



FESQ & COMPANY

FINE WINE DISTRIBUTORS

ESTABLISHED 1848

Misha's  
VINEYARD

## Media Release

### Misha's Vineyard and Fesq & Company Announce Exclusive Distribution Relationship

**SYDNEY, Australia, 8 August, 2012.** Misha's Vineyard & Fesq & Company today announced an exclusive distribution relationship across the Australian states of Victoria, Tasmania, New South Wales (including ACT) and Queensland effective 1<sup>st</sup> September 2012.

Established by Georges Fesq in Sydney in 1848, Fesq & Company has an enviable reputation of representing some of the best privately-owned wine producers in Australia and New Zealand. Additions to the portfolio are a result of a very rigorous selection process and in accordance with strict criteria that Fesq has developed to ensure synergy with each brand as well as long-term relationships.

"We're excited to add Misha's Vineyard to our portfolio as it's a winery that in a short space of time has built a phenomenal reputation across their range of Pinot Noirs and aromatic white wines" said Chris Conway, CEO of Fesq & Company. "The spectacular vineyard site in Central Otago and the craftsmanship of Olly Masters, one of New Zealand's most talented winemakers, is a pretty striking combination" he added.

Misha's Vineyard was named one of "New Zealand's Top 20 Wine Producers" by the esteemed *Decanter* (UK) magazine and is represented by some of the most premium distribution partners around the world.

"The selection of the right distribution partner is one of the most critical decisions a wine producer can make with their brand" said Misha Wilkinson. "Our partnership with Fesq & Company fulfils the '*no compromise*' philosophy that we apply to every aspect of our business from winemaking through to distribution".

Misha's Vineyard wines are destined for fine-dining restaurants, premium hotels and specialist wine retailers across Australia. The range of wines that will be available through Fesq & Company is:

- Misha's Vineyard Verismo Pinot Noir
- Misha's Vineyard The High Note Pinot Noir
- Impromptu by Misha's Vineyard Pinot Noir
- Misha's Vineyard Dress Circle Pinot Gris
- Misha's Vineyard Lyric Riesling

Wines from Misha's Vineyard will be available for tasting at Fesq's upcoming Winemaker's Exhibitions.

- **Sydney** - Tuesday 21<sup>st</sup> August, 12-8pm at the Australian Museum
- **Melbourne** - Monday 24<sup>th</sup> September, 12-8pm at the Sofitel Melbourne on Collins.

- ends -

***For further information please contact:***

**Fesq & Company**

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To register for the Fesq trade events please go to: <http://www.fesq.com.au/events.html>

**Misha's Vineyard Wines Limited**

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**About Fesq & Company**      [www.fesq.com.au](http://www.fesq.com.au)

Established in 1848 by Georges Fesq, the company is owned by the fifth and sixth generation of the Fesq family, and has an enviable portfolio of privately owned and operated wineries from some of Australia and New Zealand's foremost wine producers and a selection of great French wines from Alsace, the Rhone and the Loire. Covering Victoria, Tasmania, New South Wales (including ACT) and Queensland, Fesq & Company focuses on the on-premise and independent retail sector. Above and beyond offering a superb range of wines, Fesq & Company is committed to delivering a totally professional service, from quality sales representation and effective marketing solutions, through to superior customer service and reliable distribution.

**About Misha's Vineyard Wines Limited**      [www.mishasvineyard.com](http://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 (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 range of Misha's Vineyard wines have won critical acclaim from their launch in 2008. They were named one of ***New Zealand's Top 20 Producers*** by the prestigious UK Decanter magazine.