

NZ GEOGRAPHICAL INDICATION (GI)

EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: 1004	GI Name: MARLBOROUGH	
2	New Zealand GI correctly selected (cf foreign)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
3	Goods GI for	<input checked="" type="checkbox"/> Wine	<input type="checkbox"/> Spirit

4	GI correct?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
5	Applicant/ Agent details correct	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
6	Wine or spirit correctly stated	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
7	Geographical co-ordinates relate to the place of geographical origin to which the GI relates	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
8	Description of Conditions provided	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	Comment(s):

Additional Information required before Acceptance (reg 8(1))

9	Explanation of characteristic essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
10	Evidence of characteristic essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):

Examination

11	GI identical to registered GI (s10)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
12	GI identical to customary name of grape variety (s11)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
13	GI identical to common name for wine or spirit (s12)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
14	GI use or registration likely to be offensive (s13A)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
15	GI identical to trade mark for identical goods or services	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):

	(s14)				
16	GI identical to trade mark for similar goods or services (s15)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
17	GI similar to trade mark for identical goods or services (s16)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
18	GI similar to trade mark for similar goods or services (s17)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
19	Conditions of use Entered (s41)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	Comment(s):

Reference Searches

20	Accepto searches saved to MAKO	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
21	Internet searches saved to MAKO	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):

Evidence

22	Statutory declaration/ affidavit complies with s9 of Oaths and Declarations Act 1957 (for statutory declarations) or the High Court Rules (for affidavits)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s): Declarant's Occupation is not contained in the stat dec cover sheet. Form is not invalid because of that (see s 26 Interpretation Act)
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Quality, reputation or other characteristic

The Applicant should explain and provide evidence of the quality, reputation or other characteristic of the wine or spirit that is attributable to the GI (**reg 8(1)**).

The explanation and evidence should show how the specific characteristic(s) of the wine and/or spirit are linked to features (whether natural or human) within the geographic area.

The below template includes headings that reflect the type of information that IPONZ typically expects to receive as part of an application (**reg 8(2)**).

History and background

The quality, reputation and other characteristics of wine or spirits from a particular area will often be linked to the founding and development of the area for wine or spirit production. Background may also include a description of the history relating to the word that indicates the area as a GI.

<p>23</p>	<p>Comment(s): <i>see pages 3-9; esp 3-5</i></p> <ul style="list-style-type: none"> ○ The History and Background section gives an indication of how the quality, reputation and other characteristics of wine from the area are linked to the founding and development of the area for wine production. ○ The modern wine industry is still a relative new comer in terms of age (first vines planted in 1973) but the declarant states that: <ul style="list-style-type: none"> ● the wine industry has become the lifeblood of the region's economy- providing 79% of the New Zealand total wine production; ● it was Sauvignon Blanc that opened up the UK market for NZ wine in the '80's, the AU Market in the '90's; and that ● it is Sauvignon Blanc that is currently leading the way in New Zealand' largest export market the US; ● Selling at a range of price points in all New Zealand's major markets that it is Marlborough Sauvignon Blanc that has led the way for other styles of wine such as Pinot Noir, Chardonnay and Pinot Gris ● Wine specific tourism has grown off the back of the wine industry ● In 1986 Ernie Hunter submitted won best non-Chardonnay full dry white wine in the Sunday Times Vintage festival with his 1985 Marlborough Fume Blanc; and that he won the same award 3 years in a row ● In 1991 the first contract wine-making was established in Marlborough ● Many international wine companies are now represented in Marlborough including: Constellation, Gallo, Pernod Ricard ● The biggest growth in the region came in the 2000's when grower and winery numbers doubled ● In 2016 there were 140 wine companies in the Marlborough GI, 534 growers and 1019 individual vineyards
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	<ul style="list-style-type: none"> ➤ The above information shows the growing reputation in the Marlborough GI for wine both nationally and internationally
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Geographical features in the area

Geographical features may include general topography, elevation, natural features that provide shelter or that alter wind direction, ridges, valleys, plains, underground waterways and water tables, proximity to the coast or other bodies of water, slope, aspect and accessibility.

