release, 30 August, 2007— Award-winning wine writer Max Allen and cartographer Martin von Wyss are proud to announce the publication of *The Wine Map of Victoria by Max Allen*—the most comprehensive state-wide overview of wine regions, wineries and vineyards ever produced in Australia. The full-colour, finely-detailed, double-sided map has a suggested retail price of \$14.95 and features

- an up-to-date listing of Victoria's 800-plus cellar doors, wineries and vineyards
- evocative descriptions of Victoria's wine regions and subregions
- informative maps of Victoria's topography, climate, and most widely-planted grape varieties

"The Wine Map of Victoria is just as at home in a frame on the wall as it is in the glovebox of your car," said author Max Allen.

Martin von Wyss added: "Putting the wine-related sites over a map of Victoria's varied terrain really gives insight into the regional differences among the vineyards, differences that are highlighted in Max's text."

The exact locations of all the wine sites were provided by VineFinders™ of Hobart, Tasmania. VineFinders president Dick Friend explained: "We've spent four years driving around Australia with advanced mapping equipment locating cellar doors, vineyards, and wineries. Our partnership with Max and vW Maps is a great opportunity to get that information into the hands of those who want a detailed map to guide them to their favourite cellar doors."

Copies of *The Wine Map of Victoria by Max Allen* will be available at cellar doors, selected bookshops and wine shops from 1 September. The map can also be ordered online at www.australianwinemaps.com

Folded Map, folded to 140mm x 245mm: \$15.95
Flat Map, 980mm x 730mm: \$19.95
Laminated Map, about 995mm x 745mm: \$49.95
(All prices include G.S.T. and postage within Australia)

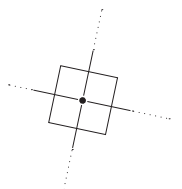
For more information, including wholesale and retail inquiries, contact Martin von Wyss on 0424 127 492 or mvw@vwmaps.com – www.vwmaps.com
Max Allen on 0412 418 248 or max@maxallen.com.au – www.maxallen.com.au

vW Maps Pty Ltd
Suite 2, 104 Dover Street
Richmond, Victoria 3121
mvw@vwmaps.com email
www.vwmaps.com web
0424 127 492 mob

MAX ALLEN



VineFinders™
Location-Based Services for the Wine Industry



www.australianwinemaps.com