


“Some of the information in this document may be redacted to protect the privacy of natural persons”.

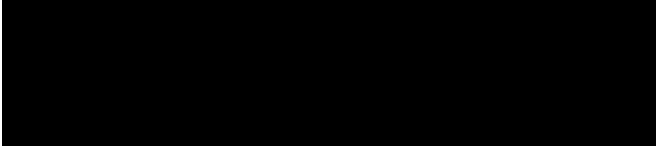
Declaration

I, Xan Harding, of 
[Name] [Place of residence] Hastings

being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

1. The evidence contained in and with this application, including appendices and attachments, is true and correct to the best of my knowledge.
2. I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name: Xan Harding 

Signature: 

Declared at Hastings this 25th day of July 2017.

Before me: Peter Kay
P.A. Kay, JP
#6133
HASTINGS
Justice of the Peace for New Zealand
[Name of Justice of the Peace, or solicitor, or other person authorised to take a statutory declaration.]

Signature: 

Evidence in support of application for registration of a New Zealand Geographical Indication: HAWKE'S BAY

Name of the Geographical Indication

The geographical indication (GI) for which registration is sought is HAWKE'S BAY. This may also be presented as HAWKES BAY.

The Applicant notes that the HAWKE'S BAY GI may be used in conjunction with the names of smaller geographical units, including the following: *Mohaka, Esk River, Te Awanga, Bridge Pa, Gimblett Road, Ohiti, Dartmoor Valley, Mangatahi Terraces, Crownthorpe Terraces, Havelock Hills, Tukituki Valley*. The Applicant does not seek registration or protection for the names of these smaller geographical units as part of this application.

Quality, reputation or other characteristics

History and Background

Overview

The HAWKE'S BAY GI is New Zealand's second largest wine region and has the longest history of continuous production in the country. 5000 hectares of grapes are planted in Hawke's Bay producing about 40,000 tonnes of grapes a year. The HAWKE'S BAY GI includes a mix of small to large enterprises producing wines for the popular-premium to ultra-premium market segments.

The HAWKE'S BAY GI is situated on the central Eastern Coast of the North Island, with the wine-growing areas extending inland in a triangle from the cities of Napier and Hastings towards rolling hill country which quickly ascends to the steep, bush-covered Kaweka and Ruahine Ranges. To the south, vines are also grown around the town of Havelock North and into the Tukituki Valley.

The GI's largely flat alluvial plains, courtesy of the five rivers that flow down from the high country into the Pacific Ocean, have traditionally been used for horticulture, orchards and pasture and these remain as extensive industries throughout the region. Vineyards have increasingly spread across the GI's more marginal, free-draining 'bony' soils unsuited to pastoral and horticultural crops, including moving further inland onto rolling hill country sites. The proximity of vineyards to Hawke's Bay's sweeping Pacific Ocean coastline provides a moderating effect against temperature extremes during the GI's warm summer days, and the surrounding high country offers protection from strong winds.

Most grape growing is on the Heretaunga Plain and the adjoining terraces and the climate is essentially temperate and maritime. The Plain is a large flat to gently undulating area rising to about 50 metres above sea level as it narrows between hills at its western edge. The distance to the sea at this point is about 25 kilometres. The most concentrated plantings are in the Bridge Pa Triangle and Gimblett Gravel areas. Other smaller areas addressed elsewhere are scattered around the extremities of the plain.



Terraces on the north and south bank of the Ngaruroro River just west of the Plain have been planted extensively in grapes in recent years. These terraces at Crownthorpe and Mangatahi sit at about 150 metres above sea level. To the South and inland lies Central Hawkes Bay home to several small wineries. Altitudes here are up to 250 metres above sea level contributing to the cooler climate.

Hawkes Bay is a versatile environment that allows for successful production of a greater range of styles than any other region in New Zealand; "It is able to ripen a wider range of grape varieties than anywhere else in New Zealand".¹ There are nine varieties with more than 100 hectares of plantings. Superb examples of wine from all nine, either individually or in blends are commonplace. Marlborough a far larger area has only five varieties with plantings over 100 hectares. This feature is due to a benign climate combined with large areas of free draining or low water retentive soils. In short Hawkes Bay has ample ideal grape growing country.

The climate allows for consistent production of later-ripening red varieties and earlier ripening white varieties. The long warm (1470 degree days) growing season and 800 mm of annual rainfall allows later ripening red grapes such as Cabernet Sauvignon and Syrah to fully ripen in the mild autumn weather. "Hawkes Bay's distinctive climate for the vine does distinguish it from other regions of New Zealand. Other parts of the North Island are as hot in summer, some even persistently hotter, but none combine the long, hot growing season with relatively low humidity and low rainfall."²

However, the climate is not so hot that delicacy is lost in white wines or that the red wines are dull. Mid-summer daily temperature maximums of around 30 degrees and rarely above 35 degrees enable full ripeness in white and red grapes while retaining freshness. White wines exhibit attractive fruit aromas and flavours and good body. Red wines exhibit good colour, depth of flavour and ample tannin while retaining freshness.

Plentiful subterranean water allied with modern drip irrigation allows for precise management of water stress in the vineyards. The availability of water even in the driest of seasons ensures full ripeness and finesse and is a luxury that plays a major role in the style of Hawkes bay wines.

It is stating the obvious to say that the combination of topography, soils and climate in Hawkes Bay is unique but it is true. To that can be added the human elements which have evolved to maximise the advantages of the natural environment for winegrowing. As a result of their geographical origin, HAWKE'S BAY GI wines have the following quality, reputation and other characteristics:

- Hawkes Bay white wines exhibit vibrancy and fresh, attractive fruit (citrus, stone and pip fruit) due to adequate but not excessive heat during the growing season.
- The flavour of Hawkes Bay Sauvignon Blanc referred to elsewhere is identifiably New Zealand but different to Marlborough and therefore distinct in the world.
- Chardonnay and Pinot Gris have the fruit and vibrancy mentioned above which is an endearing and sought-after characteristic owing a lot to the Hawkes Bay environment.
- Hawkes Bay red wines are characterised by good colour, vibrant fruit and plentiful tannins. The vibrant berry flavours and liveliness of the wines distinguishes them from hotter climate wines.

¹ Moran, W. (2016) *New Zealand Wine: The Land, The Vines, The People*, Auckland University Press, Auckland, at page 144.

² *ibid.*



- Hawkes Bay Syrah is often described by wine writers as being unique. They refer to fragrance, full berry fruit flavours, elegance and a spice character most often referred to as pepperiness. The Hawkes Bay environment and temperate climate account for those characteristics.
- While the Bordeaux red varieties can be found growing in many regions of the world Hawkes Bay distinguishes itself by making single varietal wines and blends in all proportions.
- Hawkes Bay grows and makes some of the very best Merlot in the world. The climate and soils suit the variety well. Varietal merlots are popular and of high quality although arguably merlot reaches its full potential in Hawkes Bay in blends with Cabernet Sauvignon, Cabernet Franc and Malbec.
- Hawkes Bay winemakers have embraced Cabernet/Merlot blends and they have a long history in the area. Merlot dominant blends are most popular but high-quality wines are made from all proportions of the Cabernet/ Merlot varieties. Cabernet dominant blends are very successful based on the exceptional quality of Hawkes Bay Cabernet Sauvignon. Blends with good proportions of Cabernet Franc or Malbec are favoured by some makers.
- As a body of work these wines have defined Hawkes Bay wine growing for many decades. Wine styles and varieties can be subject to fashion but the Cabernet/Merlot wines of Hawkes Bay have endured because they perfectly suit the environment and have a long history to prove it.
- The Cabernet/merlot wines of Hawkes Bay share some major characteristics in spite of the different varieties used in their makeup. The wines have fresh, berry fruit aromas bordering on floral, fruit sweetness and vibrant flavours, good mid-weight palate structure and a sense of elegance. They are full flavoured and lively with no heaviness. This style of wine has returned to popularity after three decades of heavier styles being promoted around the world.
- Hawkes Bay Merlot/Cabernets are fully ripe and yet show the subtle varietal complexity of the grapes from which they are made. This characteristic is often lost in the wines from hotter climates or is in excess in cooler climates.
- The long history of grape growing in Hawkes Bay and the fact that grape growers are still experimenting with new sites has contributed some unique smaller areas to the overall vineyard picture.
- The oldest of these areas are the Te Mata Estate vineyards on the lower slopes of the Havelock Hills. Grapes have been grown here for 125 years but the vineyards are best known as the home of “Coleraine” a Cabernet/Merlot blend that is in its 37th year and one of the most famous New Zealand wines. Another iconic site and wine is the terraced vineyard behind the Esk Valley winery at Bayview which produces “The Terraces” Merlot, Malbec, Cabernet Franc blend with a history of 28 years. High quality and unique wines are made from other small hillside blocks, parcels of land by the sea at Te Awanga and inland sites.
- These areas complete the picture of a mature high-quality grape growing region that has a long successful history but is still striving to make the best Hawkes Bay wines possible.

History³

Hawkes Bay has a long history of wine production which proves the suitability of the environment for grape growing and is testimony to over 150 years of experience and wine culture.

Vines were first planted in 1851 by French missionaries from the Order of St Mary at Pakowhai.

³ Much of this information is sourced from Moran, cited above.



The wine-making abilities of the brothers at the Mission were internationally recognised. They won medals at international wine competitions, such as the Paris Exhibition as far back as 1892.

Three of Hawke's Bay's largest land owners entered the wine industry in the 1890s – Henry Tiffen at Greenmeadows Station, Bernard Chambers at Te Mata Station and JN Williams at Frimley Orchards.

In 1892, on his return from France, Bernard Chambers (son of John Chambers, an English settler) planted vines at Te Mata Station in Havelock North on three parcels of hillside land above the homestead and began converting the original stables to ferment and mature these first wines. Today, Te Mata Estate still uses those same three vineyards.

Grape growing and winemaking were well established in Hawke's Bay in 1895, when the Italian Viticulturist, Romeo Bragato visited. He was hired by the New Zealand Government to report on the Country's potential for winemaking and declared "the Hawkes Bay Province is in my opinion the most suitable for growing vines I have visited".

Spaniard, Anthony Vidal settled in Hastings in 1905, establishing Vidal Estate winery. He felt the alluvial soil and dry conditions offered similar wine-growing conditions to back home in Spain.

The early wineries mostly made slow but steady progress at this time with Te Mata becoming the largest in the country by 1901. A small industry survived both wars but it was not until the 1970s that there was any significant growth in plantings. Hybrid grape varieties planted before and after the Second World War represented a sizeable proportion of plantings until Muller Thurgau dominated in the mid-1970s. At this time, small plantings of Chardonnay and Cabernet Sauvignon kept the candle burning for fine table wine. The wines of McWilliams in the 1960s and 1970s are particularly remembered.

The old established wineries: Mission, Te Mata, Vidal, Glenvale, McWilliams and Brookfields were showing some growth around this time as interest in table wine increased in New Zealand and around the world.

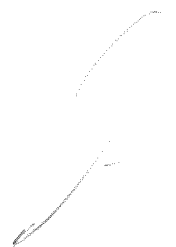
In 1986 at the request of the wine industry a nationwide vine pull was sponsored by the Government in order to address a grape oversupply problem. 500 hectares were removed, a third of Hawkes Bay's plantings but they were mostly hybrid varieties and Palomino which were unsuitable for the fine wine future of Hawkes Bay. It took until the late 1990s to get back to the vineyard size in 1986 but the new plantings were mostly Chardonnay, Sauvignon Blanc, Cabernet Sauvignon and Merlot.

From the late 1990s several large new wineries were established, notably Sileni, Craggy Range and Elephant Hill which brought more scale and glamour to the area. Multi-national companies Pernod Ricard and Constellation increased their presence and recently Delegats producers of the Oyster Bay brand has made a big commitment with a striking new winery. The earlier established wineries previously noted are still alive and well in various forms.

Today Hawke's Bay sits very comfortably as the country's second largest growing region, with 5000 hectares under vine, shared by 72 wineries and 123 independent grape growers.

Milestones of maturity and confidence in more recent years are:

- The formation of Hawke's Bay Vintners (now Hawke's Bay Winegrowers Association) in 1979 to promote and lobby for the local industry



- The formation of a wine faculty at the Taradale Polytechnic on Gloucester Street in Taradale (now the Eastern Institute of Technology) to teach diploma and then degree courses in winemaking and viticulture.
- 2017 marks the 26th year of the Hawkes Bay Wine Auction with all proceeds benefitting Cranford Hospices. It has raised 3 million dollars and is New Zealand's longest running charity wine auction.

In summary, the HAWKE'S BAY GI has a long history that serves to establish it as an important GI with a strong reputation:

- "Hawkes Bay has had a presence of vines longer than any other region in New Zealand" – Warren Moran
- Hawkes Bay is the oldest wine region in New Zealand.
- It has the oldest winery (Mission Estate, established in 1851)
- It has the oldest winery buildings (Te Mata Estate - 1896)
- It had the first qualified winemaker in New Zealand (Mission Estate winery hired the first qualified winemaker in New Zealand in 1870, Brother Cyprian Huchet from France)
- Of the main varieties grown in Hawkes Bay today Cabernet Sauvignon and Syrah have been cultivated since the 1890s.
- Pinot Gris history in Hawkes Bay can be traced back to at least 1915.
- Chardonnay has been grown since the 1960s and Merlot and Sauvignon Blanc since the 1970s.

Economic Context

Hawkes Bay is home to longstanding, well established farming and horticultural communities. The wine industry in Hawke's Bay is large enough to encourage wine specific businesses to set up. There are two contract bottling and packaging operations and a cork plant. From expertise to wine tank construction and tractor and harvester suppliers all manner of help and equipment can be sourced locally. This helps with logistics and lowers the cost of doing business in the wine industry in Hawke's Bay.

Vineyards in Hawke's Bay are generally on flat ground and of big enough size to gain efficiencies. The climate of Hawkes Bay is warm and dependable and water for irrigation is plentiful, enabling good sized crops to be reliably harvested.

Hawke's Bay is not a low-cost wine region but it has many efficiencies and good yields meaning that well run businesses do well. This allows lower priced wines as well as high priced wines to be made at a profit.

Geographical features in the area / soil composition in the area

The HAWKE'S BAY GI is well provided with soils of low moisture retention. The beauty of free draining soils is that they enable the vine to be water stressed consistently, even in quite wet seasons. Once, most of the Bay's vineyards could be found on deep, fertile soils east of Hastings, on the Heretaunga Plains. These soils rarely ran low on water. Today, grape growing is mainly west of Hastings, on gravel based soils. Other pockets of grape growing add to the Bay's mix of vineyards. The best of these have moderate to low fertility and water holding capacity and feature gravels, hillside sites or thin soils restricting root growth.

Largest and best known of the vineyard areas on the Heretaunga Plains in Hawke's Bay are the Bridge Pa Triangle and the Gimblett Gravel areas. These areas evolved in a similar way.

The Heretaunga plains cover an area of 300 square km and contain the cities of Hastings and Napier and the town of Havelock North. Three major rivers cross the plains; the Ngaruroro, the Tukituki and the Tutaekuri.

Over 250,000 years, the three rivers formed alluvial fans across an old subsiding sea basin, extending the coast eastwards. This action, along with marine sedimentation during post glacial periods, formed layers which extend down more than 250 metres to a limestone base. During floods and subsequent changes in course of the rivers, coarse gravel beds and fine impermeable beds were interlaced in layers. The gravel layers contain some of New Zealand's finest aquifers.

The Bridge Pa Triangle Wine District extends over 2000 hectares and the adjacent Gimblett Gravels about half of that. These areas are comprised of old terraces of the Ngaruroro River. The Ngaruroro River initially flowed out on to the developing plain between Maraekakaho and Roys Hill, depositing vast amounts of greywacke gravel known locally as 'red metal'. The stony layers were covered at different times by finer alluvium derived from loess, volcanic ash and greywacke.

About 10,000 years ago, the Ngaruroro filled the southerly channel and changed course to the north of Roys Hill, leaving behind the terraces of the Bridge Pa Triangle. The thin soils that have formed over the gravels here are some of the oldest on the plains.

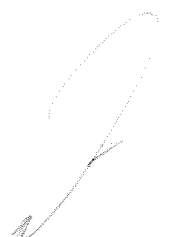
As it emerged from the eastern end of Roys Hill on its new course, the river turned south and flowed towards what is now Hastings. The Gimblett Gravels was formed as alluvium was deposited in times of flood. Also of note in this area are the soils containing alluvial pumice formed after the Taupo Eruption 1800 years ago.

The influence of the Ngaruroro on the soils west of Hastings ended when the river changed course east towards Fernhill in the 1867 flood. To the east are the deeper, fertile soils, influenced by relatively recent flooding.

The Gimblett Gravels and the Bridge Pa Triangle regions have become the engine room of quality Hawke's Bay grape growing in recent decades. Side by side and with identical climate they have a lot in common. Both free-draining soil types are ideal for promoting critical vine water stress by mid-season due to their deep gravel base. Whereas the Bridge Pa Triangle area has about half a metre of sandy loam covering the gravel the Gimblett Gravels feature gravel and sand to the top of the profile.

Soil types similar to those of the Bridge Pa Triangle exist on large terraces either side of the lower reaches of the Ngaruroro River. These regions, Crownthorpe on the northern bank and Mangatahi on the southern, are extensive and vineyard plantings have become quite large. This excellent grape growing country can be a little cooler and damper than the Heretaunga Plains.

High quality free draining vineyards feature in several places on the perimeter of the Plains. The lower reaches of the Havelock North Hills, with their thin silica pan and gravel based soils have supported vineyards for over 120 years and similar soils near Te Awanga on the coast have a long wine history.