24	<p>Comment(s): <i>see pages 2, 3, 10, 11, 12; See also box 25</i></p> <ul style="list-style-type: none"> • Declarant highlights that the geographical features of the area have an effect on the sensory attributes of the wines • <i>Page 2:</i> <ul style="list-style-type: none"> • A range of topography and aspect within the region's many valleys, combined with young and diverse soils and subsoils, create micro-variations across the region - allowing for both a range of styles and complexity within single styles; • <i>Page 10/11:</i> <p>The geology of the MARLBOROUGH GI contributes to the distinctive sensory characteristics of the wines.</p> <p>Four major fault lines (Hope, Clarence, Wairau and Awatere) have defined the Marlborough landscape over the past two million years.¹⁸ They, along with three rivers (Awatere, Wairau and Waihopai) that provide the lifeblood of the MARLBOROUGH GI, play a crucial role in the geology of the region. The river flats with alluvial soils allow free draining for the majority of Sauvignon Blanc vines, while the surrounding hillsides provide sun exposed slopes for Pinot Noir and Chardonnay.</p> <p>Glacial advances over two millennia have carved out valleys and terraces that bestow differing qualities for the vast scope of wine grape varieties grown in the MARLBOROUGH GI. Each variance provides unique, sensory characteristics within the GI.</p>
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Soil composition in the area

Soil composition in the area may include the soil type or types (such as sandy, clay, silt or loamy soils), and the presence of particular rock (such as gravel, schist or slate). The characteristics of the soil such as its temperature, pH, drainage, salinity and nutrient/mineral profile may also be relevant.

25 **Comment(s):-** *see page 3, esp page 11; see box 24*

- The flat land of the Wairau plains was covered in swamp. The silty residue from years of the braided rivers crossing the plains has provided soils ideal for grape growing – *page 3*

The diverse soils of Marlborough contribute to the sensory characteristics of the wine- *page 11*:

	<p>The differences in soil diversity allows growers in the MARLBOROUGH GI to plant identical rootstocks and varietal clones in vineyards barely a couple of kilometres apart and produce parcels of fruit with contrasting flavours.</p> <p>The clay and clay loams have a higher capacity for retaining moisture than the river gravels, suiting varietals such as Pinot Noir and Chardonnay. The deep sandy and silt soils are particularly suitable to vigorous varieties such as Sauvignon Blanc and Pinot Gris. Their free draining ability ensures the energy of the vine goes into the ensuing fruit rather than the canopy, while it also retains heat that helps develop more aromatic flavours.</p> <p>With the range of variability within MARLBOROUGH GI soils, a range of flavour profiles have emerged. In the areas of silt and gravel underlaid with clay the white wines tend towards the citrus/grapefruit flavours with a degree of minerality. On these same soils the Pinot Noir tends to display rich aromas of red fruit.</p> <p>On the stony, gravel and alluvial soils the wines tend to be described as fruit forward with stone and tropical fruit flavours, in particular providing passion fruit and grapefruit characteristics in the Sauvignon Blanc.</p> <p>The other soil type, of a mixture of alluvial gravel and wind borne loess provides crisper, less tropical fruit flavours and are the wines are often described as having herbaceous, capsicum/bell pepper, minerality and flinty flavours.</p>
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Climate in the area

Applicants may like to include relevant climate data from the geographical area such as rainfall, temperature, prevailing winds and hours of sunshine. Ideally, such evidence should comprise or be supported by research data from a reputable institution.

26	<p>Comment(s): <i>See pages 2, 3, 12-17</i></p> <ul style="list-style-type: none"> • Declarant highlights the effect of the climate on the sensory attributes of the wines:
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	<p><i>Page 2:</i></p> <ul style="list-style-type: none"> • Marlborough, situated at the top of the South Island experiences a maritime climate; • High sunshine hours, dry conditions particularly during harvest, and protection from cold southerlies by mountain ranges to the south provide ideal wine growing conditions; • Diurnal variations of up to 11 degrees centigrade are conducive to producing high quality aromatic white and red wines; <p><i>Page 12:</i></p> <p>Typical summer daytime maximum air temperatures range from 20°C to 26°C, but occasionally rise above 30°C. However, night time temperatures can drop dramatically, creating a diurnal range of around 11°C which slows the development of sugars and preserves the natural acidity of the grapes, resulting in pure fruit intensity and precise acid structure across its varieties. This is a crucial climatic influence.</p> <p><i>Page 13:</i></p> <p>With the drier autumns in the MARLBOROUGH GI, fruit can be left on the vines for longer to build fruit flavours and physiological ripeness, without sacrificing the acidity that delineates Marlborough wines.</p>
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Methods of producing wines and spirits

