



Misha's Vineyard Appoints Strategic Partners in Asia

CROMWELL, Central Otago, New Zealand, 2 November, 2009. Ahead of the 2009 release of wines from Misha's Vineyard and the commencement of an export program, three distributors across Asia have been appointed to represent the Misha's Vineyard range of wines in the Hong Kong, Japan and Singapore markets.

Jebsen Fine Wines will represent Misha's Vineyard in Hong Kong, being the second New Zealand wine brand to join their international portfolio of premium wines and spirits. A division of Jebsen & Co Ltd, a family owned business of Danish origin established in Hong Kong and Shanghai in 1895, the Jebsen Fine Wines division was set-up in 1990 and now has five offices across the Hong Kong and China and is positioned as one of the leading wine distributors in the region.

"We have been looking for right premium Central Otago brand for our portfolio for some time and we're excited to have found Misha's Vineyard as we believe it has all the elements to be a strong brand in our market" said Gavin Jones, Director of Jebsen Fine Wines.

Misha and Andy Wilkinson, owners of Misha's Vineyard have recently returned from Japan where they previewed their wines to trade buyers and consumers with their new Japanese distributor, Apurevu Trading, a division of Masuki Co. Ltd. As a wholesaler of alcoholic beverages and foods for over 130 years, Masuki now distributes premium wines and works jointly with a famous Japanese wine school to provide education to the market.

President of Masuki Company, Tadashi Masumoto, said "After trying the Misha's Vineyard range of wines in Tokyo we subsequently visited the spectacular vineyard in Central Otago. We knew this was a special brand with wines that suit the palate of our Japanese customers so we are very pleased to welcome Misha's Vineyard into our portfolio".

Singapore distribution will be handled by Rubicon Reserve Wines which was established by wine enthusiast David Coleman. Rubicon's portfolio represents a select group of



boutique vineyards from several regions around the world that have a passion for producing quality wines.

“We have been closely watching the evolution of Misha’s Vineyard and when we finally were able to taste the wines, we knew it would be a perfect range for the Singapore market” said David Coleman. “The wines have a purity of varietal expression which comes from their stunning location down in Central Otago but also through the skilled winemaking abilities of Olly Masters”.

Misha’s Vineyard will coincide the launch of their wines in Singapore with the New Zealand Wine Fair on 2 November at Singapore’s Hilton Hotel and will have their wines featured at various other events in association with the Wine Fair.

“When we started our ‘vineyard project’ back in 2002, we already had our focus on Asia” said Misha Wilkinson.

“Not only were there many auspicious elements about our vineyard that appealed to the Asian market, but we also knew the cool climate aromatic white varieties and Pinot Noir would be well-suited to the subtle and exotic flavours in Asia. We are very excited to be able to launch our wines in three key markets with such highly regarded and long-established wine companies.”

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About Misha’s Vineyard Wines Limited

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 (140 acres) 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 viticulture regime, hand-picking and considerate winemaking methodologies. Under internationally renowned winemaker Olly Masters, the highly anticipated range of Misha’s Vineyard wines won critical acclaim from their launch in 2008.