The coastal areas of Te Awanga and Esk Valley, where it meets the sea, are characterised by milder daytime temperatures and warmer nights than further inland on the Heretaunga Plains. Chardonnay does well in these areas, as do the Cabernet/Merlot varieties in well-chosen vineyard sites.

Traditional vineyard areas with deeper soils north and east of Hastings still thrive. These are the areas of Meanee, Taradale, Korokipo and Esk Valley.

Inland and a few hundred meters above sea level, Central Hawke's Bay offers cooler sites on well-chosen hillsides and gravel based plains similar to the Heretaunga Plain.

Water

Moderate rainfall and warm, dry summers cause most Hawke's Bay vineyard soils to experience excessive water deficit by mid-season unless they are irrigated.

The Heretaunga Plains are blessed to have vast quantities of groundwater in the underlying gravel beds. 85% of the water used on the plains is pumped from these aquifers, which recharge annually thanks to rainfall outside the growing season when water use is at a minimum. Away from the Heretaunga plains, vineyards take water directly from rivers or bores and others collect water in dams. Supply of water for irrigation is rarely a problem for Hawke's Bay vineyards.

A good water supply is a precious and rare commodity in the world and growers and regional bodies work together to ensure that it is preserved for future generations.

Drip irrigation is a very efficient use of water. It delivers a precise amount of water to each plant and avoids the evaporative losses associated with sprinkler irrigation. Unlike many of the warmer grape growing regions of the world, Hawke's Bay's very pure river and aquifer water causes no build-up of salt in the soil.

The reputation of Hawke's Bay as a quality wine region relies to a large extent on the high-quality soils formed by a unique set of geological circumstances. A benign climate and plentiful fresh water for irrigation complete the picture of a blessed grape growing region.

Climate in the area

Climate is one of the primary determinants of the growth and ripening of the grapes grown within a GI, which in turn contributes to distinctive sensory attributes in the wine produced in the GI. It affects the development of fruit, the duration of ripening and the timing of harvest, as well as impacting upon fruit quality and vine health.

The HAWKE'S BAY GI's key features are its high sunshine hours, moderately warm climate, moderating coastal influence and sheltered topography. It is also relatively diverse, with distinct temperature differences between the cooler coastal sites and warmer inland areas.

The HAWKE'S BAY GI's differences in macro-climates between the warmer, sheltered inland sites with stony, heat-reflecting soils and its cooler, sea-breeze influenced coastal sites allows the GI to produce a wide range of varieties and styles at high quality levels, e.g. sparkling wines, aromatic whites and 'Bordeaux blend' red wines are all successful within the GI. While the HAWKE'S BAY GI is relatively warm within a New Zealand context, its GDD summation places it as cool climate wine production and as

such, the various varieties grown throughout the GI need to be carefully aligned to site macro-climates in order to maximize full ripening capacities.

The Pacific Ocean is generally less than 15km from most of the GI's vineyards, which therefore creates a distinct maritime influence to its climate. Cooling afternoon sea breezes moderate afternoon maximum temperatures and also contribute to the GI experiencing smaller daily diurnal temperature shift than is common throughout many other New Zealand wine-growing regions. The relative lack of intense heat across the growing season can in some seasons make it a challenge to fully ripen certain varieties but it overall assists in keeping overall aromatic intensity, elegance and freshness in the GI's wines.

Frost can be a problem in some of the HAWKE'S BAY GI's inland and lower lying areas, as well as some of the vineyards at higher altitudes within the hill country, and in certain years major frosts have severely affected producers. However, the overall risk is relatively low in the broader context of New Zealand's wine regions and is managed accordingly by those producers most affected.

The surrounding mountain ranges and high country reduce the impact of the worst weather systems, with wind not being a major feature of hazard for the GI. In dry summers however, the prevailing nor' wester winds can contribute to water stress conditions for vines, though irrigation is common throughout the GI and is used to mitigate any severe stress.

Rains throughout the growing season and towards the end of the harvest period can pose significant issues, both in terms of acute impact on harvest timings and fruit condition as well as overall disease pressure. Humidity from warm (and cold) wet weather systems throughout the growing season plus the periodic tropical cyclones that sweep the country's East Coast can pose a risk for the GI. Growers have effective canopy management practices in place to mitigate this risk, and the generally free-draining soils across the GI also assist in this area.

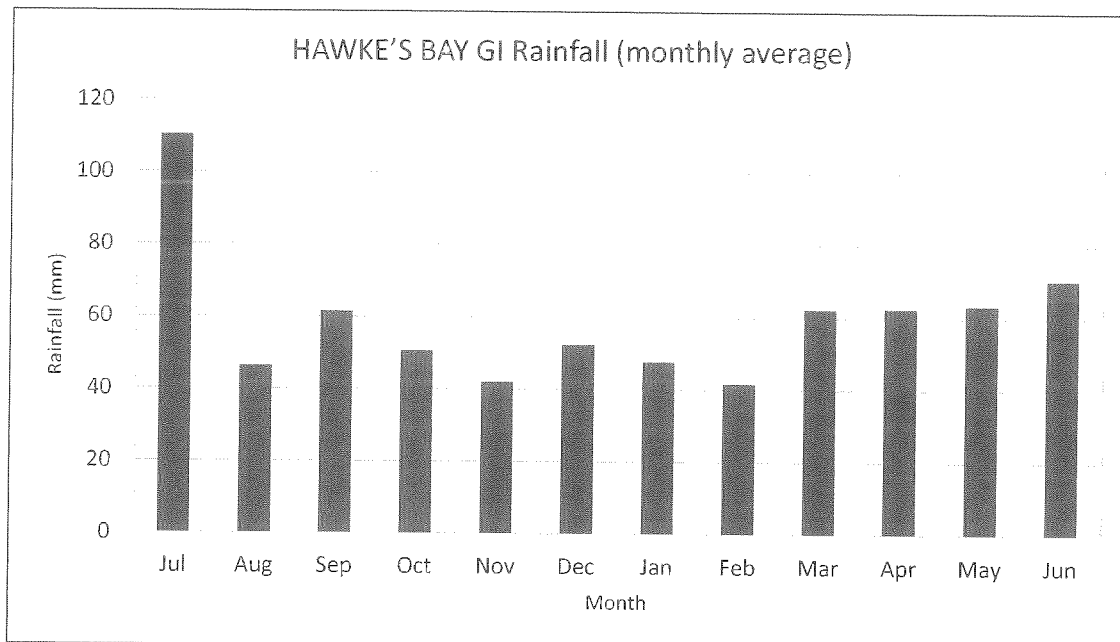
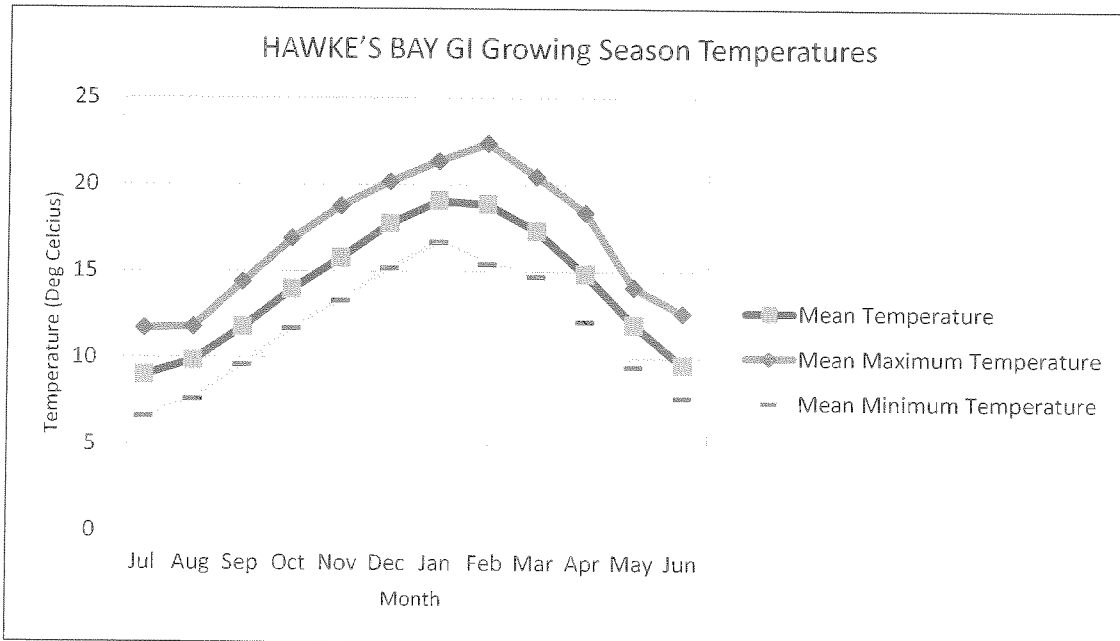
Key climate indices and statistics

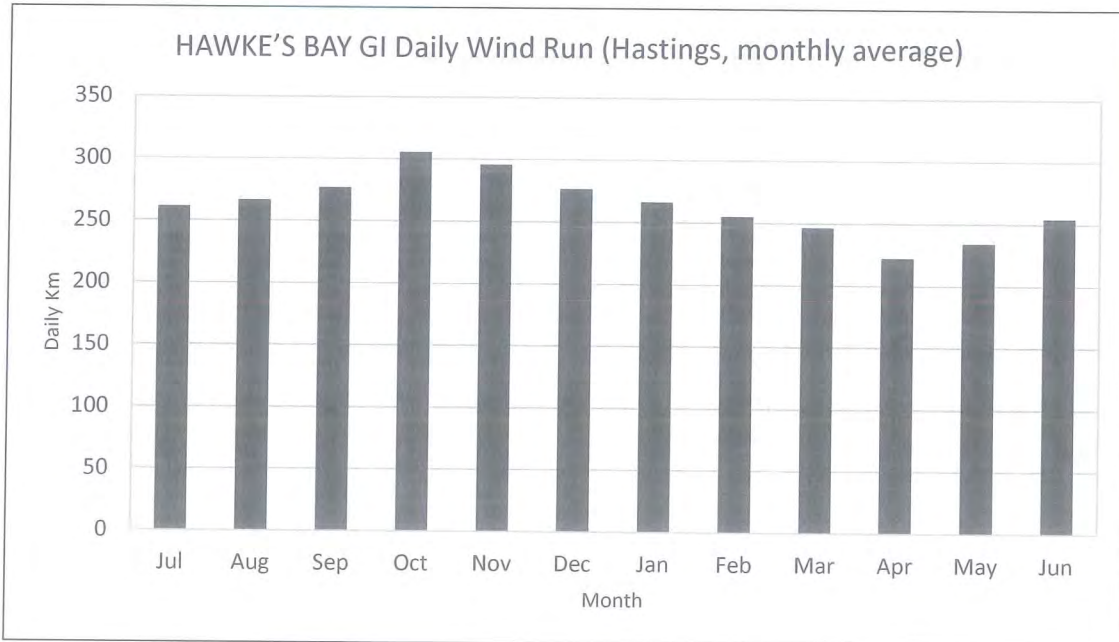
The following tables and charts provide data on key climate statistics relevant to the viticulture of the Hawke's Bay region⁴. All data were sourced from the National Institute of Water and Atmospheric Research.

	Sunshine Hours *Napier data (sum)	Growing Degree Days (>10°C) *Hastings data (sum)	Rainfall (mm) *Hastings data (sum)	Screen (air) frost (# days per month) *Hastings data (average)	Ground Frost (# days per month) *Hastings data (average)
Annual	2,258	1,631	712	16.6	46.4
Season (Sept - April)	1,553	1,509	421	1.2	8
Season % of annual	74	92	59	7	17

⁴ Data sourced primarily from Hastings AWS and from Napier Nelson Park (for sunshine hours data)

Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	18.0
Mean Minimum Temperature	14.3
Mean Diurnal Shift	3.6





Methods of producing wines in the area

Trained winemakers and viticulturists have worked in Hawke's Bay since the 1950s. Larger wine companies some of which had foreign ownership brought a degree of professionalism to the local industry which became more widespread when employees left to start their own wineries. A new generation of university trained professionals began to arrive in Hawke's Bay in numbers in the 1980s and continues to this day.

Grape varieties and wine styles

Hawke's Bay typically produces wines from the following grape varieties:

Merlot, Cabernet Sauvignon, Cabernet Franc, Malbec, Syrah and Pinot Noir for red wine, and Chardonnay, Sauvignon Blanc and Pinot Gris for white wine.

In 2015, the tonnes harvested within the HAWKE'S BAY GI from each of these grape varieties was as follows⁵:

⁵ New Zealand Winegrowers Vintage Survey 2015.

WHITE		RED	
Variety	Tonnes	Variety	Tonnes
Chardonnay	7,623	Merlot	8,146
Sauvignon Blanc	9,037	Cabernet Sauvignon	1,331
Pinot Gris	3,899	Cabernet Franc	352
Other white varieties	879	Malbec	605
		Syrah	1,483
		Pinot Noir	2,358
		Other red varieties	345
TOTAL WHITES	21,438	TOTAL REDS	14,620

The total Hawke's Bay 2015 vintage was 36,057 tonnes – 60% of the harvest was for white wine and 40% for red wine. Hawke's Bay is particularly well known for wines produced from the Cabernet/Merlot, Syrah and Chardonnay. Together these three styles made up 54 % of Hawke's Bay's production. The Bordeaux varieties: Merlot, Cabernet Sauvignon, Cabernet Franc and Malbec - either individually or as blends will be referred to as Cabernet/ Merlot in this application. Hawkes Bay produces 80 % of New Zealand Cabernet/ Merlot and Syrah and about 30% of New Zealand Chardonnay. Hawke's Bay wines dominate the New Zealand fuller bodied red wine category and are a major part of New Zealand's Chardonnay scene.

Viticulture

Viticulture in Hawke's Bay is modern and professional and mostly conventional, in that most vineyards are not organic or biodynamic.

Hawke's Bay grape growers were enthusiastic early adopters of the Sustainable Winegrowing New Zealand (SWNZ) scheme. Over 96% of Hawkes Bay vineyards are accredited to the scheme, which prescribes the amount and types of sprays allowable and the intervals between the last spray and harvest. These days there is great emphasis on responding to seasonal disease pressure using the softest sprays in the smallest amounts and with the longest time interval before harvest.

Organic and biodynamic vineyards in Hawke's Bay exist, although they are a small part of total production. Without having either scheme as an end goal, it is reassuring that SWNZ has similar sustainable aims and is constantly improving with those aims in mind.

The below is a summary of the typical approach to grape growing in Hawke's Bay:

- Certified disease-free plants are used from a reputable nursery
- Vineyard rows are north south orientated and 2.5 to 2 metres apart and vines 1.5 to 2 metres apart with the fruiting wire at .9 metres. Some close spaced vineyards (1 to 1.5 metres apart) are successful on very free draining land.
- Grass is maintained between the rows and mowed when necessary.
- Under the vines is maintained by spraying a herbicide strip. The least number of sprays is used depending on the season (2-4) and grass and weeds are encouraged late in the season and over winter.
- Sheep are routinely used to keep grass down between harvest and bud break eliminating the need for mowing or herbicides.



- Drip irrigation is universal. It is necessary for establishing young vines and in most vineyards essential from early summer when the rainfall is insufficient to replace water used by the vines.
- Vines are trained vertically to give the typical hedge look.
- Pruning is either spur or cane with bud numbers retained relative to the size of the crop desired.
- Hand pruning is universal although some pre-pruning by machine is practised.
- After flowering leaves are plucked by machine in the fruit zone to allow light and air to reach the bunches. Typically, white grapes would be 50% exposed after leaf plucking and reds 100% which involves hand leaf plucking.
- Mechanical hedging is used to trim excess growth ensuring good light and air circulation. Desirable crop levels range from 2 to 4 tonnes per acre for fruit destined for mid to top quality wines and 4 to 6 tonnes per acre for more commercial wine. Very large crops are undesirable in Hawkes Bay because they delay ripening and increase the chance of disease.
- Crop thinning to achieve more concentration and ensure good ripeness is a common and expensive practice in crops destined for top quality wines.
- Harvesting is mostly done by machines which are usually the most modern and technically developed. Crops destined for top quality wines are often hand harvested.

Winemaking

Winemaking practices in Hawke's Bay are modern and adapted to the styles of wines produced, but traditional or classical techniques are in evidence.

Hawkes Bay summer maximum temperatures, usually between 25 and 30 degrees correspond to the temperatures at which grapevines maximize production of tannins and colour.

At these temperatures sunburn of grapes is not an issue so red vines are usually totally leaf plucked in front of the fruit zone exposing bunches to air movement and light. Both reduce botrytis and the extra light increases colour and tannin in the grapes. Leaf plucking is inadvisable in hotter climates because of sunburn.

Below is a summary of winemaking in Hawke's Bay:

- About 40,000 tonnes of Hawkes Bay grapes are processed into wine each year.
- Wineries range in size from thousands of tonnes throughput to tens of tonnes.
- Grapes are mostly machine harvested by modern machines most of them with sophisticated on-board sorting equipment.
- Grapes destined for the highest quality wines are often hand harvested and these wineries will usually have extra equipment and techniques to sort the grapes after destemming.

White Wines

- Larger wineries will have must chillers to cool white grapes before pressing thus maintaining the fresh flavours and aromas.
- White juices after pressing are cold settled in small wineries or clarified by floatation or centrifuging in bigger wineries.
- Fermentation is mostly in refrigerated stainless steel tanks but barrel fermentation is common especially for Chardonnay.



- Fruity fresh, tank fermented wines are produced as well as fruit driven complex barrel fermented styles of Chardonnay Sauvignon Blanc and Pinot Gris.