Human factors such as viticulture, winemaking or spirit-making practices may also be relevant. These factors are likely to be linked closely to natural factors such as steep, inaccessible terrain which can mean that less mechanisation is feasible. This in turn may mean that the wines or spirits from that area must be premium goods that are sold at a high price point in order to be profitable.

27	<p>Comment(s): <i>See Pages 2, 3, 15</i></p> <ul style="list-style-type: none"> • <i>Page 2:</i> <ul style="list-style-type: none"> • The region's total land area is over 14,541 square kilometres which allows the development of both large-scale and boutique wine companies; • Comparatively recent history within a small and interlinked community means that there is a high degree of shared experience and learning across the region;
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- *Page 3:*

- MARLBOROUGH GI wines are specialised in a particular suite of classic grape varieties and wine styles suited to both the physical environment and the market led by Sauvignon Blanc and, increasingly, Pinot Noir.

Grape Varieties and wine styles- page 15

- Declarant states that the Marlborough GI is renowned for Sauvignon Blanc: comprising 78% of the GI's 25,235 producing hectares; Pinot Noir comprises 11% and the balance across varieties
- In 2017 of 79% of the country's total harvest approximately 87% of that production was Sauvignon Blanc

Viticulture and Wine-making – pages 16-17

- Declarant states that with a range of soils, and geology that the Marlborough GI has a range of physical environments that leads to an array of differing winemaking and viticultural practices:
 - Due to the positive impact on Sauvignon Blanc flavours, the majority of Sauvignon Blanc fruit is machine harvested (approximately 95 percent).

- Pinot Noir in the MARLBOROUGH GI is commonly hand harvested in order to protect the thin-skinned fruit being damaged and releasing phenolics early.
- Drip irrigation plays an important role, given the climatic conditions of long sunshine hours, little summer rain and evapotranspiration due to strong westerly winds.
- Most Sauvignon Blanc vines are cane pruned, to four canes per vine, to allow for climatic conditions that may limit crop.
- Sauvignon Blanc yields in MARLBOROUGH GI are invariably higher than other varieties. Wineries regularly place yield caps on growers to ensure quality fruit and proactively work with growers to oversee the development towards harvest March and April.
- Sauvignon Blanc, Pinot Gris and Riesling are harvested and fermented in stainless steel tanks, before being bottled, normally within four to six months, but sometimes up to 10 months of harvest. While there is now a move by some to age Sauvignon Blanc oak for up to 12 months, the majority of Marlborough Sauvignon Blanc is bottled early to retain the vibrant, fruit forward flavours.
- Pinot Noir and Chardonnay are fermented in oak for up to 18 months before bottling, adding complexity to the flavours and texture of the wine.
- Méthode Marlborough, representing 10 sparkling wine producers has guidelines to producing sparkling using traditional methods.
- Grape growers and winemakers within the MARLBOROUGH GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand.
- Up to six percent of growers and a number of wineries in the MARLBOROUGH GI are currently certified as Organic or are working their way to accreditation. A number of others are certified biodynamic.

- Wine-making may take place outside of the region, which the declarant states does not detract from the expression of the characteristics typical of the GI in the resulting wine- *page 17*
- Wines from the Marlborough GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produces using permitted viticultural and winemaking practices- *page 17*

Quality

The qualities of a wine or spirit from a particular area may include its aroma, flavour profile, sweetness, acidity, tannin, fruit, colour, structure, body, texture and viscosity, alcohol by volume, cellaring potential, typicity, signature characteristics, and varieties.

