



## **Misha's Vineyard Increases Focus on Australia**

**BENDIGO, Central Otago, New Zealand, 8 June 2010.** Continuing a focus on the Australian market, Misha's Vineyard has expanded their distribution to include New South Wales, Australian Capital Territory and Queensland by joining the premium portfolio of Estate Wine Distributors.

With headquarters in Sydney, Estate Wine Distributors has a collection of over thirty labels from highly acclaimed boutique wineries primarily in Australia and New Zealand, and is focussed on servicing the on-premise market as well as specialised wine retailers.

"Adding a Central Otago brand to our portfolio is a strategic move for us as we are seeing a demand in the restaurant sector for excellent New Zealand Pinot Noir" said Peter Papanikitas, founder and managing director of Estate Wine Distributors.

"Not only does Misha's Vineyard produce one of the best New Zealand Pinot Noirs we have tried, but their range of white aromatic varieties is outstanding and will be extremely well received by restaurants looking for great food wines and something a little different".

Since late last year, Andy and Misha Wilkinson, owners of Misha's Vineyard, have been working on the international launch of their brand with the appointment of premium distributors across the Asia Pacific region.

"In a tough economic climate we've been able to appoint seven distributors in the past seven months, and each of them being very established players working at the premium on-premise segment of the market" said Misha Wilkinson. "The 'no compromise' philosophy we apply across the entire business means not only are we able to present an outstanding range of wines to our distribution partners but also a sophisticated set of packaging, strong marketing and communications support, and dedicated time in-market" she added.

With winemaker Olly Masters at the helm, Misha's Vineyard has been garnering positive accolades since the launch of their wines with Bob Campbell MW, remarking that after just three vintages they were "already proving to be one of Central Otago's great wine producers".

The range of Misha's Vineyard wines now available through Estate Wine Distributors is:

- Misha's Vineyard "The High Note" Pinot Noir 2008
- "Impromptu" by Misha's Vineyard, Pinot Noir 2008
- Misha's Vineyard "Lyric" Riesling 2009
- Misha's Vineyard "Dress Circle" Pinot Gris 2009
- Misha's Vineyard "The Gallery" Gewürztraminer 2009

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**For further information please contact:**

**Misha's Vineyard Wines Limited**

Misha Wilkinson      Tel: +65 98285735 (Singapore) or [misha@mishasvineyard.com](mailto:misha@mishasvineyard.com)  
[www.mishasvineyard.com](http://www.mishasvineyard.com)

**Estate Wine Distributors**

Peter Papanikitas      Tel: +61 2 9519 2122  
**Orders:** 02 9519 2122 / [info@estatewines.com.au](mailto:info@estatewines.com.au)

**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 requires 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 has won critical acclaim from the launch in 2008.

**About Estate Wine Distributors**

With over thirty years experience in the wine and wholesale business, Peter Papanikitas established the family-owned Estate Wine Distributors to service the on-premise market in Sydney where the company is headquartered. With the company's growth over the last few years distribution has expanded to include Newcastle and the Central and North Coast of NSW, Canberra, as well as Queensland with bases Brisbane and Cairns. Estate Wine Distributors has an impressive portfolio of highly-respected boutique wineries primarily from Australia and New Zealand.