Red Wines

- Red grapes are destemmed and fermented in stainless steel tanks with cooling and either pumped over or plunged, depending on the size of the winery and their preference. Warm ferments of up to 30 degrees are typical.
- Some wineries have always used the traditional northern European technique of leaving the grapes on skins for a time after the primary fermentation (maceration) and this is becoming more common.
- Many mid and high-priced Hawke's Bay red wines are barrel aged for between one and two years. French oak barrels are the norm.
- Hawke's Bay red wines are characterised by vibrant fruit and plentiful supple tannins

Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, it is not unusual for winemaking to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.

Wines from the GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produced using permitted viticultural and winemaking practices.

Quality

HAWKE'S BAY GI wines display recognisable and consistent sensory attributes across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices as outlined above. These descriptions have been prepared with input from an independent Master of Wine, Emma Jenkins.

Merlot

The predominant red variety for the GI, Merlot's earlier ripening habits are well-suited to the GI's moderate climate, delivering wines with good varietal typicity and freshness with medium-body and moderate alcohol levels. The variety also has an affinity with the free-draining soils found throughout the GI. The lack of intense or extended heat periods means the variety keeps its expressive aromatics and rich fleshy fruit intensity with dark plums, berry fruit, cooked tomato and spice notes. Merlot is often used as a blending partner within the GI, typically with Cabernet Sauvignon or other classic Bordeaux varieties, or occasionally with Malbec. Merlot is usually vinified using French oak, size and age of which vary according to style and market position. Merlot is grown throughout the HAWKE'S BAY GI but is mostly concentrated around the warmer inland areas, with significant plantings in the Gimblett Gravels and Bridge Pa sub-region. The HAWKE'S BAY GI has a number of high quality, critically well-regarded wines with proven aging pedigree that feature Merlot as the dominant or significant variety. There are also a number of Rosé style wines produced from Merlot, solely or blended with other red varieties.

Cabernet Sauvignon

The HAWKE'S BAY GI is one of the few wine regions throughout New Zealand able to successfully and consistently ripen Cabernet Sauvignon. Later-ripening Cabernet Sauvignon is most successful in the warmer, inland sites (though there are notable high-quality wines from individual sites throughout the GI). Careful site selection and canopy management are key to consistent successful ripening of Cabernet

Sauvignon in the HAWKE'S BAY GI, and while there are a number of 100% varietal examples, the majority of wines containing Cabernet Sauvignon are also blended with other varieties, most typically the earlier-ripening Merlot. The HAWKE'S BAY GI's moderate climate delivers structured wines with the variety's characteristic firm tannins and bright acidity, classic varietal character with plenty of aromatic perfume and freshness (blackcurrant, cedar and light capsicum/herbal notes) in elegant, medium-bodied, moderate alcohol styles. Wines are good to excellent quality and are typically vinified using traditional techniques and high-quality French oak, the size and age of which is dependent on desired style and market position. A number of very high quality, critically well-regarded wines with proven longevity are produced in the HAWKE'S BAY GI that feature Cabernet Sauvignon as the dominant or significant variety. There are also a number of Rosé style wines produced from various Cabernet/Merlot varieties throughout the GI.

Syrah

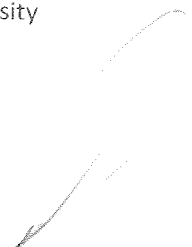
The HAWKE'S BAY GI has approximately 330ha of Syrah planted, just besting Cabernet Sauvignon as its second most planted red variety. The GI is now home to the majority of the country's Syrah plantings, attracting increasing critical attention and acclaim for its high-quality, expressive wines. Plantings are throughout the GI, though as with Merlot and Cabernet Sauvignon, they tend to be clustered in the inland warmer regions that provide ideal conditions for the mid-season ripening variety. The GI's moderate climate and extended but not overly warm growing season allows for perfumed fully ripe wines with good varietal expression and freshness. Typically, they are medium-bodied with supple tannins and balanced acidity, displaying ripe blackberries, blueberries, pepper, spice and herbs. Wines are usually vinified using oak, though the amount, age and size vary according to desired style. The best wines are capable of reasonable longevity.

Pinot Noir

The majority of the Pinot Noir plantings throughout the HAWKE'S BAY GI are destined for the production of Methode Traditionelle sparkling wine; the early picked nature of this wine style suits a region whose climate is, for the most part slightly too warm, for a classically cool climate variety. The GI's relatively small diurnal shift means pinot noir accumulate sugars more rapidly than phenolic compounds, reducing its ability to capture the Pinot Noir's most vivid varietal characteristics. HAWKE'S BAY GI does however produce well-regarded sparkling wine, which features Pinot Noir either solely in 'Blanc de Noir' styles, or blended with Chardonnay in typical Methode Traditionelle style. The overall moderate climate confers good depth of fruit and the earlier-picked grapes retains the natural acid balance essential to quality sparkling wine. Whilst sparkling production accounts for most of the approximately 300ha planted, in certain inland or higher sites Pinot Noir for still red wine production is delivering promising results.

Chardonnay

The flagship variety for the region, both in plantings and reputation. The GI's moderate yet still relatively cool growing season allows for richly fruited, intense wines with excellent balance. Wines are made in a range of styles from light-bodied, fresh unoaked styles to richer, opulent fully-oaked styles that can encompass many different winemaking techniques such as wild yeast, malolactic fermentation and lees work. Where used, oak age and size can vary but is typically high-quality French. Site often has a key role in style and subsequent winemaking choices. There can be up to a month's difference in harvest dates between vines grown on the warmer inland sites and the cooler coastal vineyards, with marked impact on fruit expression and body. Fruit characteristics of citrus, yellow stone fruits, melon and fig are common, alongside winemaking influences of spice, nuts and butter notes, as applicable. Chardonnay is also used within the GI for methode traditionnelle sparkling wines. Typically fruit for sparkling base wines is picked early where it retains the necessary acidity for the style alongside characteristic fruit intensity



of the GI.

Sauvignon Blanc

The HAWKE'S BAY GI has fairly substantial plantings of Sauvignon Blanc, being approximately 940ha, producing wines with good varietal typicity with ripe fruit expression. The region's moderate climate and less pronounced diurnal swings results in relatively full-bodied, rounded wines that still retain the variety's characteristic aromatic expression and fresh, bright acidity. Cooler coastal and elevated sites are sources of some of the more classic, fruit-driven styles, vinified in neutral fashion to preserve fruit purity but there is a wide range of styles made throughout the GI, with the rich citrus and tree-fruit profile of the wines lending itself particularly well to oak fermented and/or matured styles. The best examples of the latter have proven to be complex and relatively age-worthy wines.

Pinot Gris

A popular white variety for the HAWKE'S BAY GI. Styles can vary from fresh, lighter bodied earlier-picked wines through to weighty, bold and richly fruited textural wines. The region's moderate climate allows for full ripeness, delivering fresh, pear, stone fruit, spice and citrus elements in the wines. The moderate, relatively even climate means sugar accumulation must be managed to ensure balanced acidity and alcohols. Wines have good body and texture and retaining clear varietal expression with freshness. The GI's wines are typically vinified in a relatively neutral fashion to ensure a fruit-driven style however some wines are made using (typically older) oak for additional complexity and texture.

Riesling

A minority planting for the HAWKE'S BAY GI. The GI's climate and diurnal shift both being relatively moderate, wines have the variety's characteristic bright citrus and stone fruit expression alongside weightier bodies and softer acidity profiles than is typically associated with the cooler, southern regions. Wines remain balanced and expressive, and winemaking choices are generally undertaken to enhance fruit purity and expression.

Reputation

Hawke's Bay produces some of the best wines and most recognisable New Zealand brands in the world. This reputation is attributable to the geographical origin of wines bearing the HAWKE'S BAY GI.

As noted above, Hawke's Bay's 'hero' varieties are Merlot/ Cabernet, Syrah and Chardonnay, however it also boasts an array of other varieties and styles.

The oldest wineries still survive. Mission Estate, mentioned above, with its 165-year wine-making history, welcomes in excess of 130,000 visitors to the winery a year, with the majestic building being one of the most visited wineries in New Zealand. The winery hosts concerts for some of the biggest names in popular music in the world. Vidal Estate, now owned by Villa Maria, still operates largely independently.

The Vidal Estate winery restaurant, established in 1979 as New Zealand's first winery restaurant, is still open today and the Vidal Legacy Syrah has won trophies at international competitions. Te Mata Estate, home of world-renowned, iconic wines such as the 'Coleraine' Cabernet Merlot and 'Bullnose' Syrah, still upholds its tradition of bottling and labelling all its wines on site, before despatch to all four corners of the globe.

Hawke's Bay's premium wines regularly win trophies and awards at the full suite of domestic and international wine competitions. For instance, amongst the 7 trophies and 18 gold medals bestowed on Hawke's Bay wines at the Royal Easter Show Wine Awards 2016, one of New Zealand's premier wine competitions – a Hawke's Bay Chardonnay won overall Champion Wine of the Show and another won Champion Chardonnay, plus Hawke's Bay Chardonnays received 3 gold medals. Hawke's Bay reds took out the Champion Cabernet Sauvignon & Cabernet Predominant Trophy, Champion Merlot & Merlot Predominant Trophy and Champion Syrah Trophy, and Hawke's Bay won 12 gold medals for its reds across all categories. This is just one competition by way of example.

In addition, Hawke's Bay's boutique cellar doors and world-class winery-restaurants drive tourism to Hawke's Bay from other parts of New Zealand and from all over the world.

Hawke's Bay Wine Marketing Limited (Hawke's Bay Wine), the regional association's wine marketing subsidiary company, has as its express strategic purpose achieving recognition for the Hawke's Bay as one of the greatest wine regions in the world. Hawke's Bay Wine runs events to promote Hawke's Bay and other domestic and international marketing initiatives to grow the brand 'Hawke's Bay wine' (rather than to promote the interests of a particular winery).

The reputation of Hawke's Bay wines domestically and internationally is worthy of, and requires, protection.

Use of the HAWKE'S BAY GI

"Hawke's Bay" has been used on wines since the 1960s. Te Mata Estate have cellar stock of 1967, 1968 and 1969 McWilliams Chardonnay and 1967 and 1968 McWilliams Cabernet Sauvignon, all with Hawke's Bay on the labels. Examples of some current and past labels are shown in Appendix 1.

Total production in the HAWKE'S BAY GI is estimated at approximately 30 million litres in a typical vintage. Most of this will be labelled with the HAWKE'S BAY GI. While a large proportion is sold on the domestic market, Hawkes Bay GI wines are also exported around the world. Data from the Ministry of Primary Industries indicates that more than 47 million litres of wine from the 2010-2016 vintages have been exported under the HAWKE'S BAY GI.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the HAWKE'S BAY GI and reference to the GI has been included in many of NZW's publications which are publicly available and distributed nationally and internationally in hard and soft versions. These include the following examples:

- The NZW Annual Report <https://www.nzwine.com/media/1214/nzw-annual-report-2016.pdf>;
- The NZW Vineyard Register Report: <https://www.nzwine.com/media/4221/2017-vineyard-register.pdf>;
- The www.nzwine.com website;
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
 - *Hawke's Bay*: <https://www.nzwine.com/en/regions/hawkes-bay/>
 - *A Land Like No Other*: <https://www.nzwine.com/media/6390/a-land-like-no-other.pdf>.
- The New Zealand wine regions map A0 size poster which is widely used including in association with all national and international promotional activities. This map also appears as the sixth panel in the *A Land Like No Other* pamphlet.

Producers within the HAWKE'S BAY GI also participate in international marketing events and incoming visitor programmes and events organised through NZW. These frequently feature regional overview tastings and education programmes including HAWKE'S BAY GI wines as well as participation from producers within the GI. These combined activities have an enormous global reach, covering millions of consumers in NZ, Australia, Europe, North America and Asia. Data on the reach of these events is set out in the NZW 2016 Annual Report referenced above.

The HAWKE'S BAY GI is at the centre of the marketing activities of producers within the GI. As discussed above, Hawke's Bay Wine runs, or is involved with, the following domestic events to promote Hawke's Bay:

- Hawke's Bay Wine Celebration held in February of this year, where Hawke's Bay hosted international VIPs and wine trade after the 2016 Sauvignon Blanc symposium held in Marlborough, and which was followed by the Chardonnay and Sparkling Symposium in Gisborne;
- Hot Red Road Show (now known as the 'Hawke's Bay Wine Celebration') which will this year be held in September in Auckland and Wellington;
- Classic Reds Symposium 2017, when international guests and media will be hosted;
- Hawke's Bay Young Viticulturist;
- Hawke's Bay Young Winemaker;
- Hawke's Bay A&P Bayleys Wine Awards – now in its 15th year; and
- Hawke's Bay Wine Auction - now in its 25th year.

Hawke's Bay Wine also holds events in China to promote the brand and increase exports to China. Events were held in Beijing and Shanghai in May 2017 and other events in September 2016, plus a social media company in China (United Media Solutions) has been engaged to increase awareness of the 'brand' (Hawke's Bay wine) in China.

Market Positioning of Hawke's Bay Wines

Hawkes Bay GI wines are predominantly positioned in the popular-premium to ultra-premium market segments.

The following is a summary of the Market Data Report for Registration of Hawke's Bay Geographical Indication in Appendix 2, prepared on 17 May 2016 by Ross Brown at Wine-Searcher.com:

- Bordeaux (Cabernet/Merlot) blends make up over one third of all wine searches globally;
- Hawke's Bay wine production is championed by Bordeaux (Cabernet/Merlot) blends, Syrah and Chardonnay;
- This mix is unique in New Zealand and is distinct from the production of Sauvignon Blanc and Pinot Noir as seen in the rest of New Zealand;
- Hawke's Bay wines are becoming increasingly sought after (proven by consumer demand data);
- Hawke's Bay wines are in demand from key export markets (proven by international consumer and trade/merchant demand data);
- Hawke's Bay wines are commanding good prices (proven by global wine store and auction price list data); and



- Hawke's Bay wines are maintaining and improving quality based on average wine scores (proven by international wine critics score data).

Formal recognition of the HAWKE'S BAY GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has previously formally recognised "Hawke's Bay" where this has been necessary to facilitate exports. This provides evidence that the HAWKE'S BAY GI is already recognised by the New Zealand Government to the extent possible under the current New Zealand law, and that such recognition has been accepted by the governments of other countries.

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised "Hawke's Bay" on several occasions where this has been necessary to facilitate exports. This provides evidence that the HAWKE'S BAY GI is already recognised by the New Zealand Government to the extent possible under the current New Zealand law, and that such recognition has been accepted by the governments of other countries.

In 1981, the New Zealand Government requested that "Hawke's Bay" be included as a viticultural region on the European Union's official list of "geographical ascriptions"⁶ to be used on New Zealand wines exported to that market.⁷ (Note that this was recorded as "Hawkes Bay".)

The New Zealand Government included both "Hawke's Bay" and "Hawkes Bay" 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.

In 2008, the New Zealand Government included "Hawke's Bay" as a New Zealand geographical indication for use on wines exported to the European Union in the *European Union: Wine: Overseas Market Access Requirements Notice*.⁸

In 2010, the New Zealand Government included "Hawke's Bay" as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.⁹

In 2013, the New Zealand Government included "Hawke's Bay" and the alternative spelling "Hawkes Bay" on the list of New Zealand wine regions¹⁰ notified pursuant to Article 4(3)(e) of the World Wine Trade Group *Protocol to the 2007 World Wine Trade Group Agreement on Requirements for Wine Labelling Concerning Alcohol Tolerance, Vintage, Variety, and Wine Regions*.¹¹

⁶ Note that the terminology of "geographical indications" did not come into use internationally until 1995.

⁷ Commission Regulation (EEC) No 997/81 of 26 March 1981 laying down detailed rules for the description and presentation of wines and grape musts, Official Journal L 106/52.

⁸ <http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

⁹ <http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

¹⁰ Note that the Protocol does not use the terminology of "geographical indications" although it is understood that GIs fall within the definition of "wine regions" at Article 1(g) of the Protocol.

¹¹ [http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

Hawke's Bay is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.¹²

References to the HAWKE'S BAY GI in various media

The HAWKE'S BAY GI is identified in all of the key national and international wine reference works, and has been for many years. Some examples from the most nationally and globally authoritative texts include:

- 1969 – Buck, J. "Take a Little Wine".
- 1971 – Thorpy, F. "Wine in New Zealand"
- 1988 – Cooper, M. "Wines and Vineyards of New Zealand" (3rd Ed)
- 1998 – Cooper, M. "Wines and Vineyards of New Zealand" (5th Ed);
- 2001 – Johnson, H. / Johnson H. & Robinson, J. "World Atlas of Wine" (5th Ed);
- 2007 – Johnson, H. / Johnson H. & Robinson, J. "World Atlas of Wine" (6th Ed);
- 2008 – Cooper, M. Wine Atlas of New Zealand (2nd Ed)
- 2015 – Robinson J. (Ed.) / Robinson J. & Harding J. (Eds.) "Oxford Companion to Wine" (4th Ed);
- 2014 – Hay, C. "New Zealand Wine Guide: An Introduction to the Wine Styles and Regions of New Zealand"
- 2015 – Cuisine Wine Country 2015: Explore New Zealand Wine and Food
- 2016 – Moran, W. "New Zealand Wine: The Land, the vines, the People"

Extracts from these works are attached as Appendix 3. This is just a small selection and virtually every wine book that covers the New Zealand wine industry will refer to the HAWKE'S BAY GI.

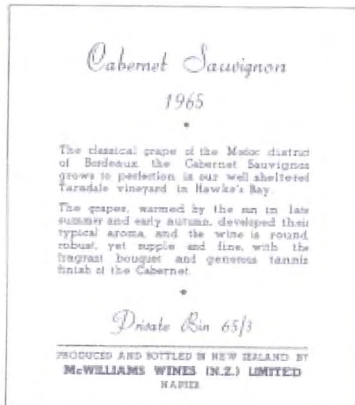
The HAWKE'S BAY GI is referred to in many other media sources such as magazines, newspapers and online media. Examples of references to the HAWKE'S BAY GI in these sources is attached as Appendix 4.