28	<p>Comment(s):</p> <p>Sensory attributes- <i>pages 3, 17-19; see boxes 24-27</i></p> <ul style="list-style-type: none"> • The Declarant’s evidence includes descriptions of the sensory attributes typically associated with wines from the Marlborough GI. However, as this information has been provided by a person other than the declarant (namely Master of Wine Emma Jenkins) and is essentially hearsay, we are placing a low weighting on this information • That said information about quality attributes of the wines from the GI has also been provided elsewhere in the submitted evidence – <i>page 3</i> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> • MARLBOROUGH GI wines display recognisable and consistent sensory characteristics across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices. </div>
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Reputation

Where relevant, applicants should provide evidence that demonstrates the extent of the reputation of the wines or spirits from the relevant geographical area. This may include, for example:

- Evidence that wines or spirits are sold and/or promoted by reference to the GI.
- Statements from chambers of commerce and industry or other trade and professional associations that the wine or spirit has a reputation that is essentially attributable to its origin.
- Evidence that the GI influences consumer purchasing decisions.
- Evidence of tourism linked specifically to the wines or spirits from the relevant area, such as vineyard or distillery tours.
- Sales figures, export figures and/or market share (may be provided on a confidential basis).

- Marketing spend (may be provided on a confidential basis) and marketing activities such as advertising, tastings and other promotional events.
- References to the GI in books, articles, blogs, social media, websites and menus from restaurants and bars.
- Evidence of national and international awards won by wines and/or spirits from the relevant geographical area.

29 Comment(s):

Evidence relating to reputation - *See also box 23*

- In terms of the submitted evidence, we are of the view that the evidence of reputation of the wines from the area to which the GI relates constitutes the strongest case for accepting the GI.

Premium to ultra-premium market segments- page 3

- MARLBOROUGH GI wines are high quality products produced for the popular-premium to ultra-premium market segments.
- MARLBOROUGH GI wines have a global reputation for the foregoing based on many years of use and recognition by consumers, tourists wine experts and visitors to the GI.

Export figures- pages 3, 4, 8, 21; Appendix 4

- Significant export figures support the reputation of Sauvignon Blanc from the Marlborough GI

Page 3:

Selling at a range of price points in all New Zealand's major markets, Marlborough Sauvignon Blanc has led the way for other styles of wine, such as Pinot Noir, Chardonnay and Pinot Gris. Marlborough

Page 4:

Sauvignon Blanc export sales alone account for almost \$1.3 billion of New Zealand's total wine export revenue of \$1.65 billion.

- Significant export figures support the reputation of wines from the Marlborough GI more broadly

Page 8:

The MARLBOROUGH GI already contributes up to \$1.3 billion dollars in export earnings from the sale of wine as a standalone GI given it produces approximately 79 percent of New Zealand's wine and makes up approximately 80 percent of wine exports.

Page 21:

The total harvest in the MARLBOROUGH GI in 2017 was 302,396 tonnes, yielding approximately 218 million litres of wine. Almost all of this will be labelled with the MARLBOROUGH GI. Wines from the MARLBOROUGH GI are also exported around the world. Data from the Ministry of Primary Industries indicates that more than 1.2 billion litres of wine from the 2010-2017 vintages have been exported using the MARLBOROUGH GI (Appendix 4).

Industry Structure- pages 9 and 10

- Declarant states all 17 New Zealand category 3 wineries (annual sales exceeding 4,000,000 litres) have a presence within the Marlborough GI
- Nelson Marlborough institute of Technology's Marlborough Campus offers one of only four New Zealand available degrees in wine-making and technology and utilises services of winemaking companies to provide hands on experience
- Government has provided \$12.5 million across 4 years to establish a New Zealand Winegrower Research Centre in Marlborough

