NEWS RELEASE

New Zealand Winemaker Turns To 4,000 UK Wine Drinkers To Crowd-Fund His First Vintage

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Naked Wines, the online wine business, is helping a New Zealand winemaker achieve his life ambition of creating his own wine label through launching a unique risk-free crowd-funding campaign today, 28 April 2016.

Dominic Maxwell has asked Naked Wines to support him with this ambition to create his first solo vintage through crowd-funding. He plans to produce 4,000 cases for those who invest in his wines now and in return, customers will get a 48% discount off his Waipara own named wine, delivered before Christmas.

Dominic has built a strong reputation in New Zealand, having previously made wines for Greystone and Muddy Water, two of New Zealand's finest Wineries. He has also won a number of awards ranging from New Zealand's Winemaker of the Year in 2011 and the prestigious Decanter 2014 International Trophy for Pinot Noir.

After 12 years' winemaking in New Zealand Dominic has chosen crowd-funding through Naked Wines in the UK to launch his own brand. The investors get a fantastic deal on his wine and he gets the investment today, spends less time marketing, distributing and selling the wines himself and more time making sure that they are just right for his customers.

Naked Wines has supported independent winemakers from all across the globe since its launch in 2008, however this is crowd-funding with a difference – if a customer does not like the wine or changes their mind they can get 100% of their money back. By supporting talented winemakers and bringing unique, exciting wines to customers Naked Wines can make great wine an everyday pleasure, not a just privilege.

For more information or to support Dom please follow: **https://www.nakedwines.com/marketplace?cid=UK**

Eamon Fitzgerald, Managing Director of Naked Wines UK, commented:

Dominic Maxwell is a truly talented winemaker, he has made some incredible wines for some amazing brands and we are absolutely delighted to be part of the next step of his journey while also giving Naked Wines customers the chance to experience some amazing wines for brilliant prices.

At Naked we believe talented winemakers should have the freedom and time to make wines that inspire and by giving our passionate wine drinkers this amazing chance to fund a winemaker is a win-win situation; customers get a full experience of helping a talented young kiwi achieve his life ambition in return for some amazing wines for brilliant prices, and even a money-back guarantee if they don't like them!

Dominic Maxwell, winemaker, commented:

I have always wanted to create my own wines and the past 12 years has given me the training and experience to create a quality wine under my own name. I am delighted Naked have agreed to support me in this adventure. I can't wait to get started making this vintage and I hope all those that fund me will love these wines!