Awards and critical recognition

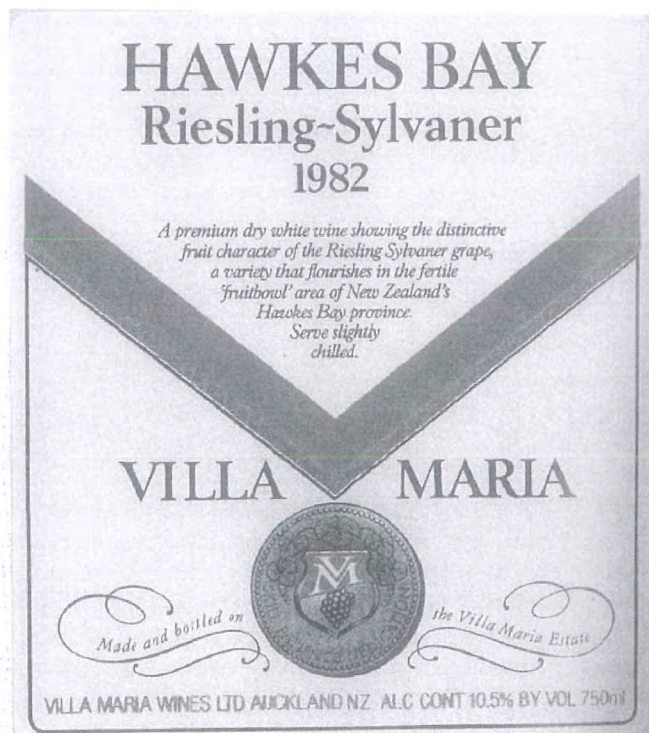
The reputation of the HAWKE'S BAY GI is also demonstrated through national and international awards won by wines bearing the HAWKE'S BAY GI, for instance the host of trophies and medals awarded to Hawke's Bay wines this year at the Royal Easter Show Wine Awards 2016 as discussed above, a schedule of which is attached as Appendix 5.

¹²<http://www.oiv.int/oiv/info/enbasededonneesIG>

Appendix 1 – Examples of wine labels bearing the HAWKES BAY GI



2007 – Kelly, G - <http://www.geoffkellywinereviews.co.nz/index.php?ArticleID=145> – The evolution of Bordeaux and Hawkes bay blends in New Zealand, to 2005.



2012- Tyack, K – the Winemaker: George Fistonich and the Villa Maria Story



GREENMEADOWS VINEYARD. TARADALE, HAWKE'S BAY.

The Following Wines can now be obtained from the

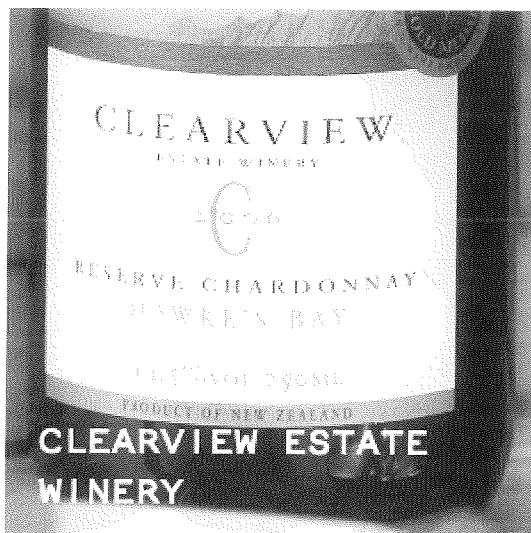
Napier Wine and Spirit Merchants.

OR FROM THE ABOVE VINEYARD.

Hock (D'alm Ximenes in pints only)
Burgundy (Pinots Noir or Meunier)
Burgundy (Pinots Noir or Meunier)
White Burgundy (Pinots)

All these Wines are thoroughly matured, and are guaranteed not to ferment and lose quality.
They are natural, pure grape wines, unfortified.

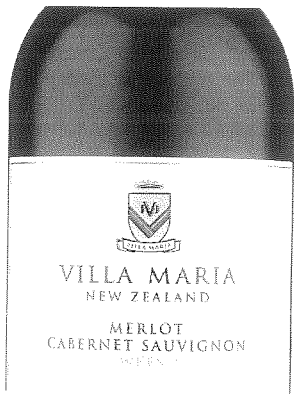
1988 – Cooper, M – The Wines and Vineyards of New Zealand, 3rd Edition.



Wines of NZ <http://www.winesofnz.com/winery/clearview-estate-winery/>



Wine Searcher - <https://www.wine-searcher.com/wine-12844-2008-oyster-bay-merlot-hawke-s-bay-new-zealand>



<http://www.villamaria.co.nz/wines/product-details/online-shop/villa-maria-cellar-selection-hb-merlot-cab-sauv>



<https://www.winesale.co.nz/wine-categories/wine-detail.php?del=1&wine=2754&list=28>

Appendix 2 – Market Data Report for Registration of Hawke’s Bay Geographical Indication



MARKET DATA REPORT FOR REGISTRATION OF HAWKE'S BAY GEOGRAPHICAL INDICATION

Prepared by Wine-Searcher Ltd

17 May 2015

This Wine-Searcher report is an analysis of statistics to support a GI application for the region of Hawke's Bay. It comprises the results of statistical analysis and draws high-level conclusions based on analysis of Wine-Searcher's database of global online consumer searches for wine including the New Zealand domestic marketplace, the pricing and availability data of the 8.5 million wine and spirits offers listed with 63,000 online wine stores worldwide.

Objective

As appropriate, illustrate the Hawke's Bay Region as a distinct Region with specific grape varieties in support of the notion that the Hawke's Bay be recognised as a GI Region in New Zealand, and may contain further distinctive areas within its borders.

Executive Summary

1. Bordeaux blends make up over one third of all wine searches globally.
2. Hawke's Bay wine production is championed by Bordeaux blends: Syrahs, and Chardonnays.
3. The above mix is unique in New Zealand and is distinct from the production of Sauvignon Blanc and Pinot Noir as seen in the rest of NZ.
4. Hawke's Bay wines are:
 - a. Becoming increasingly sought after (proven by consumer demand data).
 - b. In demand from key export markets (proven by international consumer and trade/merchant demand data).
 - c. Commanding good prices (proven by global wine store and auction pricelist data).
 - d. Maintaining and improving quality based on average wine scores (proven by international wine critics score data).

Data Set

Wine-Searcher's audience includes wine and spirits professionals and keen amateurs from around the world. Many of our consumer searches are referred from top wine websites and critics like Jancis Robinson, The Wine Advocate, Decanter, Vinous Media, James Suckling, Wine Enthusiast, LePan and CellarTracker.

More than half of our traffic comes from the United States, and we have a strong presence in key markets in Europe and Asia.

Wine-Searcher data available to this report:

168 million internet searches for wines in 2015.

63,000 online retail merchants.

473,000 wine, spirit and beer brands.

21.1 million page views per month.

Source: Google analytics and Wine-Searcher internal data, April 2016.

This report comprises the results of statistical analysis of Wine-Searcher worldwide data set and illustrates clear findings in terms of:

- Wine characteristics.
- Quality scores awarded by international critics.
- Pricing.
- Domestic consumer demand
- International consumer demand.

Detailed findings & conclusions

1. Characteristics of specific varieties

Wine-Searcher.com consumer research data shows that Hawke's Bay is producing wines of international interest. Following report compares Hawke's Bay wine style profile to production throughout the rest of New Zealand.

Please Note: As Wine-Searcher tracks over 23,000 unique regional varieties and blends these will be grouped by predominant blend (assumed by market predominance e.g. Cab Sav/Merlot will be classified as Bordeaux blend).

2. Pricing, availability and quality scores

Query Wine-Searcher.com databases to provide other information relating to Hawke's Bay wines to show market positioning including market value and quality.

3. Consumer demand/popularity – an export market example

Our results show that overseas markets are interested in Hawke's Bay wines. USA search data in particular illustrates the current interest in Hawke's Bay wines searched as a ratio compared with all New Zealand wines.

1. Characteristics of specific varieties

Wine-Searcher.com consumer research data shows that Hawke's Bay is producing wines of international interest. Following report compares Hawke's Bay wine style profile to production throughout the rest of New Zealand. Reviewing global interest of wines by grape style, we see that over 1/3 of all wine searches are for Bordeaux Blends (see Table 1). Note: As Wine-Searcher tracks over 23,000 unique regional varieties and blends these will be grouped by predominant blend (assumed by market predominance e.g. Cab Sav/Merlot will be classified as Bordeaux blend).

Bordeaux blend definition

A Bordeaux blend, at its most basic is any combination of grape varieties typically used to make the red wines of Bordeaux. Far from being an officially defined term, it is almost never used for wine-labelling purposes. Red Bordeaux blends are known for their powerful structure and deep flavours of dark fruits and berries such as plum and blackcurrant are commonly associated to Bordeaux.

Cabernet Sauvignon is widely accepted as a compulsory component of any Bordeaux blend, with Merlot following close behind. In fact, the majority of Bordeaux Blend wines are often made exclusively from a blend of these two varieties. The remaining components are Cabernet Franc, Petit Verdot and Malbec, used in varying combinations and proportions. Even Carmenere is on the list of ingredients.

Wine Groups	Total Searches	%age
Bordeaux & Blends	25,072,947	37%
Syrah & Blends	2,879,082	4%
Chardonnays	4,145,826	6%
Sauvignon Blanc	1,196,530	2%
Pinot Noir	6,871,400	10%
Pinot Gris	158,807	0%
Champagne Blends	2,867,369	4%
Others	24,308,803	36%
Grand Total	67,500,764	100%

Table 1

2015 Global searches for all wine, Bordeaux & Blends v. Others

Closer examination shows that global searching for Bordeaux Blends are three times those of Sauvignon Blanc (& Blends) and Pinot Noir put together. Wines available from New Zealand however are strongly represented by Sauvignon Blanc and Pinot Noir (see Figure 1 below).

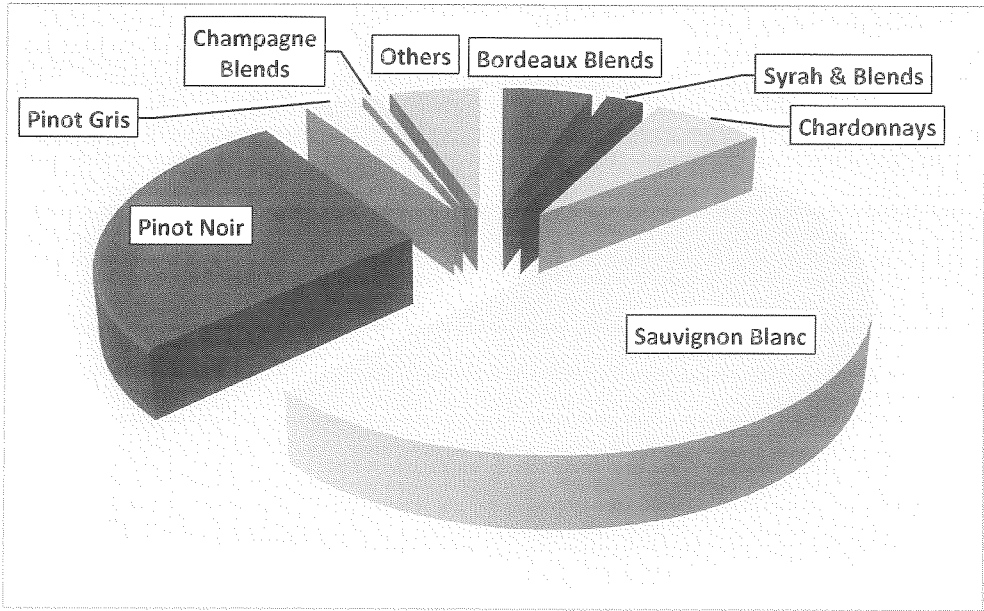


Figure 1

2015 Global searches for NZ wine by wine style

Fully 75% of all global searches for New Zealand wines are for these two styles, largely driven by the successful Marlborough region. Looking at searches for Hawke’s Bay wines (see Figure 2 below), we see a very different picture to the rest of New Zealand. In Hawke’s Bay, the predominant blends are largely in line with world interest; a large proportion of Bordeaux Blends, with strong emphasis on Syrah and Chardonnay.

Producing Hectares figures from the New Zealand Wine website
<http://www.nzwine.com/regions/hawkes-bay/>

Global searches for Hawke's Bay wine

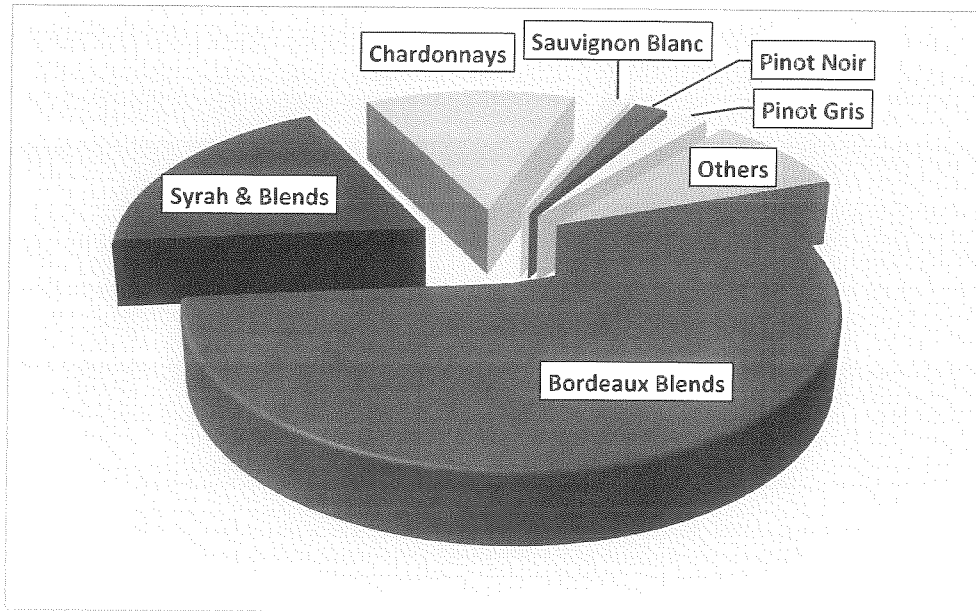


Figure 2
2015 Global searches for Hawke's Bay wine, by style

Splitting out Champagne blends and standard colour palate. Due to the constraint (or rather, the lack of constraint) on the definition of 'Bordeaux blend', the best of efforts has been made to group the 1,000+ wine varieties and blends into basic groups that relate to Hawkes Bay and New Zealand production.

As Hawke's Bay Pinot Noir and a large portion of Chardonnay production is used for sparkling wine, separate planting figures for champagne style are not available.

Developing interest in Bordeaux blends

Incorporating 2014 plantings statistics Chardonnay used to hold the top spot for plantings in the area and still has a strong presence. But the developing interest in Bordeaux blends and Syrah provides an interesting contrast to Marlborough and New Zealand in general:

Wine Groups	Total Searches	%age	Producing Hectares ¹	%age
Bordeaux Blends	31,696	45%	1,424	30%
Syrah & Blends	14,123	20%	332	7%
Chardonnays	9,776	14%	1,006	21%
Sauvignon Blanc	4,572	6%	937	20%
Pinot Noir	3,676	5%	311	7%
Pinot Gris	1,414	2%	439	9%
Others	5,381	8%	325	7%
Grand Total	70,638	100%	4,774	100%

Table 2

Hawke's Bay wines searches globally and 2014 planting figures

Note: The Pinot Noir planted in Hawke's Bay is largely used for sparkling wine, as is a large portion of Hawke's Bay Chardonnay production.

¹ Producing Hectares figures from the New Zealand Wine website <http://www.nzwine.com/regions/hawkes-bay/>

2. Pricing, availability and quality scores

Our results show that overseas markets are interested in Hawke's Bay wines. USA search data in particular illustrates the current interest in Hawke's Bay wines searched as a ratio compared with all New Zealand wines.

Awareness of Hawke's Bay wines

Taking the US Market as a benchmark indicator for international demand, the interest in Hawke's Bay's distinctive wine styles is marked and growing - when looking for Bordeaux Blends from New Zealand, Hawke's Bay is the only real candidate see (Table 3 below).

Wine Styles <input type="text"/>	Hawkes Bay	All Other Regions	Grand Total
Bordeaux Blends	8,169	2,381	10,550
Syrah Blends	3,834	1,104	4,938
Chardonnay	3,321	20,495	23,816
Sauvignon & Blends	2,131	240,888	243,019
Pinot Noir	1,300	100,856	102,156
Pinot Gris	157	12,317	12,474
Others	324	15,483	15,807
Grand Total	19,236	393,524	412,760

Table 3

US searches in 2015 for NZ wine by style

Scores of between 85 and 89 points are considered: *Very good: a wine with special qualities*. Successive vintages have produced better and better wines, an improving standard which can be seen in the following:

“Very good wines with special qualities”

On average, Hawke’s Bay wines for 2014 scored 88/100.