Duration and continuity of use of Marlborough – page 3

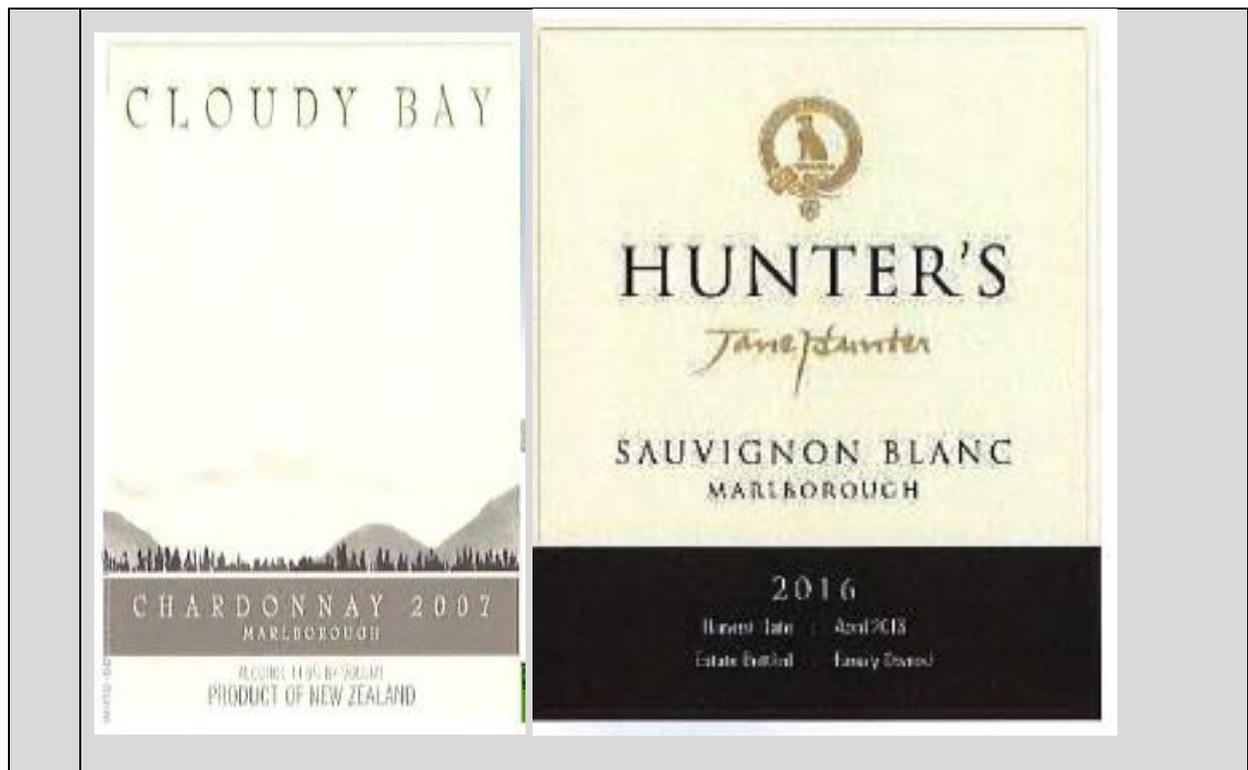
- While the wine industry is a relative new comer in terms of age (with the first vines having been planted in 1973, in the Marlborough region, the declarant states that it provides 79% of the New Zealand total wine production

Labels showing use of the GI- Appendix 3 and page 21

- Wine labels show use of Marlborough, as a GI, and declarant submits that that Marlborough has been used consistently on wines emerging from the region since Montana first released wines in 1976, for example:



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Formal Recognition of Marlborough GI – pages 22-23; see also box 30

- Declarant states:

In 1981, the New Zealand Government requested that "Marlborough" be included as a viticultural region on the European Union's official list of "geographical ascriptions"³⁷ to be used on New Zealand wines exported to that market.³⁸

The New Zealand Government included "Marlborough" in the list of "Appellations of Origin" submitted to the United States Department of the Treasury Bureau of Alcohol Tobacco and Firearms as the official list for use on wines exported to that market.

Marketing – pages 21, 22; Appendix 5

- Examples of current marketing of the Marlborough GI such as in respect of wine trails, NZW annual reports, and pamphlets, magazine articles and vineyard competitions

Page 22:

The MARLBOROUGH GI is at the centre of marketing activities of producers within the GI. All promotional material referring to wine, is marketed under the GI of Marlborough. For example; Marlborough appears on the label of all wines with 85% or more Marlborough sourced wines, Marlborough Wine and Food Festival, Marlborough Wine Show, Marlborough Wine Trail, Marlborough Young Winemaker of the Year, Marlborough Young Viticulturist of the Year, WineWorks Marlborough Sauvignon Blanc Yacht race to name a few. Examples are attached in Appendix 5.

