



Media Release

For immediate release

Hitting the High Notes

CROMWELL, Central Otago, New Zealand, 5 June 2013. Misha's Vineyard has just completed a series of high-profile events at Hong Kong's most prestigious locations as they continue to build their premium brand in over 20 export markets. Later this month they will share some of the marketing and branding tips that have helped them build their export business with other small and medium businesses as they embark on a series of speaking engagements around New Zealand.

Owners of Misha's Vineyard, Andy and Misha Wilkinson, hosted events at Hong Kong's leading five-star hotels, Michelin-star restaurants and one of the island's oldest and most prestigious clubs. At the first event, the range of Misha's Vineyard wines were matched to some of Hong Kong's most highly rated contemporary Cantonese cuisine at the two-Michelin star Ming Court restaurant located within the 5-star luxury hotel Langham Place, a 665-rooms hotel on 42 levels in Mongkok, the heart of Kowloon. The Wilkinsons then hosted a wine dinner for 88 people at Hong Kong's oldest and most prestigious club, The Royal Hong Kong Yacht Club, which is also one of the largest yacht clubs in the world.

The final event was at The Peninsula - a landmark that's synonymous with Hong Kong and home to the world's largest Rolls Royce fleet boasting 14 Rolls Royce Phantoms all painted in the hotel's signature green. The Peninsula has recently embarked on a year of milestone celebrations to commemorate eight and half decades since opening their doors in 1928. As part of the celebrations, a special five-course Misha's Vineyard Wine Luncheon was held in the hotel's award-winning avant-garde restaurant Felix, designed by the French celebrity designer Phillippe Starck. "Felix sits at the top of The Peninsula and it's the first time they have opened the restaurant for lunch so it was a very special treat for guests as it offers the most amazing dress circle view over Hong Kong" added Misha Wilkinson.

"The events in Hong Kong also provided us the perfect opportunity to launch our reserve 'Verismo' Pinot Noir which was very well received" said Andy Wilkinson. The Misha's Vineyard 'Verismo' Pinot Noir 2010 has certainly been attracting attention with Bob Campbell MW scoring it 96 points and it was also one of the four newly-released Misha's Vineyard wines that Michael Cooper has just given a perfect score of 5 stars.

From the outset, Misha's Vineyard's marketing strategy has been to build a premium brand and work primarily with top restaurants and five-star hotels around the world. "With the industry oversupply issues and the recent downturn in the economic climate globally, our strict marketing philosophy and approach has held us in good stead as we have managed to expand our export markets and build our brand overseas" she added.

Andy and Misha Wilkinson will be sharing some of their ideas about building a business and a brand at a series of small business education and networking events around New Zealand called The Biz™ later this month. The road show is organised for business owners by Yellow® and in addition to local business speakers, it also features prominent companies like Xero, Google™, Telecom, Gen-i and BNZ.



"It's great to be recognized as a leading small business by being invited to be part of these events and it will be a wonderful opportunity for us to share some of the marketing strategies that we've found successful" adds Misha Wilkinson.

Misha's Vineyard will be a featured business at three of The Biz events in the South Island - Nelson, Christchurch and Dunedin.

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For further information please contact:

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The Biz events by Yellow®

www.bizevents.co.nz

The Biz events featuring Misha's Vineyard are:

Thursday 13 June 2013 Tahuna Function Centre
Nelson 70 Beach Road, Tahuna

Tuesday 18 June 2013 The Addington Raceway and Events Centre
Christchurch 75 Jack Hinton Drive, Addington

Friday 21 June 2013 Forsyth Barr Stadium
Dunedin Anzac Ave

Timing at all events: Morning session 8.00 – 10.30am (*Presentations at 8.00am*)
Afternoon sessions 5.00 – 7.30pm (*Presentations at 5.30pm*)

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. Misha's Vineyard now exports to over 20 countries.