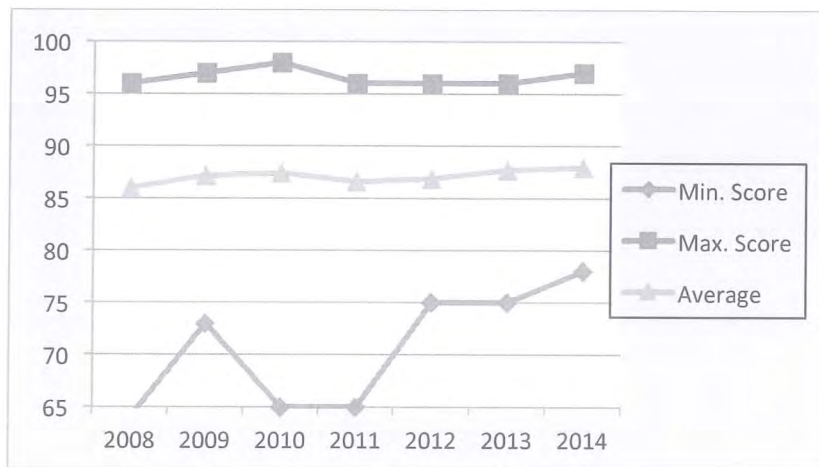


Figure 3

Trend in average Hawke’s Bay wine scores

Vintages	Min. Score	Max. Score	Average
2008	64	96	86
2009	73	97	87
2010	65	98	87
2011	65	96	87
2012	75	96	87
2013	75	96	88
2014	78	97	88

3. Consumer demand/popularity – an export example

Although only 10% of wine is produced in Hawke’s Bay, 21% of NZ wines advertised domestically are from Hawke’s Bay. This indicates a high relative demand.

Average prices consistently in medium to high price brackets.

Further, with the inclusion of all wines imported into NZ, the data shows Hawke’s Bay more than holds its own with an incredible 7.75% of all wine offered for sale online.

Hawke’s Bay Wine Domestic demand, source Wine-Searcher.com global demand data:

21% Hawke’s Bay wine available for sale in NZ as a % of total New Zealand offers.

7.75% Hawke’s Bay wine available for sale in NZ as a % of total NZ and all imported wines.

Country	Average Price	USD		
		White	Red	Maximum
China	\$ 33.00	\$ 34.50	\$ 33.00	\$ 65.00
Sweden	\$ 25.80	\$ 17.20	\$ 34.50	\$ 114.00
Australia	\$ 24.40	\$ 17.20	\$ 28.70	\$ 123.00
UK	\$ 21.50	\$ 18.70	\$ 24.40	\$ 130.00
USA	\$ 21.50	\$ 17.20	\$ 27.30	\$ 98.00
Canada	\$ 20.10	\$ 20.10	\$ 21.50	\$ 97.00
New Zealand	\$ 18.70	\$ 15.80	\$ 21.50	\$ 160.00

Table 4

Average Price of Hawkes Bay wines offered, ranked by country

The average prices of Hawke's Bay Red wine is consistently in the medium to high bracket (from NZD \$31.76 to \$50.00) in these selected export markets, as their quality is recognised overseas.

Pricing, some higher end examples:

	NZD
Esk Valley The Terraces Bordeaux Blend , Hawke's Bay, New Zealand	190.00
Church Road Tom Cabernet Sauvignon-Merlot , Hawkes Bay, New Zealand	180.00
Trinity Hill Homage Gimblett Gravels Syrah , Hawke's Bay, New Zealand	180.00

_____ end _____

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Appendix 3 – Examples of references to the HAWKE'S BAY GI in wine texts

TAKE A LITTLE WINE

John Buck



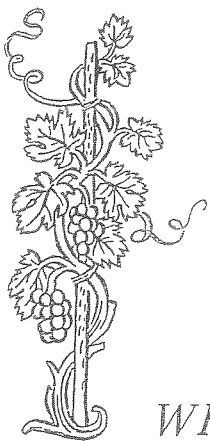
Carl Hingston

*TAKE
A LITTLE
WINE*

BY

JOHN BUCK

CHEVALIER DU TASTEVIN



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First published 1969

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NELSON, TIMARU, DUNEDIN, INVERCARGILL, LONDON, SYDNEY, MELBOURNE, PERTH



NEW ZEALAND

NORTHLAND

NORTH ISLAND

37° - AUCKLAND:
(HENDERSON)

THAMES

(TE KAUWHATA)

WAIKATO

GISBORNE

39°

HAWKE'S
BAY

41°

NELSON

SOUTH ISLAND

HAWKE'S BAY

About a hundred miles south of Gisborne as the crow flies are the cities of Napier and Hastings, principal commercial centres of Hawke's Bay, in the so-called 'fruit bowl' of New Zealand. Here the cultivable land consists of alluvial flats, undulating in places and gradually rising to limestone hills, a configuration in some respects resembling the Côte d'Or of Burgundy.

The big name in 'The Bay' is McWilliams Wines, a company whose products are an everyday word throughout Australasia. Other important names are Vidals, Glenvale, T.M.V. Wines and the famous Mission Vineyards at Greenmeadows, the oldest winemaking enterprise in New Zealand.

McWilliams possess a very competent production team, headed by Tom McDonald, a winemaker of skill and talent and a veteran of forty-two vintages. He is ably supported by Denis Kasza, a Hungarian holding a Master of Agricultural Science degree.

Winemaking at the Mission is taken care of by Brother John, with Brother Joseph looking after viticulture and Brother Sylvester as the procurator and bursar (general manager). All three possess that relaxed attitude towards the grape and their fellow men that always sets a genuine winelover apart from a phoney. I wish this attitude could be aptly described. Perhaps bigots would then understand why certain people can treat good wine as something which adds immensely to their lives and not as something which must ultimately consign them to perdition. Over the centuries members of some of the monastic and missionary orders of the church have played the most notable role of all in the spread of wine production across the world, and their humility, closeness to nature and spiritual awareness have contributed much to this development. To quote the Hon. Freddy Hennessey: 'In wine we offer to the public an article in the preparation of which the Almighty has played a greater part than we. Let's do Him the honour of not treating it as we would a bar of soap or a washing machine. Above all, let us not adopt the philosophy of "It does not matter what we do as long as we do it better than last year."' It is the practical application of such thinking that has enabled the churches, and others, to make so many fine wines.

Vidals, a family of Spanish descent, produce the usual range of wines, but undoubtedly the best are their burgundy, a red with style, good colour, body and balance, and their claret, lighter in body and more austere to taste, but equally as good a wine. These are the two finest, freely available dry reds on the New Zealand market today. Their whites, too, are clean and sound, but an enigma is

their consistent medal-winner, extra dry sherry, made, rather surprisingly, from the hybrid Baco 22a. A strange wine, interesting—but difficult to make up one's mind about.

The potential of New Zealand as a wine producer is best illustrated by three particular Hawke's Bay wines. Although not yet widely available, all three are setting definite standards for others to follow.

1. *McWilliams Cabernet Sauvignon '65*. Aptly described as 'Tom McDonald's baby', this wine is of darkish, Cabernet colour and has a lovely varietal nose which, although rather strong on new oak, should improve with age. It also has good body (perhaps still fractionally light but a great improvement by New Zealand standards) and a palate well balanced in tannin and acid. Given the very necessary ten years' bottle age, it looks a certain winner. And the '66 and '67 bottlings have even more promise, in spite of their youth.
2. *Mission Fontanella Sparkling White Dry*. After eighteen months in my cellar, this, New Zealand's only *méthode champenoise* sparkling, developed a nose and fruit character of quality. Unfortunately the Mission Vineyards lack bottle cellarage, so age must be given this wine by the purchaser. (Mission Sauterne is enjoyable for a sweet wine, clean, light and well balanced, and their red, Pinot Reserve, has a beautiful varietal nose, though tending to be a little thin and sharp.)
3. *McWilliams Pinot Chardonnay 1960*. Made from a classic grape, this wine when opened had been maturing in a cellar for several years. It had attained a degree of bouquet and flavour rarely encountered in New Zealand whites. In spite of a fraction too much acidity, its overall style was as good as, if not better than, the Meursault tasted against it.

Hawke's Bay wines already possess those essential marks of quality, back palate and finesse. Here, too, soil, climate and topography meet all the requirements for a quality wine area. Thus my choice would be Hawke's Bay, if I wanted land for a New Zealand vineyard. This is where our best wines will one day come from.

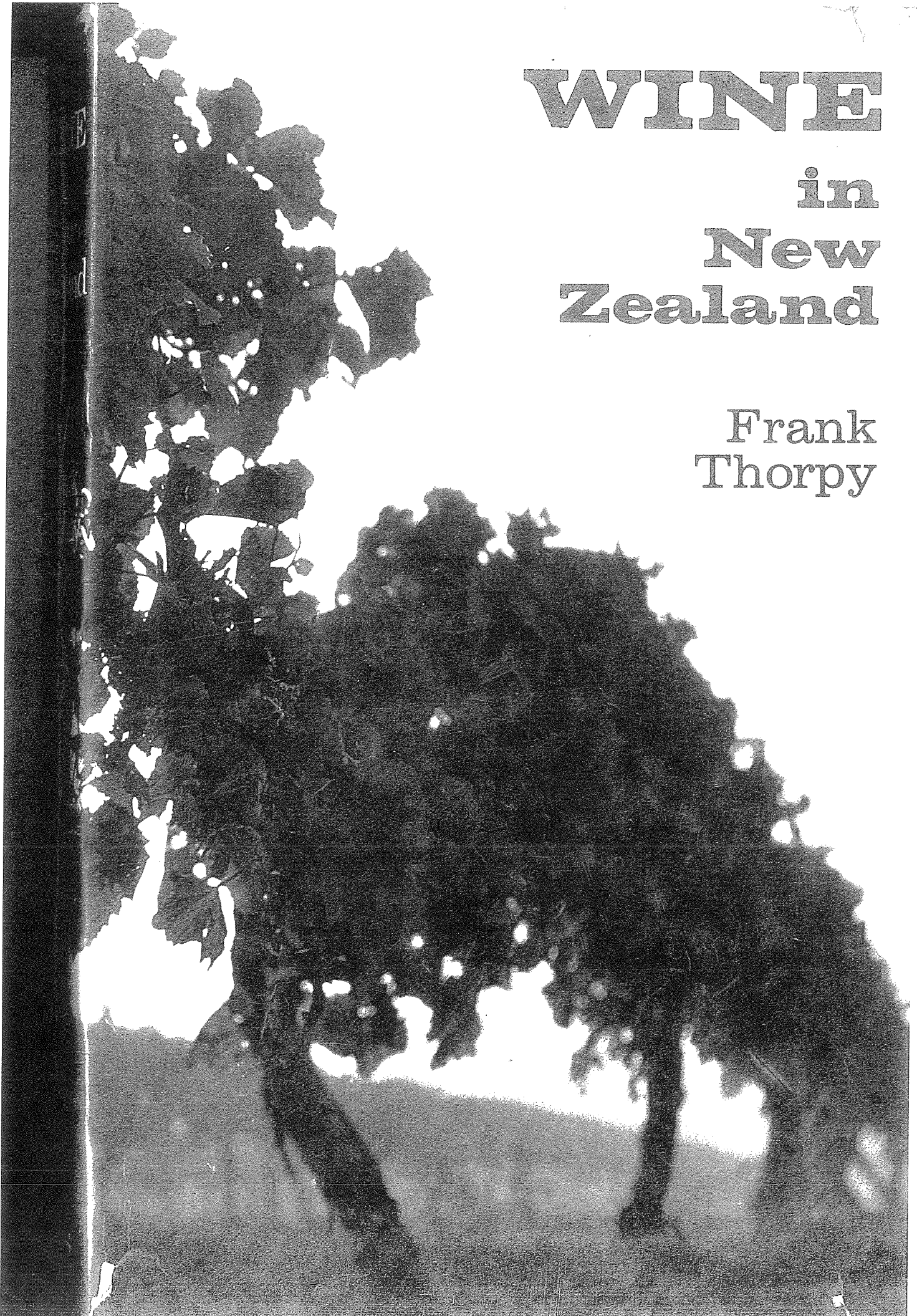
OTHER AREAS

From Thames come the very good wines of Totara S.Y.C. Limited, a vineyard developing along similar lines to that of Mate Brajkovich in Henderson. Stanley Chan, the proprietor, is of Chinese descent, and his Totara Gold is a consistent gold medal winner in table wine classes, while his Totara Riesling is one of the few New Zealand dry whites with true varietal character. I feel that he takes a great deal of care with his wines, and is certainly one of our best producers.

WINE

**in
New
Zealand**

Frank
Thorpy



Wine

in New Zealand

Frank Thorpy

Collins

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Vineyards of New Zealand

Sketch map to show the main centres & latitudinal comparison with European & Australian vineyards



3

The Vineyards of New Zealand Hawkes Bay and South of Auckland

A trip through the vineyards is a source of great fascination and interest to all wine lovers. This is particularly so in Europe where the vineyards are the product of skill, energy and love over thousands of years and whose very soil and old buildings are redolent of history.

The wine routes I love best are those through the Burgundy vineyards in France and the Rheingau in Germany, two of the most picturesque and historic in the world. The name of Burgundy conjures up a picture not only of majestic, opulent wines but of a cuisine just as noble as its wine. It has a rich fertile countryside where good things abound – beef and poultry, fresh water fish, game, fruit, mushrooms, truffles and snails.

The best place to start an assault on this gastronomical citadel is from the ancient seat of the Dukes of Burgundy – Dijon. Dijon is famous for its mustard – the home of Grey Poupon is known throughout the world. I stayed at the famous Hôtel de la Cloche where one gets a fitting introduction to the rich abundance of Burgundy – my room had a tap which gushed forth not water but an ample full bodied vin du pays! From Dijon, Route 74 runs down through Nuits St Georges, and Beaune to Chalon and Mâcon and Lyons and thence to the Riviera passing through some of the most famous vineyards in the world, evocative of the ancient glories of France.

The area which produces the greatest wine is called the Côte d'Or, or the Slope of Gold, and is divided into two parts – the Côte de Nuits and the Côte de Beaune. The Côte

de Nuits in the north produces about three-quarters of all the great red wines; the southern Côte de Beaune makes the rest of the red wines and all the great white wines. Immediately you leave Dijon for the south you run into the famous vineyards. The Côte d'Or derives its name from the range of hills made golden in the autumn which run roughly north and south for a length of thirty-six miles and a height of two or three hundred feet. The greatest vineyards, to your right as you drive along Route 74, are planted on the slopes of the hill – the peak of the hills are usually wooded since the grapes will not ripen properly in the wind, whilst the soil on the flat and in the valleys is too rich and heavy.

The slopes are planted with the aristocratic Pinot Noir, the plains with the lesser Gamay grape. Wines made from Pinot Noir grapes are described by one Burgundian as “rough and hard in their youth, divesting themselves, softening with age and when years have ripened them, shining bright, pure, soft, perfumed and delicious in all the splendour of a magnificent glory.” The Pinot Noir grape develops its qualities to the full only in temperate zones and Burgundy is the northern hemisphere's farthest north good red wine district. It gets little sun and its wine suffers from, if anything, a lack of alcohol. New Zealand is the southern hemisphere's farthest south good red wine district and early viticulturists from Bragato onwards have written how well the Pinot Noir does here. Yet today the acreage planted is insignificant.

On a first visit to the Côte d'Or one is incredulous as famous names pass by so quickly – Fixin, Gevrey-Chambertin, Chambolle-Musigny, Vougeot, Vosne-Romanée, Nuits St Georges – beautifully tended vineyards on the right stretching up the hillside and the lesser vineyards much more extensive on the left across the railway line.

To really appreciate the splendour of the Côte d'Or one should wander along the narrow hillside road which runs parallel to Route 74 and is called the “Route des Grands Crus”. The Route starts at Gevrey-Chambertin which lies nearly a mile back from the main road and it was here that, bursting with thirst and impatience, I stopped for my luncheon. A tiny little village restaurant but I eagerly ordered a Coq au Vin and a bottle of Chambertin. The food was easy but the wine not. I learned my first lesson – that if I

were to taste some of the finest wines of the area I had to depend on the generosity of the winegrowers and shippers – the wines were simply not available in restaurants. I enquired from mine host what wine he had – simply the carafe wine of the house. It was magnificent, deep, suave and majestic – if I could be assured of ample supplies of it I would do without the occasional great bottle of Burgundy – it was Les Hervelets, a Première Cuvée not from Gevrey-Chambertin, but from a neighbouring village, Fixin. I have not tasted it again but I shall not forget it.

Leaving Gevrey one passes and salutes the great vineyards of Le Chambertin and Le Clos de Bèze, past the village of Morey St Denis with its Clos de Tart and on to the town of Chambolle which produces the Têtes de Cuvée Les Musigny and Les Bonnes-Mares and the Première Cuvée Les Amoureuses and others.

I have never had the good fortune to taste a bottle of genuine Les Musigny, one of the rarest and most expensive wines in the world. The area produces the least complex and the most delicate wines of the Côte de Nuits. They have great distinction, with vinosity, very elegant, much bouquet redolent of truffles and wild violets. I have tasted Les Bonnes Mares, little known and never seen in New Zealand but rated by many outstanding judges as only just below Les Musigny. Les Amoureuses – “Women in love” – one of the nicest names in the wine vocabulary – is better known, as indeed it should be.

As one crosses back into the main road the majestic form of the Clos Vougeot looms ahead. This is the noblest château and probably the most beautiful vineyard in the whole of Burgundy.