References to the Marlborough GI in books and other media- see Appendix 6

Tourism- page 4; 20; Appendix 5

- Wine tourism is an activity that 20% of international tourists participate in (Page 4)

- *Declarant states at page 20:*

Between May 2016 and April 2017 43 Cruise Ships visited Marlborough³⁰ with guests offered the opportunity to visit wineries within the MARLBOROUGH GI. The reputation of wines bearing the MARLBOROUGH GI has been built on quality, availability and the beauty of the location the wine is grown in and wine tourism is flourishing. As a recent NZIER³¹ survey reported, wine tourism is a highly valuable to New Zealand with wine activities being the sixth most participated in activity by tourists and 20 percent of tourists visiting a winery during their stays. This group of tourists stay longer and spend more than the average tourist.

In the Lonely Planet 'Wine Trails' book, (released 2015) Marlborough was one of only 52 International wine regions included. In the introduction, the authors stated; "This book plots a course through 52 of the world's greatest wine regions".³²

Awards won by wine from the area to which the GI relates- page 20; Appendix 2

- First wine to gain international acclamation was a 1985 Marlborough Fume Blanc



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Boundary Map of Marlborough Region

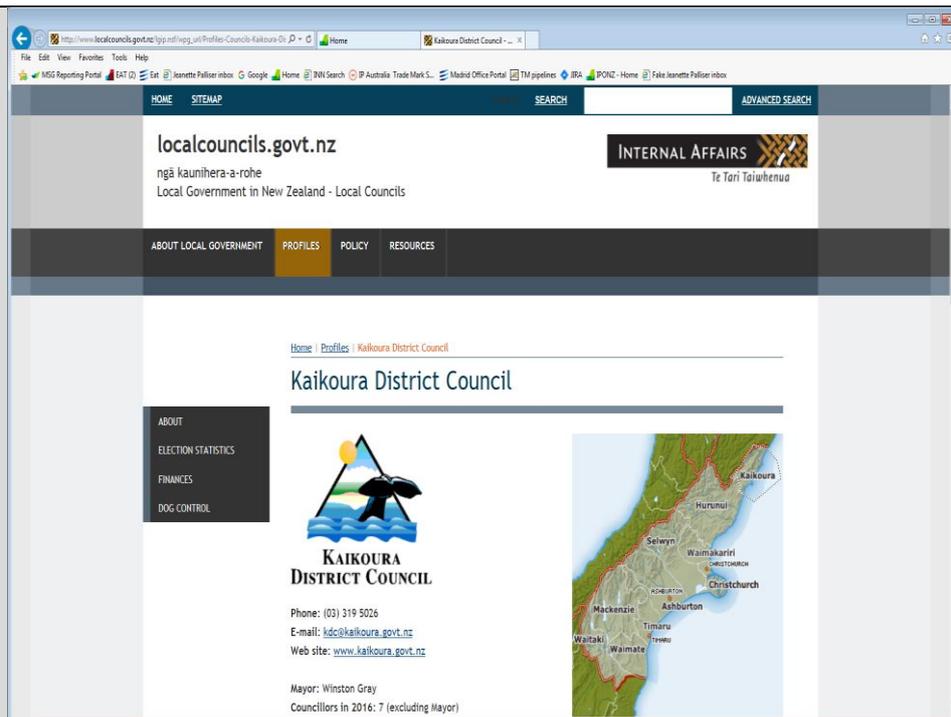
This map shows the 2006 Census collection for the Marlborough Region.

