



Media Release

For immediate release

New Zealand Pinot Noir Selected for World's Finest Wine Glasses

CROMWELL, Central Otago, New Zealand, 16 November 2012. A New Zealand Pinot Noir from Misha's Vineyard in Central Otago has been selected to demonstrate some of the finest crystal glasses crafted for Pinot Noir by 250-year old Austrian glass company Riedel, the world's leading designer and producer of luxury glassware.

The Riedel Glass Tasting is to be held on Saturday 17th November in Ho Chi Minh City in Vietnam, one of South-East Asia's newly emerging wine markets, and will be hosted by Riedel's 10th-generation company President George J Riedel. Tickets for the event which will be held in the city's leading international 5-star hotel, the Caravelle Hotel, are priced at US\$110 a seat and were sold out over a week ago with 120 people scheduled to attend.

"It's an honour that a New Zealand Pinot Noir has been selected to showcase these superb glasses" said Misha Wilkinson, Director and co-owner of Misha's Vineyard with her husband Andy Wilkinson. "We started exporting our wines to Vietnam in the middle of last year and in that time we have seen a lot of development in the market and increasing sophistication – it's such an exciting new market and amazing that so many people will be attending this kind of tasting event" said Wilkinson who has just returned from her second visit to the market.

New Zealand's Consul-General and Trade Commissioner, Graham Sims, who is based in Ho Chi Minh City, says that with westernisation and higher income levels, alcohol consumption is rising rapidly in Vietnam with forecasts for wine to increase by up to 6 % per annum until 2015. "Following the implementation of the AANZFTA agreement in 2010, Vietnam is now probably an easier place than China for New Zealanders to do business." he said.

Sims says that with the country's French connections, there is already a culture of drinking wine and when you add that to a population of 88 million people, it's not surprising that the market is attracting more interest from wine producers.

Misha's Vineyard "The High Note" Pinot Noir 2008 will be one of just three wines used for the Riedel glass tasting event which will showcase the designs within the Vinum XL Series, the new generation of Riedel wine glasses, which retail in New Zealand at \$68 per glass. The Vinum XL Pinot Noir was designed in 2008 and came about as a result of several workshops with Pinot Noir producers in Oregon USA. The shape of the glass shows the fresh fruit components and highlights the sweetness, whilst balancing the acidity and deemphasizing the alcohol to create a ideal impression of the wine with Georg Riedel claiming it a "a perfect Pinot Noir dream glass"

The actual tasting process involves guests being led through an appreciation experience of the wines in the correct Riedel glass and then comparatively in another glass, in order to



highlight the significant differences in both aroma and taste that two glasses or more can bring to the same wine. During the tasting Mr. Riedel will explain how and why the flavour of wine differs so dramatically from one glass to another.

Riedel have long held a reputation for making the finest glasses and in fact were the first company to understand how the shape of a glass dramatically affects a wine's bouquet and flavour with *Time Magazine* reporting that over the past 50 years, "this Austrian clan of master glassmakers has done more to enhance the oenophile's pleasure than almost any winemaking dynasty."

"Some people are surprised we've entered the Vietnam market but we see so much opportunity in these newly emerging markets of South-East Asia and we have had many years experience working in Asia prior to establishing our vineyard" said Wilkinson. "On our recent trip to Ho Chi Minh City we visited a three-level restaurant and bar complex, due to open in two weeks, and situated on the top of Bitexco Financial Tower. They even have a helipad located on the 50th floor of the tower so guests can arrive directly to the new Heli Bar. Interestingly we found the CEO of the Food and Beverage company leading this new luxury venue was a fellow New Zealander!"

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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 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.

About Riedel www.riedel.com

Riedel, 250 year-old global leader in varietal-specific crystal glassware, is the first in history to recognize that the taste of wine is affected by the shape of the glass from which it is consumed. Riedel has been recognized as the unrivaled "wine friendly" glassware brand to complement specific wines and spirits. Famous for its ground-breaking introduction of the world's first "wine friendly" glass, the Burgundy Grand Cru in 1958 and mouth-blown Sommeliers collection unveiled in 1973, Riedel has become the brand of choice for wine connoisseurs, hospitality professionals, and educated consumers worldwide. Recognized for transforming the wine culture over the past 50 years, Riedel's design-focused decanters, various stemware lines, and stemless "O" collections have been selected for display at the Museum of Modern Art, Corning Museum of Glass, San Francisco MOMA and more. Riedel is distributed widely throughout Europe, the Americas and Asia, and can be found at the most exclusive fine dining establishments throughout the world.