



Media Release

Good Things Come in Eights for Misha's Vineyard

CROMWELL, Central Otago, New Zealand, 8 August 2012. Misha's Vineyard has announced a distribution expansion into eight markets around the world. The number eight, a lucky number in Chinese culture, has been an auspicious number since Andy and Misha Wilkinson first planted their vineyard on an old Chinese gold mining site on Bendigo Station, Central Otago, just eight years ago.

In the northern hemisphere the new markets are the Scandinavian countries of Denmark and Sweden through Gastro-Wine and across in the important US market, Misha's Vineyard will be represented by Vindagra USA. These are markets that have been identified as key focus areas for building the New Zealand wine brand with New Zealand Trade and Enterprise (NZTE) just announcing an investment of \$2.1 million for activities in United States, Northern Europe and China. Misha's Vineyard is already represented in China through Jebesen Fine Wines and participated in a road show in May across China and Hong Kong which was supported by NZTE working alongside trade organisation New Zealand Winegrowers.

Other markets include British Columbia, Canada, where Misha's Vineyard joins the portfolio of Terrarosa Imports and closer to home, distributors have been appointed in the Maldives, Fiji and the Cook Islands.

With Australia continuing to be a very strong market for New Zealand wine, Misha's Vineyard has also changed their representation in order to increase their presence particularly in the on-premise sector and have announced an exclusive distribution relationship with Fesq & Company across the states of Victoria, Tasmania, New South Wales (including ACT) and Queensland from 1st September 2012.

"Finding any distributor willing to increase their portfolio in these tougher trade conditions is certainly no easy task" said Andy Wilkinson, who owns Misha's Vineyard with his wife Misha. "But finding the *right* distributor is even harder and since it's one of the most critical decisions a wine producer makes with their brand, it's one you can't compromise on" he added.

Recently Misha's Vineyard's Pinot Noir was selected by Gerard Basset, one of the world's most qualified wine professionals holding the Master of Wine, Master Sommelier, and MBA Wine honours, as well as an OBE and World Champion Sommelier title. Basset selected the 2008 vintage of Misha's Vineyard "The High Note" Pinot Noir for a Masterclass during VINEXPO in Hong Kong for 100 sommeliers. The 2008 Pinot Noir has also been selected for a Riedel glass tasting event which will be conducted by Georg Riedel himself in November in Ho Chi Minh City in Vietnam – an export market Misha's Vineyard added last year.

Next month, Misha's Vineyard will be one of the featured wineries in a new TV show called "Thirsty Work", made by one of New Zealand's top lifestyle television producers and



hosted by influential wine columnist Yvonne Lorkin on Food TV. Some of the stories that will be told about Misha's Vineyard during the program include their Chinese gold mining history and the continuing influence of Chinese good luck on the vineyard.

"We're constantly amazed at how often the number eight comes up for us" said Misha Wilkinson. "Not only are we expanding in eight markets but these new relationships bring our total number of markets to eighteen - also very auspicious!"

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About Misha's Vineyard Wines Limited www.mishasvineyard.com

Misha's Vineyard is located on one of the most spectacular sites in New Zealand at the edge of Lake Dunstan in the Bendigo sub-region of Central Otago. The sun drenched north-west facing terraces of the 57 hectare estate provide the optimal conditions for producing world-class Pinot Noir and a range of aromatic white varieties. The 'no compromise' philosophy behind Misha's Vineyard wines required an exacting sustainable viticulture regime, hand-picking of the estate-grown fruit and considerate as well as minimalist winemaking methodologies. Under internationally renowned winemaker Olly Masters, the range of Misha's Vineyard wines have won critical acclaim from their launch in 2008 and have been named one of ***New Zealand's Top 20 Producers*** by the prestigious UK Decanter (UK) magazine.

Notes:

"**Thirsty Work**" debuts on Food TV on Wednesday s from 15 August at 9.30pm. Misha's Vineyard will be the featured winery on the 2nd program that airs on 22nd August.

For further information on this program please contact:

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