



Media Release

Misha's Vineyard Announces Amorosso Fine Wines as Exclusive Distribution Partner in Hong Kong

CROMWELL, Central Otago, New Zealand, 31 October 2024 – Misha's Vineyard, one of the leading wine producers from Central Otago, New Zealand, is now exclusively represented in Hong Kong and Macau through Amorosso Fine Wines.

"We're excited to add Misha's Vineyard to our portfolio as Pinot Noirs and aromatic white wines represent some of the most consistent and highly-rated wines in Central Otago" said Luca Luise, Founder of Amorosso Fine Wines. "Their spectacular single-vineyard site and the craftsmanship of Olly Masters, one of New Zealand's most talented winemakers, is a pretty compelling combination" he added.

Established in 2009, Amorosso Fine Wines' premium range of wines and spirits are supplied to the finest hotels, restaurants and fine wine retailers in Hong Kong and Macau. With Luca's 35 years of experience in the Hong Kong market, he has built a team which has extensive knowledge and close industry associations. Any additions to their portfolio is the result of a very rigorous selection process with his entire team.

"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, co-founder of Misha's Vineyard with her husband Andy. "Our partnership with Amorosso Fine Wines fulfils our '*no compromise*' philosophy that we apply to every aspect of our business from winemaking through to distribution".

Misha's Vineyard is located on the edge of Lake Dunstan, in the Bendigo sub-region of Central Otago - the Pinot Noir capital of New Zealand. The north-west facing terraces of the 57-hectare single-vineyard estate has 26 hectares planted across five varieties. Over the last two decades, Misha's Vineyard has gained an enviable reputation for their small batch artisanal wine and have focussed their distribution with premium resorts, hotels, fine-dining restaurants and specialist wine retailers across the Asia Pacific region.

Misha's Vineyard has an exacting viticulture regime with all the grapes hand-harvested and sustainably farmed and is a certified member of Sustainable Winegrowing New Zealand (SWNZ). Our winemaking style makes use of natural fermentation for our Pinot Noir, and for portions across the range of aromatic white varieties to create texture and ageability.

New Zealand leads the world in vineyard sustainability with 96% of all vineyard land certified and next year celebrates the 30th anniversary of the establishment of Sustainable Winegrowing New Zealand (SWNZ). This voluntary, independently audited programme commits to improving the sustainability of viticultural and winemaking operations. New Zealand Winegrowers has



also just released a Roadmap to Net Carbon Zero 2050 which lays the path forward for the reduction of greenhouse gas.

Misha's Vineyard wines will be targeted at the premium on-trade market and quality independent retail stores through Amorosso Fine Wines. Consumers are also able to purchase the range of Misha's Vineyard wines through Amorosso's online retail channel, Wine Cloud (winecloud.hk)

"Our focus at Amorosso Fine Wines is to source and represent premium wines from smaller boutique family-owned estates and to ensure we over-deliver on our customers' expectations and requirements" commented Luca.

The range of Misha's Vineyard wines available through Amorosso Fine Wines is:

- Misha's Vineyard "The High Note" Pinot Noir
- Misha's Vineyard "Cantata" Pinot Noir
- Misha's Vineyard "The Starlet" Sauvignon Blanc
- Misha's Vineyard "The Gallery" Gewürztraminer
- Misha's Vineyard "The Cadenza" Late Harvest Gewürztraminer

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A range of high-resolution images of Misha's Vineyard are available via Dropbox.

<https://www.dropbox.com/scl/fo/j9atl7qzecvqny/h?rlkey=j3fo23ayb59al2kdsn695j0fj&dl=0>