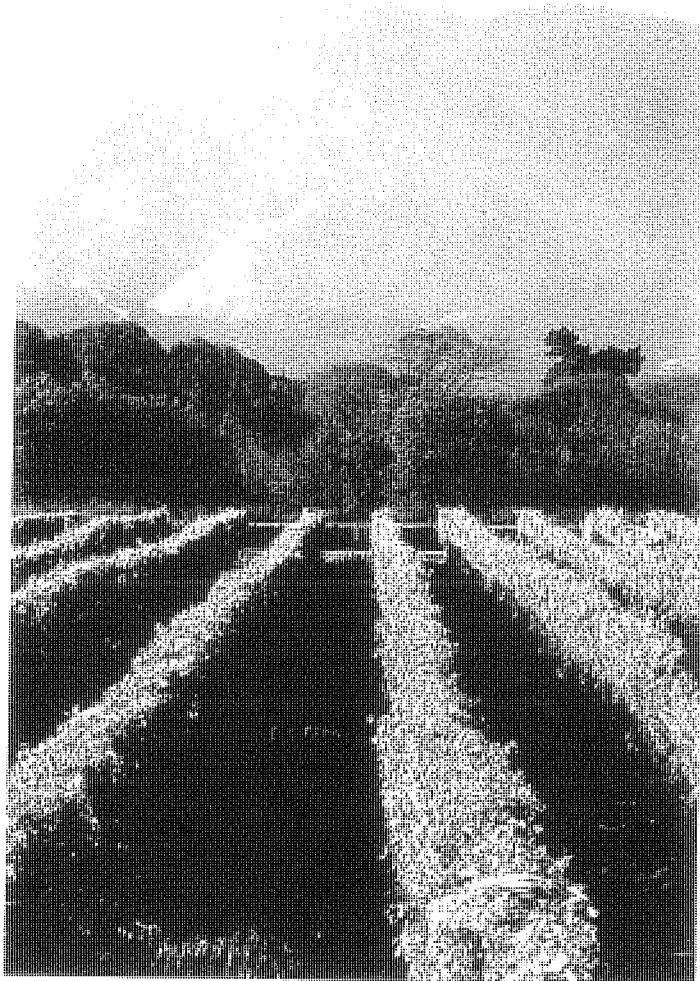
The vineyard, which is surrounded by a stone wall, covers about a hundred and twenty acres shared between fifty-two proprietors. The vineyard was in the hands of the Cistercian monks until the French Revolution when it was sequestered and at a later date cut up into lots and sold to more than fifty bidders. The lots within the stone wall are delineated only by the varying degrees of husbandry and the wine naturally varies according to the talents of the individual winemakers.

The château is now owned by the Confrérie des Chevaliers du Tastevin, a Burgundian Order founded to publicise and

THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON

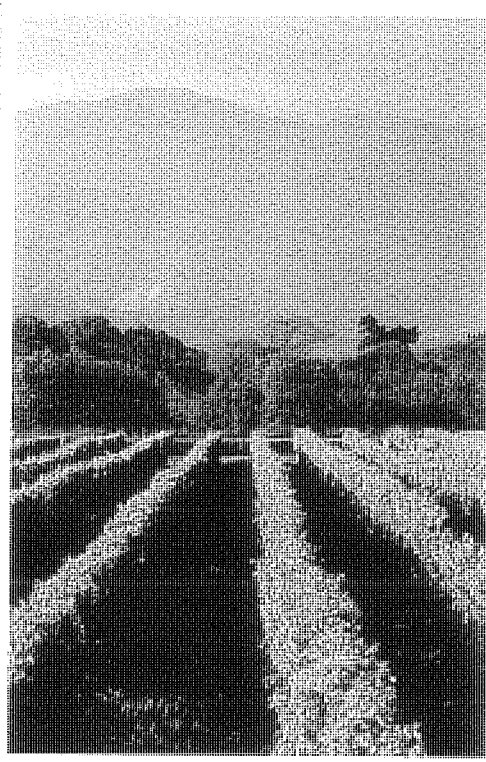


Foreword by Jancis Robinson

THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
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Auckland Institute and Museum 12, 13, 15 (TOP), 20
Auckland Public Library, from *The New Zealand Farmer*,
Feb. 1899 21
Corbans Wines 120
Hocken Library 30
Mary McIntosh 11
Morton Estate 182
New Zealand Herald 48, 253
North and South Magazine 47
Quickcut, *Liquor Industry Products*, 1988 50
Dick Scott, from *Winemakers of New Zealand* 14,
15 (BOTTOM), 18, 23, 24, 27 (TOP), 29, 31, 32, 33,
35 (BOTTOM), 41; from *Seven Lives on Salt River* 20
Richard Smart 70 (from *100 Jahre Rebsorte*
Müller-Thurgau), 74
Te Kauwhata Viticultural Research Station 19, 25
Simon Ujdur Jnr 36, 37
Western Vineyards 43
Wine Institute of New Zealand Inc. 44, 45, 53, 253
Wineworths 48
Stephan Yelas 26

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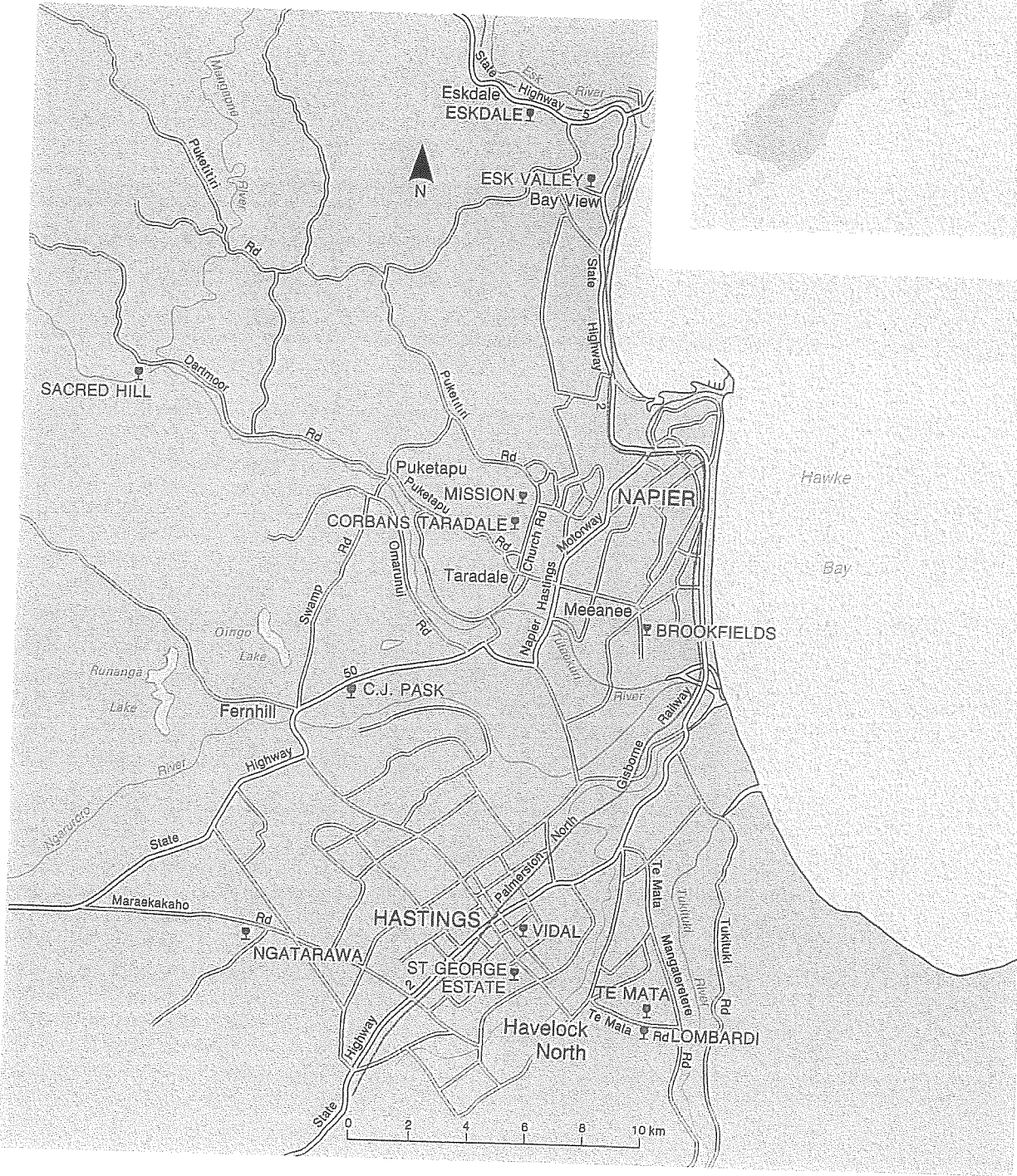
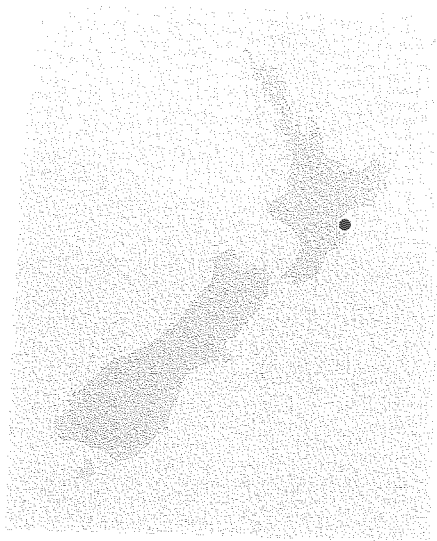
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HAWKE'S BAY

Hawke's Bay, one of New Zealand's pioneer winemaking districts which today still retains its traditional importance, also has the potential to become one of the world's great wine regions.

Here is located the oldest winemaking concern in New Zealand still under the same management - Mission Vineyards, established by the Catholic Society of Mary in 1851. The oldest winery still operating, erected in stages from the 1870s, can be found at the Te Mata Estate. In 1986, with 1032 hectares (or twenty-six percent of the national total), Hawke's Bay ranked second to Poverty Bay in the extent of its vineyards.





THE HILLS RISE IN THE WEST, THE PACIFIC COAST LIES TO THE EAST; BETWEEN ARE THE FERTILE, ALLUVIAL LOAMS AND SHINGLY POCKETS WHERE VINES FLOURISH.

The terrain of Hawke's Bay varies from the rugged inland ranges, the Ruahine and Kaweka, climbing to over 1600 metres, to the coastal Heretaunga Plains. In this sheltered environment, protected by the high country from the prevailing westerly winds, agriculture thrives: pastoralism, process cropping, orcharding and market gardening. And on the margins of the plains, at Taradale, Te Mata, Fernhill, Ngatarawa, Haumoana and in the Esk Valley, the favourably dry and sunny climate supports an easy growth of the vine.

Hawke's Bay is one of the sunniest areas of the country; the city of Napier, for instance, enjoys similar sunshine hours and temperatures to Bordeaux. In summer, anticyclonic conditions sometimes lead to droughts; such weather can produce grapes with high sugar contents and forms a key advantage for Hawke's Bay viticulture.

One drawback is that the easterly facing aspect renders Hawke's Bay vulnerable to easterly cyclonic depressions and their accompanying rainfall. Some of the heaviest rains ever recorded in New Zealand have descended on the region. In bad years such as 1979 and 1988, the vineyards of Hawke's Bay can be deluged with autumn rains. Nevertheless, in most years the autumn rainfall is markedly less than at Gisborne.

One of Hawke's Bay's prime viticultural assets is its wide range of soil types: the Heretaunga Plains consist mainly of fertile alluvial soils over gravelly subsoils deposited by the rivers and creeks draining the surrounding uplands.

The pioneer winemakers headed close to the lower hills of Hawke's Bay as the best sites. At the 1896 Conference of Australasian Fruitgrowers held in Wellington, Whangarei vinegrower Lionel Hanlon enthused: '... on the gently sloping limestone hills that are so characteristic of the [Hawke's Bay] district ... may be found hundreds of ideal sites for vineyards. In some places the hills present the peculiar truncated appearance of the vine-clothed hills of the celebrated Côte d'Or district in France ...' But recently most vineyards have been planted on the plains to secure higher grape yields.

A comprehensive regional study published in 1985 by the Hawke's Bay Vintners stated frankly that 'many soils on the Heretaunga Plains are quite wet and vines grow too vigorously, giving large yields of grapes with poor balance and insufficient ripeness [notably the areas of fertile silty loams having a high water table] . . . Other more freely draining shingle soils . . . may be too dry in the growing season which would limit proper canopy development for ideal fruit maturation. This is overcome with trickle irrigation'. About ten percent of the vineyards in Hawke's Bay, those planted in stonier soils, are irrigated.

Districts warmly recommended for viticulture by the regional study included the Taradale hills, Ngatarawa (warm, dry and promising to produce grapes 'of the highest quality'), river terraces along the Tuki Tuki and Ngaruroro rivers, and Havelock North.

Only in the past twenty years has viticulture reached significant proportions in Hawke's Bay: in the late 1930s, for instance, only twenty-five hectares of vines were grown in the province. Then in 1967 contract growing extended to Hawke's Bay. Where previously the established wineries had concentrated their plantings in the Esk Valley, Taradale and Haumoana areas, the arrival of contract grapegrowing opened up new sub-regions, notably the Fernhill-Korokipo district. By 1986 the vineyards of over one hundred grapegrowers stretched over a forty-kilometre belt running from the Esk Valley, at the north end of the plains, to Te Mata, in the south.

For decades the dominant force in the Bay was McWilliam's, with its dry white Cresta Doré, sparkling Marque Vue and red Bakano virtually household names. Founded in 1944, the New Zealand company was wholly Australian-owned until 1962, and grew rapidly until 1961 when it merged with McDonald's Wines to become the largest winery in the country.

McDonald's dated back to 1897. Bartholomew Steinmetz, a native of Luxembourg, had left his position as a lay brother at Mission Vineyards to establish his own two-hectare vineyard. A fourteen-year-old labourer called Tom McDonald began work there in 1921 and by 1926 had taken over the business.



Keen to increase production, Tom McDonald passed control to the Christchurch-based brewers and merchants Ballins in 1944 but stayed on as manager. McDonald, who retired from the post of McWilliam's production manager in 1976, and later chaired the Wine Institute from 1980 to 1982, for decades dominated the Hawke's Bay wine scene, a man of formidable intellect and genial company. On two occasions in the early



DAVID (LEFT) AND MARK MASON OF THE FLEDGLING SACRED HILL WINERY - A FUMÉ BLANC WORTH TRYING.



THE *WINE* AND
VINES AND
VINEYARDS
OF NEW ZEALAND

Text by

Michael Cooper

Photographs by

John McDermott



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HAWKE'S BAY

On performance in the shows and in the marketplace, Hawke's Bay has earned its claim to be New Zealand's leading wine-producing region.' That proud 1996 assertion by Alwyn Corban, chairman of Hawke's Bay Vintners, would win no support among the Marlborough wine fraternity. Yet Hawke's Bay, one of the country's pioneer winemaking regions, has preserved its traditional importance, and with such noble varieties as Chardonnay, Cabernet Sauvignon and Merlot, its regional reputation is the highest in the country.

The oldest winemaking concern in New Zealand still under the same management is here – Mission Vineyards, established by the Catholic Society of Mary in 1851. The oldest winery still operating, erected in stages from the 1870s, can be found at the Te Mata Estate. In 1995, with 2276 hectares, Hawke's Bay ranked second to Marlborough, and far ahead of Gisborne, in the extent of its vineyards. Between 1992 and 1995, the region's vineyards expanded by over 40 per cent, carrying its share of the national vineyard from 22 to 27 per cent. After a lull in the mid 1980s, when few new wineries emerged, the Hawke's Bay wine scene is abuzz with the excitement of new companies, new faces, new labels.

The terrain of Hawke's Bay varies from the rugged inland ranges, the Ruahine and Kaweka, climbing to over 1600 metres, to the coastal Heretaunga Plains. Protected by the high country from the prevailing westerly winds, agriculture thrives: pastoralism, process cropping, orcharding and market gardening. The favourably dry and sunny climate supports an easy growth of the vine.

Hawke's Bay is one of the sunniest areas of the country; the city of Napier, for instance, enjoys similar sunshine hours and temperatures to Bordeaux. In summer, anti-cyclonic conditions sometimes lead to droughts (as in 1994); such weather can produce grapes with high sugar contents and forms a key advantage for Hawke's Bay viticulture.

Hawke's Bay is, however, vulnerable to easterly cyclonic depressions and their accompanying rain, including some of the heaviest rainfalls ever recorded in New Zealand. In bad years, such as 1988 and 1995, the autumn rainfall can be a deluge; usually, though, it is markedly less than at Gisborne.

One of Hawke's Bay's prime viticultural assets is its wide range

of soil types: the Heretaunga Plains consist mainly of fertile alluvial soils over gravelly subsoils deposited by the rivers and creeks draining the surrounding uplands. 'There are 22 categories of soil types on the Heretaunga Plains', explains Dr Alan Limmer of the Stonecroft winery. 'They range from stones to hard pans to heavy silts. Each has a profound effect on the wine.'

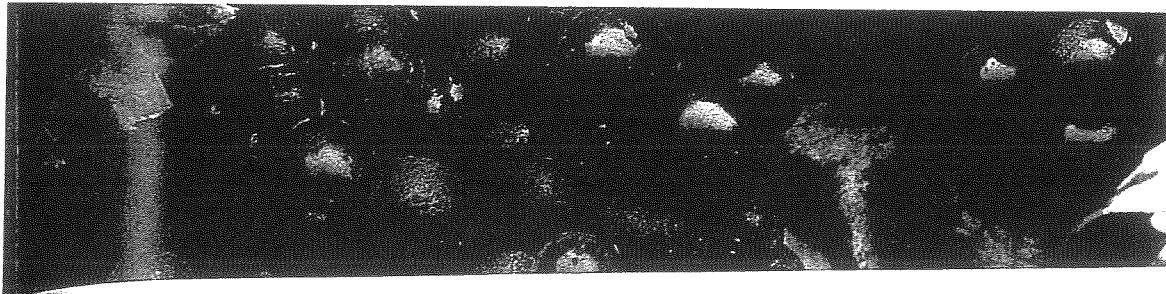
The majority of Hawke's Bay's vineyards are, in quality terms, on the wrong sites, according to Steve Smith, group viticulturist for Villa Maria. 'Between Hastings and the coast – the most fertile area – grapes are too often grown just as cash crops.' Limmer agrees: 'In Hawke's Bay we can grow the best Cabernet Sauvignon in New Zealand, but less than 10 miles [16.9km] away, we can also produce the worst.'