Marlborough Region



-  Area within region
-  Coastal water/oceanic area
-  Major town/city within region
-  City/district boundary lines within region

<http://www.stats.govt.nz/Census/2006CensusHomePage/Boundary/BoundaryMap.aspx?id=1000018&type=region&ParentID=>



The screenshot shows a web browser window displaying the profile page for the Kaikoura District Council on the localcouncils.govt.nz website. The browser's address bar shows the URL: http://www.localcouncils.govt.nz/lqip.nsf/wpg_url/Profiles-Councils-Kaikoura-District-Council-Main?OpenDocument. The website header includes navigation links for HOME, SITEMAP, SEARCH, and ADVANCED SEARCH. The main content area features the council's name, "Kaikoura District Council", and a map of the district. A sidebar on the left lists various council services such as ABOUT, ELECTION STATISTICS, FINANCES, and DOG CONTROL. The council's contact information, including phone, email, and website, is also displayed.

localcouncils.govt.nz
ngā kaunihera-a-rohe
Local Government in New Zealand - Local Councils

INTERNAL AFFAIRS
Te Tari Taiwhenua

ABOUT LOCAL GOVERNMENT PROFILES POLICY RESOURCES

Home | Profiles | Kaikoura District Council

Kaikoura District Council

ABOUT
ELECTION STATISTICS
FINANCES
DOG CONTROL



**KAIKOURA
DISTRICT COUNCIL**

Phone: (03) 319 5026
E-mail: kdc@kaikoura.govt.nz
Web site: www.kaikoura.govt.nz

Mayor: Winston Gray
Councillors in 2016: 7 (excluding Mayor)



http://www.localcouncils.govt.nz/lqip.nsf/wpg_url/Profiles-Councils-Kaikoura-District-Council-Main?OpenDocument



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GI's reputation

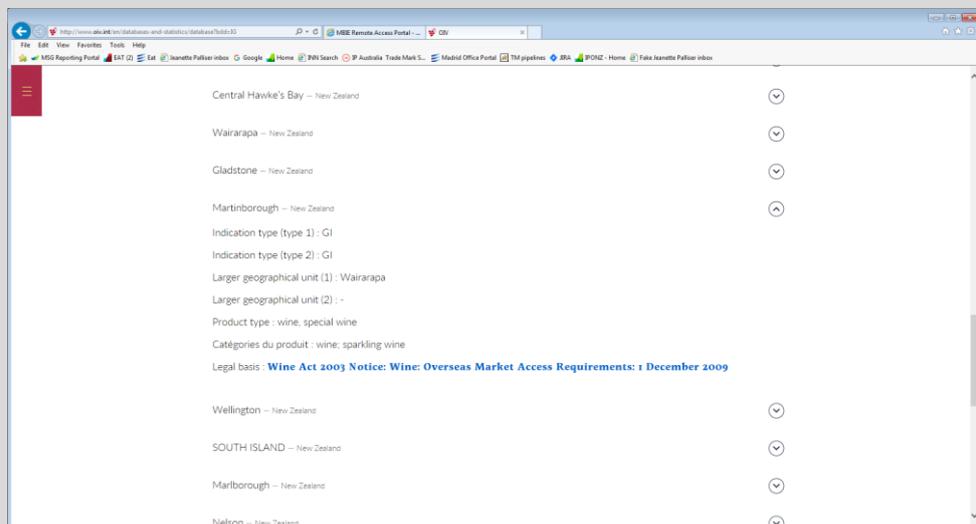
- World Wine Trade Group (WWTG)
The list recognises the Marlborough GI

[https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

<https://www.trade.gov/td/ocg/protocol.htm>

Marlborough			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g. Wairau or Wairau Valley, Awatere or Awatere Valley, Southern Valleys.
Nelson			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g.: Golden Bay; Motueka; Upper Moutere; Redwood Valley, Waimea Plains; Brightwater.
Canterbury			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g.: Akaroa, Banks Peninsula, West Melton.
North Canterbury			<input checked="" type="checkbox"/>	May be accompanied by the

- Marlborough is recognised as a GI on the International Organisation for Wine and Vine's International Database of Geographical Indications <http://www.oiv.int/en/databases-and-statistics/database?bdd=IG>



31	Examiner is satisfied that the Applicant has provided sufficient explanation and evidence of: the quality, reputation or other characteristic of the wine or spirit that is essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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32	Recommend for Acceptance?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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This Summary may not explicitly refer to every matter that has been considered by the Examiner