

Media Release

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Queenstown wine tour gets tourism industry quality endorsement

Queenstown wine tour operator, It's Wine Time, has become the first wine industry business to achieve the tourism industry's Qualmark™ quality endorsement.

The award comes three years after owner Bruce Carpenter decided to turn his passion for wine into a tourism business, sold his successful Auckland warehousing and distribution company, and moved to Queenstown.

The business now provides escorted tours to many of Central Otago's leading wineries, including Chard Farm, Blackridge, Springvale Estate, William Hill, Mt. Difficulty, Mt. Michael, Rippon, Mt Edward, Peregrine and Gibbston Valley Wines.

"Our focus is on lunch and dinner tours that provide the complete wine and food experience," says Bruce. "It's more than being a van driver. Our guests know they're travelling with someone who has a real passion for wine and a deep knowledge of wine."

The Qualmark™ quality endorsement was introduced in late 2002 to help travellers find professional and trustworthy tourism operators. Around 70 tourism businesses, from bungy jumps to scenic flights had been brought into the endorsement system so far.

For more information visit www.winetime.co.nz and www.qualmark.co.nz.

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Photo caption: It's Wine Time's Bruce Carpenter with Qualmark's chief executive Fiona Luhrs at Chard Farm, Central Otago.

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