



Media Release

For immediate release

Misha's Vineyard Opens Pop-Up Cellar Door

CROMWELL, Central Otago, New Zealand, 21 December 2016 – Misha's Vineyard will open a pop-up cellar door in Cromwell for just two weeks commencing on Monday the 2nd January. Located in The Mall in the heart of Cromwell, the pop-up cellar door will be open from 10am to 4pm daily.

Misha's Vineyard produces an extensive range of Pinot Noir and aromatic white wines including Pinot Gris, Riesling, Rosé, Sauvignon Blanc, Gewürztraminer, as well as a late harvest dessert wine – all of which will be available for complimentary tastings at the pop-up cellar door.

"We have been wanting to open a cellar door and whilst our lakefront vineyard is absolutely spectacular, the location at Bendigo is just a little too far out of town so we thought the best place for our urban pop-up cellar door would be in Cromwell – the centre of Central Otago's winegrowing region" said Misha Wilkinson, owner of Misha's Vineyard.

Earlier this year, Misha's Vineyard celebrated their 10th vintage milestone and expanded distribution across Southeast Asia bringing the number of export markets to over 20. From the outset, the strategy for Misha's Vineyard, has been to build a premium brand working primarily with top restaurants and five-star hotels around the world with a particular focus on the Asia Pacific region. Across New Zealand, Misha's Vineyard wines are distributed through Negotiants NZ with most of the focus again on restaurants and only limited availability through retail outlets.

"The fact is, we've been getting so many calls from people who love our wines and want to know if we have a cellar door" said Misha. "Now we'll finally be able to welcome locals as well as any visitors to region - even if it is only for a couple of weeks."

POP-UP Cellar Door details:

Location: Shop 61B The Mall, Cromwell (*next to Shark & Taties*) on Barry Avenue.
When: Monday 2nd January to Saturday 14th January 2017 (*excluding Sunday 8th Jan*)
Time: 10am – 4pm daily

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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 require 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 since their launch. Named as one of **New Zealand's Top 20 Producers** by the prestigious **Decanter** (UK) magazine, the wines are now exported to more than 20 countries around the world.



For further information, please contact:

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A range of high resolution images of Misha's Vineyard are available via Dropbox.
<https://www.dropbox.com/sh/ys71ftb08jbhfg3/AAB59JeBdsF4fFqunM7xRIQTa?dl=0>

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