

Misty Cove Wines at ProWine Singapore 2024 Press Release

For immediate release:

Misty Cove Wines Makes Debut Appearance at ProWine Singapore 2024

Misty Cove Wines is proud to announce its inaugural participation at ProWine Singapore, marking a significant milestone for the wine brand. After years of experience presenting at ProWein Dusseldorf and a strong foothold in Europe, Misty Cove Wines is eager to show its diverse portfolio of premium wines to all Asian markets:

"We are thrilled to be part of ProWine Singapore for the first time," said Jarrod Englefield, Sales and Marketing Director at Misty Cove Wines. "ProWine Singapore offers a fantastic opportunity to introduce our wines to these exciting wine markets, and having recently acquired the ability to service all Asian countries from our Singapore warehouse, we are in a great position to establish Misty Cove in the region."

About Misty Cove Wines:

Misty Cove is one of the fastest-growing wine brands in New Zealand, with firm positioning in Europe and North America.

The brand's origin story kicks off in 2008, a time when 'The Founder', New Zealander Andrew Bailey, ventured to The Netherlands, and while running his thriving wine import distribution company, Forty Four Degrees, he laid the groundwork for Misty Cove. Fast forward to 2012, with a solid brand foothold in Europe, his love for Marlborough prompted his return, sculpting Misty into what it is today. Now, the reins are in the hands of a tight-knit crew united by their shared determination to uphold Misty Cove's legacy of innovation, quality and nonconformity.

"With roots that dig deep into the captivating Marlborough Sounds and vines strategically planted across Marlborough and some top-notch spots in New Zealand, our wines make their way to all corners of the world."

"Our motto, 'Wine for Good Times.' It's not just a tagline; it's a mantra that captures the brand's vibrant and youthful spirit. Fuelled by an unwavering passion for Marlborough, we believe in walking your own path and raising your glass to create unforgettable moments; you can talk about wine, but wine is better to be talked around - in the company of good friends, family and perhaps the odd stranger."

Contact:

Carlos Stiven

Marketing Manager

Misty Cove Wines

carlos@mistycovewines.com

www.mistycovewines.com