A comprehensive regional study published in 1985 by the Hawke's Bay Vintners stated frankly that 'many soils on the Heretaunga Plains are quite wet and vines grow too vigorously, giving large yields of grapes with poor balance and insufficient ripeness [notably the areas of fertile silty loams having a high water table]. Other more freely draining shingle soils . . . may be too dry in the growing season which would limit proper canopy development for ideal fruit maturation. This is overcome with trickle irrigation.'

Districts warmly recommended for viticulture by the regional study included the Taradale hills, river terraces along the Tukituki and Ngaururoro rivers, Havelock North and Ngatarawa (warm, dry and promising to produce grapes 'of the highest quality').

Most of the expansion in the past five years has been on low-vigour sites. The shingly Gimblett Road area west of Hastings – site of the Babich Irongate, C.J. Pask and other vineyards – has recently excited much interest. Steve Smith – most impressed with the inland parts of the Heretaunga Plains – has pointed out that, during vintage, rainfall figures drop steeply from the coast to the Ngatarawa/Gimblett Road area.

Alan Limmer, whose Stonecroft winery lies in Mere Road, just north of Gimblett Road, likens the area 'more to Australia than New Zealand. The climate is much hotter than the rest of Hawke's Bay, because the only cooling factor, the sea breeze, doesn't have the same influence here as it does on the coast. And



the temperature warms up much more quickly: we can get temperatures up to 40 degrees C.' The wines grown in these top sites vary much less in quality from one vintage to the next than those from lesser vineyards.

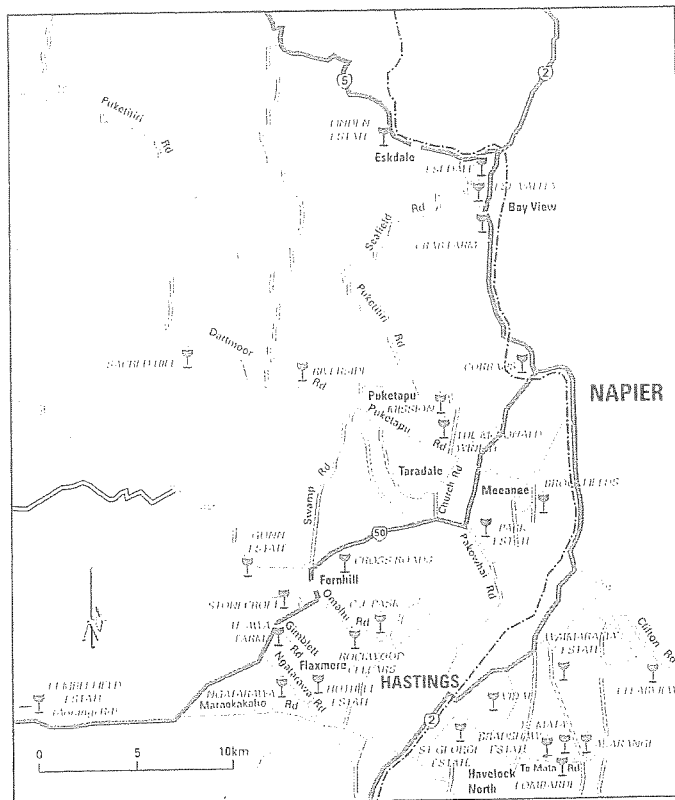
Steve Smith points out that few Hawke's Bay vineyards are grown in the hills. 'One of the problems has been the old New Zealand agriculture attitude "you have to have a big tractor", which means that people have not planted these hill sites. It will make a huge difference to the wines.' Morton Estare's relatively cool Riverview vineyard, inland and at a slightly higher elevation at Mangatahi, has yielded a stream of outstanding Chardonnays and Pinot Noirs.

Only in the past 30 years has viticulture reached significant proportions in Hawke's Bay: in the late 1930s, for instance, only 25 hectares of vines were grown in the province. Then in 1967 contract growing extended to Hawke's Bay. For decades the dominant force in the Bay was McWilliam's, with its dry white Cresta Doré, sparkling Marque Vue and red Bakano virtually household names. Founded in 1944, the New Zealand company was wholly Australian-owned until 1962, and grew rapidly until 1961 when it merged with McDonald's Wines to become the largest winery in the country. Following a series of mergers and takeovers, the former McWilliam's crushing and fermenting complex at Pandora has become Corbans' major facility in Hawke's Bay.

Yet, although McWilliam's, headed by the legendary winemaker, Tom McDonald, with a famous string of Cabernet Sauvignons from 1965 and several fine Chardonnays, early proved the province's ability to produce some superb table wines, vine plantings to

1980 almost eschewed these grapes. However, since then the composition of the vineyards has been revolutionised, with swift expansion of classic *vinifera* grapes. The 1995 vineyard survey revealed that the six most important varieties planted here are (in order): Chardonnay, Cabernet Sauvignon, Müller-Thurgau, Sauvignon Blanc, Merlot and Pinot Noir.

The annual Harvest Hawke's Bay celebration is the highlight of the Hawke's Bay wine calendar, with the Hawke's Bay Vintners Charity Wine Auction the focal point of the four-day festival staged in February at a score of wineries.

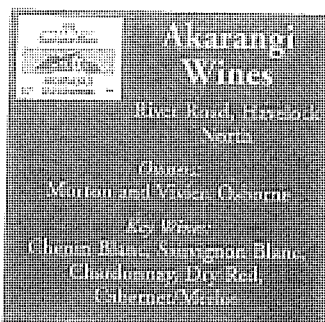


The Akarangi ('heavenly vines') winery lies in River Road, on the banks of the Tukituki River. With its annual output of less than 1000 cases, Akarangi is one of the country's smallest wineries.

Morton Osborne, raised in Ngaruawahia, graduated with an MA and Diploma in Clinical Psychology from Waikato University. A clinical psychologist, he is moving towards a full-time career in wine. For several years he and his wife, Vivien, sold the crop from their three-hectare vineyard to local wineries. After making small amounts of fruit wines since 1973, in 1987 Osborne produced the first wine under the Akarangi label.

The vineyard (originally established by Warwick Orchiston, until recently manager at the Mission) is planted in a broad array of grapes: principally Chenin Blanc, Sauvignon Blanc, Chardonnay, Riesling, Cabernet Sauvignon, Merlot and Cabernet Franc. A five-hectare apple and pear orchard currently provides the majority of Osborne's income, but over the next few years he plans to lift his wine production to 3000 cases.

Akarangi's modest corrugated-iron winery started life as a boat-building shed. The wine is stored and sold in a century-old



Presbyterian church, which the Osbornes bought for \$600 and shifted from Clive to River Road.

A decade ago, Osborne set out to make wine with minimal intervention, and keep it bone-dry. 'I've never done a formal winemaking course - there's a lot of enjoyment in finding things out, rather than following set recipes. My idea was to get the fruit off the vine and run it through quite minimally, in the belief that the less you do to the juice, the more you preserve in the final product. I've achieved that with some of my wines. But slightly sweet wines moved a tremendous amount faster, so now the white wines all have a hint of sweetness.'

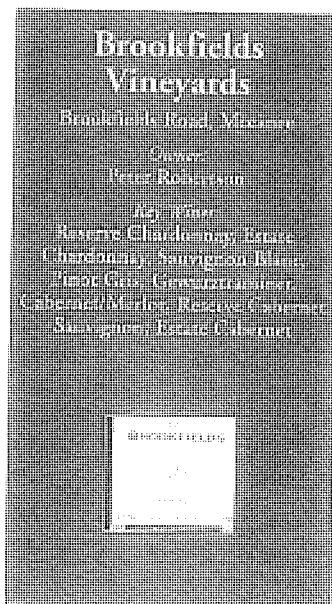
Akarangi's partly barrel-fermented Chenin Blanc is an austere style with green-apple flavours and biting acidity; Osborne finds it 'honies up at about three years'. The limey, tangy Sauvignon Blanc and crisp, lemony, partly barrel-fermented Chardonnay are both light in flavour. The Cabernet/Merlot is typically a soft, light red with moderate depth of herbal and red berry-fruit flavours.

Despite his high academic qualifications, Morton Osborne sees himself as 'more of a practical, outdoorsy sort of person than a behind-the-desk type'.

Peter Robertson, the quiet owner of the Brookfields winery, only a kilometre from the sea at Meeanee, is rarely in the publicity spotlight. 'I just putt along, concentrating on making the wines,' he says. 'The wines can talk for themselves' - which they manage to do most eloquently.

Brookfields' flagship, the 'gold label' Cabernet/Merlot, from one vintage to the next, is one of the darkest, most powerful and rich-flavoured reds found in Hawke's Bay. The robust, savoury Reserve Chardonnay can also reach great heights. These are strapping, generously flavoured wines; richness of body and flavour are hallmarks of the Brookfields' style.

Robertson, raised in Otago, had his interest in wine sparked as a student in the early 1970s, when he took a holiday job at Barker's fruit winery at Geraldine. After graduating with a BSc in biochemistry, he joined McWilliam's in Hawke's Bay, working under the legendary winemaker Tom McDonald, initially as a cellarhand, then as a laboratory chemist. 'After a couple of years I had itchy feet,' he recalls. 'I was working in a winery, but couldn't prune a vine. When I left, the first thing I did was go pruning.'



In 1977 Peter Robertson purchased the old Brookfields winery, traditionally a sherry specialist. 'Dick Ellis, the founder, had died and his son, Jack, wasn't interested in carrying on.'

Today, Brookfields has a fairly low output: about 9000 cases per year. Only a small proportion of grapes are drawn from the silty, 2.5-hectare estate vineyard, planted in Sauvignon Blanc and Chardonnay.

Cabernet Sauvignon and Merlot are purchased from a grower at Tukituki, and Chardonnay from Fernhill. Pinot Gris, Gewürztraminer and Sauvignon Blanc have been coming on stream since 1991 from a shingly vineyard in Ohiti Road, behind Roy's Hill.

The winery is a delight to visit. To enhance the atmosphere of the original building, erected in 1937 from concrete blocks handmade on the property, in 1989 Robertson added a brick entrance-way, a new gable and colonial windows. In the cellar, full of rustic, heavy, black wooden tables and benches, the original concrete barrel racks are still nursing casks.

Brookfields' winery restaurant opens for lunch on Friday, Saturday and Sunday, all



Hugh Johnson

Francis Robinson

The World Atlas of

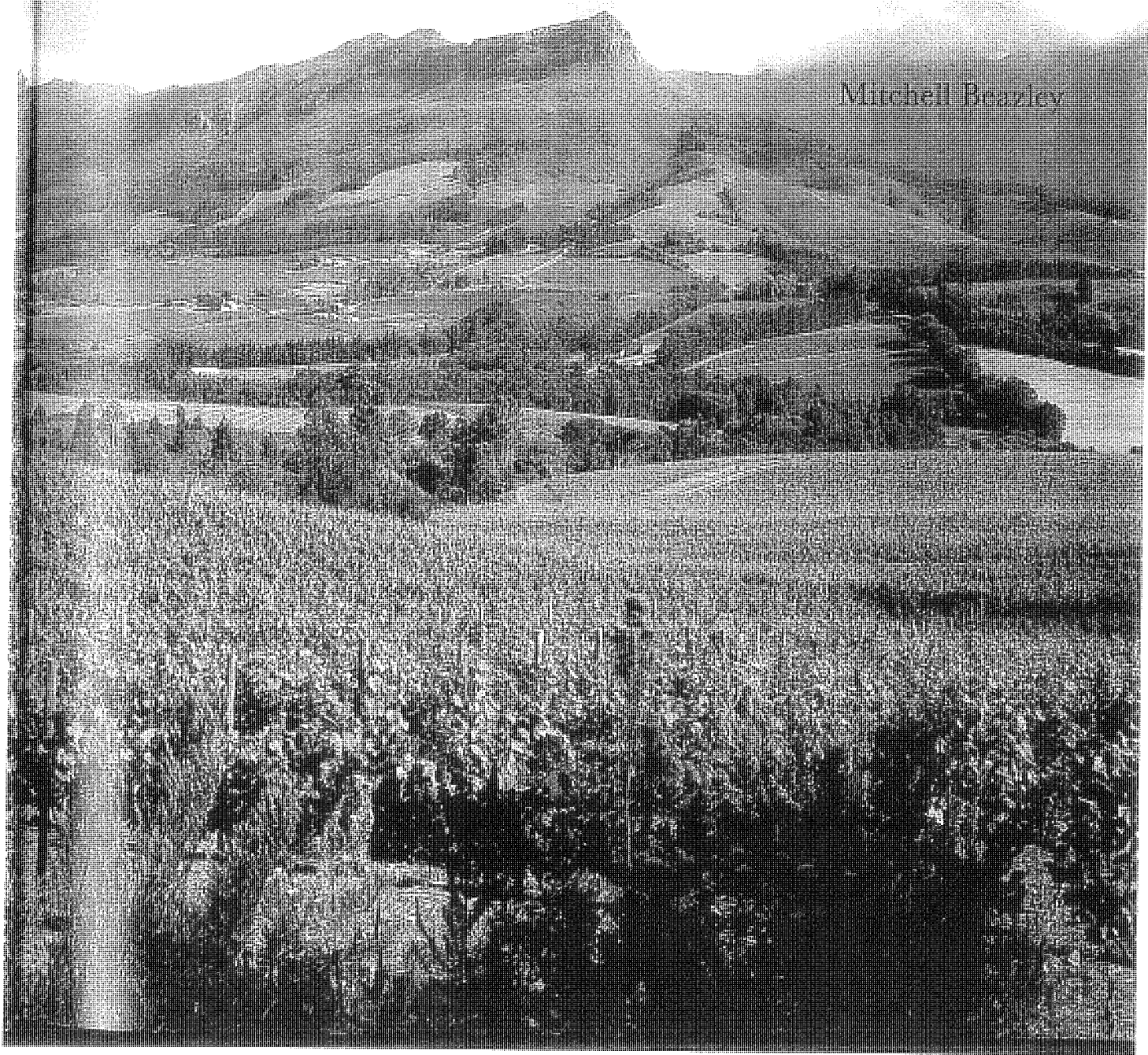
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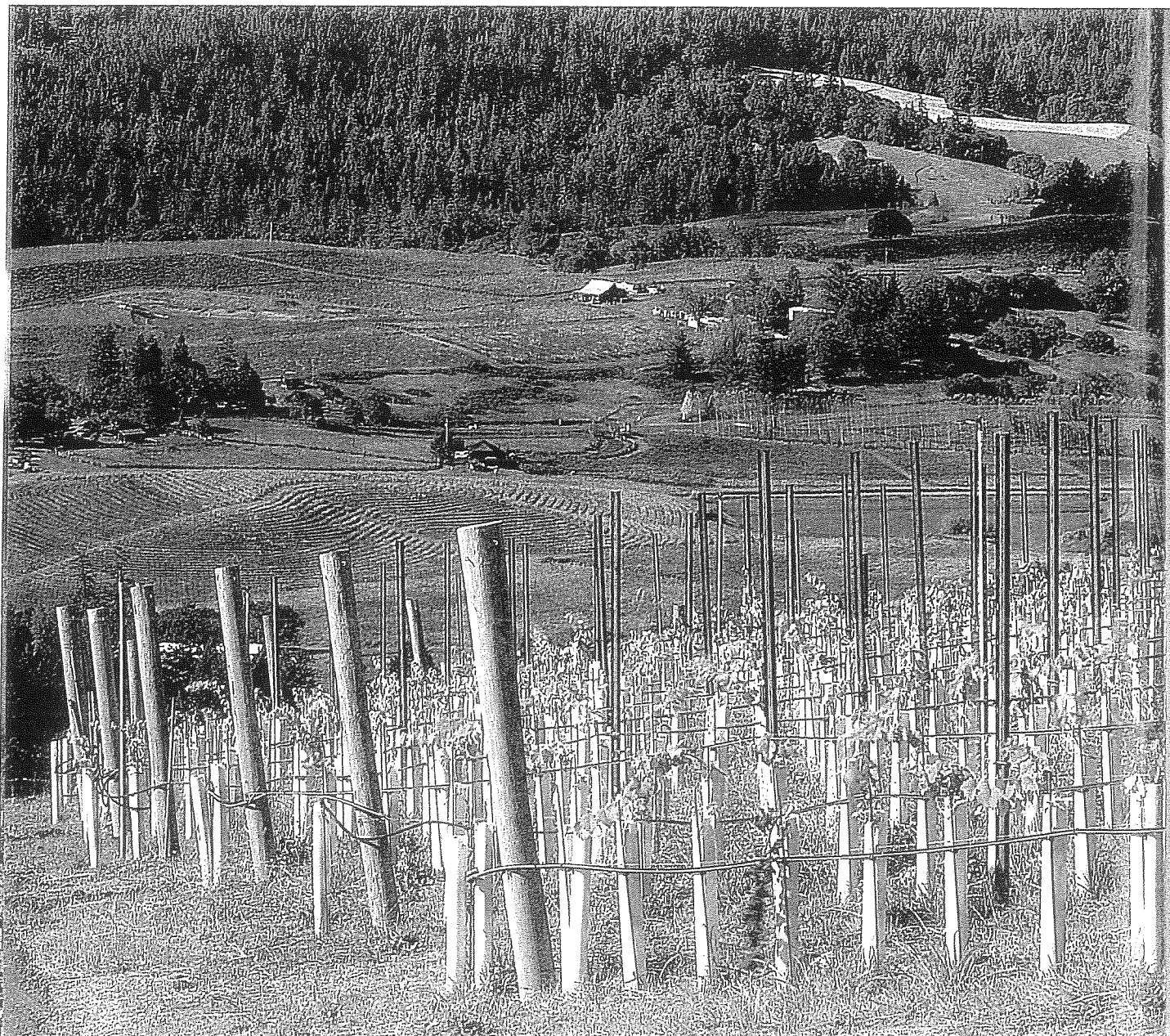
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Wine • *The World Atlas of* Wine

FIFTH EDITION

Mitchell Beazley





Hugh Johnson, Jancis Robinson
THE WORLD ATLAS OF WINE

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Hawkes Bay

In New Zealand terms, Hawkes Bay is an historic wine region, having been planted by Marist missionaries in the mid-19th century. But it was Cabernets made here in the 1960s by the celebrated Tom McDonald for the Australian wine company McWilliam's (at a winery revived in 1990 by Montana for their Church Road label) that hinted at the long-term promise of the area. When serious planting began in the 1970s Hawkes Bay was a logical place to expand, especially with the Cabernet Sauvignon that was then *de rigueur*.

