

Misha's Vineyard expands its distribution to a wider world

Transport & freight

MISHA'S VINEYARD RECENTLY recently announced several new markets for distribution as they build their distribution footprint across the world.

Their new northern hemisphere markets include Denmark and Sweden through Gastro-Wine – a company that has predominantly focused on luxury food items and is now expanding into premium wines. Across in the United States, one of the most important markets for New Zealand wine and forecast to become New Zealand's biggest export market for Pinot Noir, Misha's Vineyard will be represented by New York based Vindagra USA.

The US, northern Europe and China are all markets that New Zealand Trade and Enterprise (NZTE) has identified as those with the most opportunity for the growth of New Zealand wine over the next few years. NZTE will fund brand-building programs across these markets, working alongside trade organisation, New Zealand Winegrowers.

"We already have distribution in Hong Kong and China and by adding these new export countries we now have a presence in the same markets that will be the focus of investment and activity from NZTE," said Misha Wilkinson, director of Misha's Vineyard Wines.

"One of the things we look for when we choose new distribution partners is not only their ability to access the appropriate sectors of the market, which in our case is predominantly the on-premise and independent wine retailers, but also their capabilities in terms of administration and logistics.

"For example we wanted to change our distribution in Australia to give us greater coverage of the market. Fesq & Company seemed an ideal choice for us as they demonstrated they had great relationships with the trade and also provided very strong back office capabilities through their administration and distribution partner, Cottenham Services," she added.

Cottenham Services uses specialist logistics providers for their domestic warehousing and transport requirements, as well as the import shipping from various ports in New Zealand. These specialist partners include JF Hillebrand,



Pallets of Misha's Vineyard wine being loaded from the bottling plant to go to the warehouse. Photo: Tim Hawkins

one of the most respected international freight forwarders for beverage in Australia, and Elite Wine Logistics that provides specialist wine logistics, including warehousing and transport in NSW and QLD.

JF Hillebrand Oceania operations

supervisor Gavin Brock said the company was committed to offering Misha's Vineyard a tailored logistics solution into their new distribution areas.

"Based on transit times of up to 50 days for European destinations, it is important



Dan Dineen helps getting Misha's Vineyard wine from tanker to the bottling line at Vinpro – the primary bottling line in Cromwell, Central Otago. Photo: Courtesy of Misha's Vineyard



Kaylene Thompson, logistics manager for Mainfreight's Cromwell branch. Mainfreight is responsible for warehousing of Misha's Vineyard wine as well as domestic freight in New Zealand. Photo: Tim Hawkins

that their wine arrives in the best possible condition," Brock said.

"With recent shipments to the US, Canada, Australia and Denmark, we make sure to utilise the fastest transit options and have also insulated their cargo with our unique VinLiner container insulation system that helps minimise thermal shocks.

"We look forward to continuing to help Misha's Vineyard grow their great brand in these new markets and congratulate them on their success."

To further extend their reach across the Asia Pacific region and particularly the five-star hotel market, Misha's Vineyard has also appointed new distribution partners in the Maldives, Fiji and the Cook Islands.

"Given we have a focus on the luxury market with our wines, particularly across Asia, one of the things we put into place over two years ago was a warehouse facility in Singapore," said Andy Wilkinson, who owns Misha's Vineyard with his wife Misha.

"Having a warehouse in Asia means we can ensure the wines we've shipped to Singapore are in perfect condition. We're able to provide wines to our Singapore and Malaysian distributor and those from around the southeast Asia region within hours or days rather than the month it usually takes to ship wine from New Zealand."

Misha's Vineyard The High Note 2008 Pinot Noir has 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.

Misha's Vineyard is located in New Zealand at the edge of Lake Dunstan in the Bendigo sub-region of Central Otago.

More at www.mishasvineyard.com.



Misha's winemaker Ollie Masters at the bottling hall. Photo: Tim Hawkins