Hawkes Bay has been the Kiwi standard-bearer for claret-style reds ever since, but it was only in the late 1990s that the region began to make wines that demanded attention. The 1998 vintage, so hot and dry that Hawkes Bay's sheep had to be trucked west over the mountains to greener pastures, produced wines that not only had New Zealand's usual crisp definition, but they were obviously made from fully ripe grapes, and had the gentle but insistent tannins to suggest a serious future.

It was also in the late 1990s that growers began fully to understand and take advantage of the complexities of Hawkes Bay soils. It had long been obvious that the maritime climate of this wide bay on the east coast of the North Island, sheltered from the westerlies by the Ruahine and Kaweka ranges, could offer one of

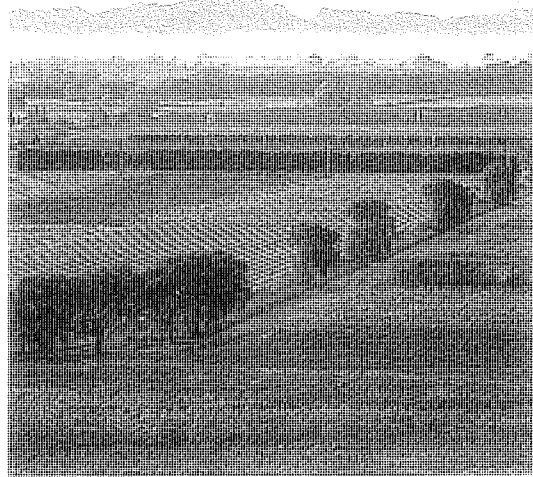
the country's most favourable combinations of relatively low rainfall and high temperatures (albeit lower than Bordeaux's - see factfile below). What happened underground took longer to understand.

An aerial view of Hawkes Bay vividly shows the remarkable variety of deep glacial and alluvial soils and their distribution in a pattern flowing from mountain to sea. Silt, loams, and gravel have very different water-holding capacities; one vineyard can be at saturation point, shooting forth vegetation at an embarrassing rate, while another needs irrigation. It became clear that the ripest grapes were grown on the poorest soils which limited vine growth and on which irrigation could carefully control just how much water each vine received.

There are none poorer than the 1,500 acres (600ha) of deep, warm shingle that remain where the Gimblett Road now runs, northwest of Flaxmere, along what was the course of the Ngaruroro River until a dramatic flood in 1870. The late 1990s saw a viticultural land grab on these so-called Gimblett, or Twyford, gravels, a frenzy during which the last three-quarters of available land was bought and planted.

Other fine areas for ripening red Bordeaux grapes include Bridge Pa just south of and slightly cooler than here, selected sites on the limestone hills of Havelock North such as that colonized by Te Mata early on, and a cool, later-ripening strip of shingle along the coast between Haumona and Te Awanga.

New Zealand suffered excessive Cabernet Sauvignon worship like everywhere else in the



Above Looking across Te Awa Farm in the self-proclaimed Gimblett gravels area towards Hastings and the peak of Te Mata, also the name of one of Hawkes Bay's pioneer producers of fine reds from Bordeaux varieties.

1980s, but even in Hawkes Bay this variety cannot always be relied upon to ripen fully and plantings of the much more reliable, earlier-ripening Merlot have been increasing significantly. Malbec thrives here and ripens even earlier, although it is prone to poor fruit set. When Cabernet Franc is good it is very good. Like Bordeaux, this is a region of exaggerated annual variation, and for much the same reasons as in Bordeaux, most of Hawkes Bay's best-balanced reds are sensitively oaked blends.

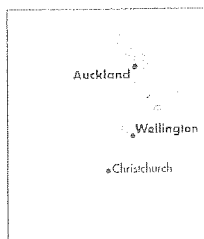
Although the Chardonnay crown has been ceded to, or at least claimed by, Gisborne, Chardonnay is still Hawkes Bay's most planted grape variety, making some of New Zealand's most opulent white wines. And the Sauvignon Blancs produced here are big enough to take happily to oak ageing.

The Hawkes Bay region is warm enough to ripen a wide range of red grapes. Bordeaux varieties have a long-standing reputation but both Syrah and Malbec show real class in examples such as the wines below.

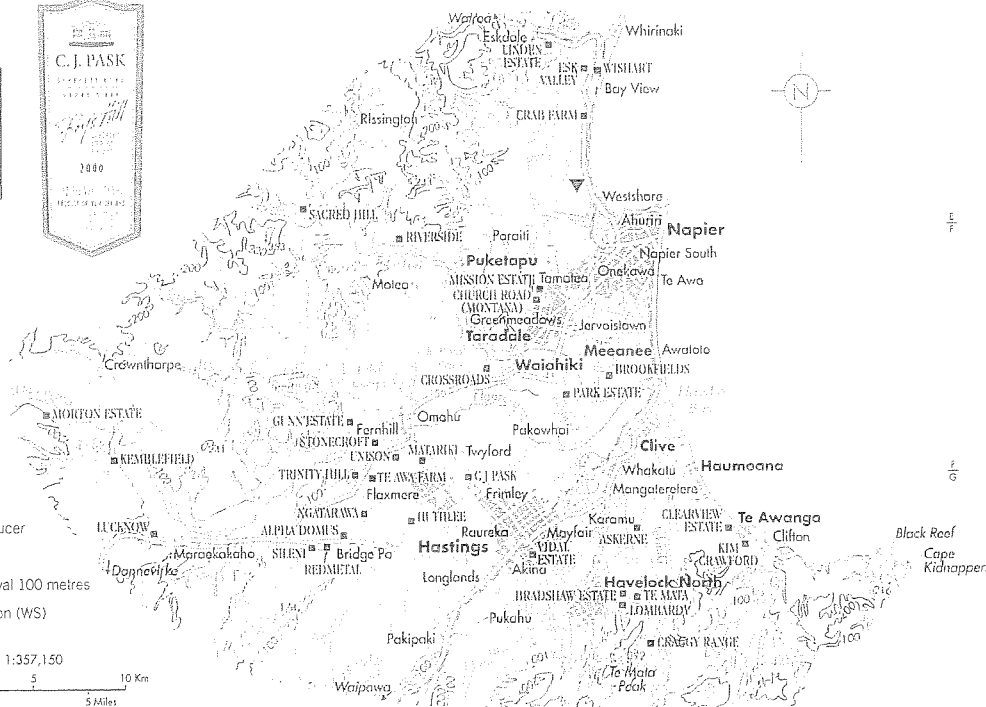
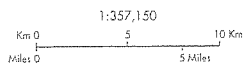


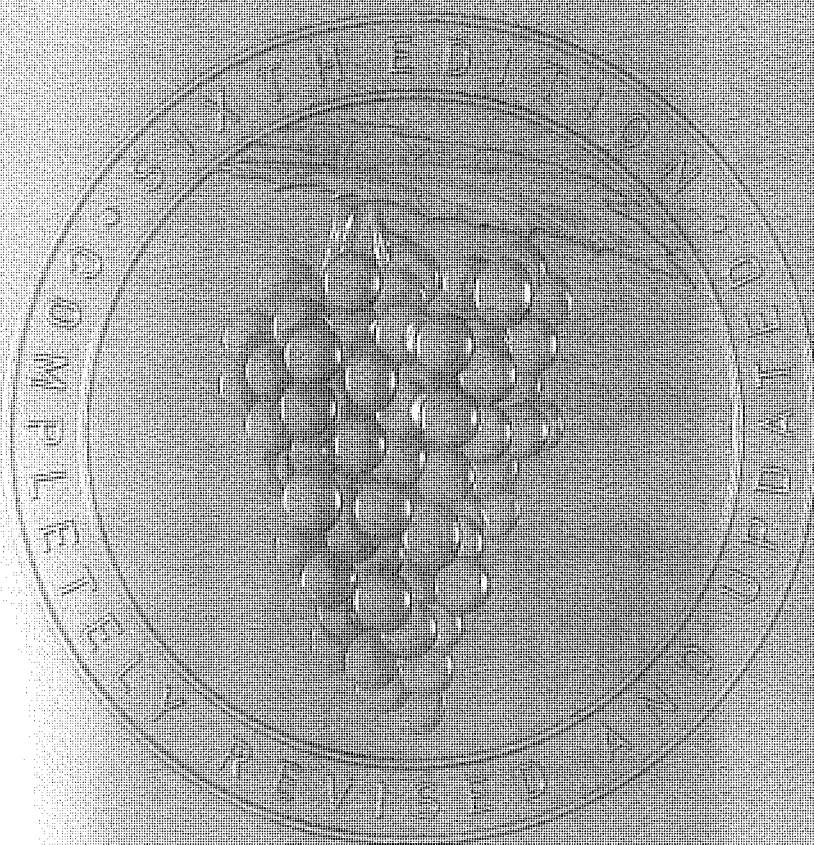
Hawkes Bay: Napier

Latitude / Altitude of WS 39.28° / 3ft (1m)
 Mean January temp at WS 66°F (18.9°C)
 Annual rainfall at WS 35in (890mm)
 Harvest month rainfall at WS March: 3in (75mm)
 Chief viticultural hazards Autumn rain, fungal disease
 Principal grapes Chardonnay, Cabernet Sauvignon, Merlot, Malbec



- UNISON Leading producer
- ▭ Vineyards
- 200— Contour interval 100 metres
- ▽ Weather station (WS)





HUGH JOHNSON

JANCIS ROBINSON

THE WORLD ATLAS OF
WINE

MITCHELL BEAZLEY



**THE WORLD ATLAS OF
WINE**

SIXTH EDITION

Mitchell Beazley

HUGH JOHNSON JANCIS ROBINSON

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Hugh Johnson, Jancis Robinson

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Previous page Cabernet Franc, Touraine, France

Right Peter Lehmann winery, Barossa, Australia

Foreword 6

Introduction 7

The World of Wine 10

The Ancient World 12

The Middle Ages 14

The Evolution of Modern Wine 15

The Vine 18

International Grapes 20

Regional Grapes 22

Wine and Weather 24

Terroir 26

The Wine-grower's Year 28

Making Wine in the Vineyard 30

Making Wine in the Cellar 32

Oak and Alternatives 35

How Wine is made 36

Anatomy of a Winery 38

Stoppers Wine 40

Storing Wine 41

Wine and Time 42

Serving Wine 44

Tasting and Talking About Wine 48

France 52

Burgundy 54

Côte d'Or: The Quality Factor 56

Côte d'Or 58

Côte de Beaune: Santenay 59

Côte de Beaune: Meursault 60

Côte de Beaune: Beaune 62

Côte de Nuits: Nuits-St-

Georges 64

Côte de Nuits: Gevrey-

Chambertin 66

Côte Chalonnaise 68

Mâconnais 69

Pouilly-Fuissé 71

Beaujolais 72

The Crus of Beaujolais 74

Chablis 75

The Heart of Chablis 76

Champagne 78

The Heart of Champagne 80

Bordeaux 82

Bordeaux: The Quality Factor 84

Northern Médoc 86

St-Estèphe 88

Pauillac 90

St-Julien 92

Central Médoc 94

Margaux and the Southern

Médoc 96

Graves and Entre-Deux-Mers 98

Pessac-Léognan 100

Sauternes and Barsac 102

The Right Bank 104

Pomerol 106

St-Emilion 108

Wines of the Southwest 112

Dordogne 115

Loire Valley and Muscadet 118

Anjou 120

Saumur 121

Ghiron and Bourgueil 122

Vouvray and Montlouis 123

Pouilly and Sancerre 124

Alsace 126

The Heart of Alsace 128

Northern Rhône 130

Côte-Rôtie and Condrieu 132

Hermitage 134

Southern Rhône 136

Châteauneuf-du-Pape 138

Western Languedoc 140

Eastern Languedoc 142

Roussillon 144

Provence 146

Bandol 148

Corsica 149

Jura 150

Savoie 151

Vins de Pays 152

Italy 154

Northwest Italy 158

Piemonte 160

Barbaresco 162

Barolo 164

Northeast Italy 166

Trentino 168

Alto Adige 169

Verona 170

Friuli-Venezia Giulia 172

Central Italy 174

Tuscan Coast 176

The Heart of Chianti 178

Montalcino 181

Montepulciano 182

Umbria 183

Southern Italy 184

Sicily 186

Sardinia 188

Spain 189

Galician Coast 194

Toro 195

Ribera del Duero 196

Rioja 198

Navarra 200

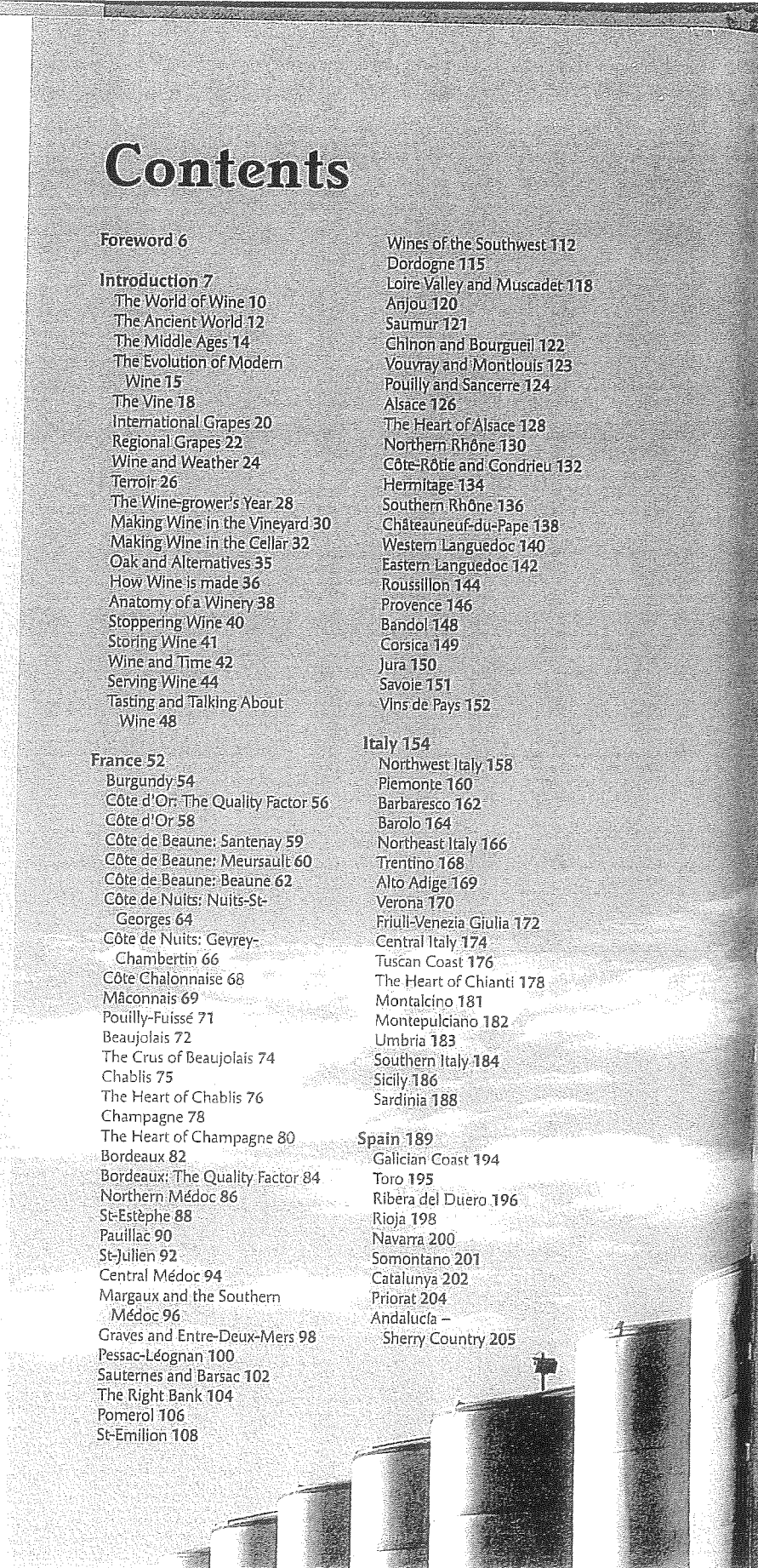
Somontano 201

Catalunya 202

Priorat 204

Andalucía –

Sherry Country 205



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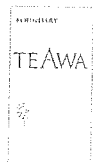
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even earlier, although it is prone to poor fruit set. Future hopes, however, are pinned on that midseason ripener Syrah. Two in every three of the country's Syrah vines are planted in Hawke's Bay's poor soils, ripening satisfactorily most years. Brookfields' Hillside bottling is an example of how juicy Syrah can be here. Like Bordeaux, this is a region of exaggerated annual variation; and for much the same reasons as in Bordeaux, most of Hawke's Bay's best-balanced reds are sensitively oaked blends.

Chardonnay rivals Merlot as Hawke's Bay's most planted variety, however, and the region grows some of the country's finest, often more opulent than elsewhere.



1|2



2|3



3|4



4|5

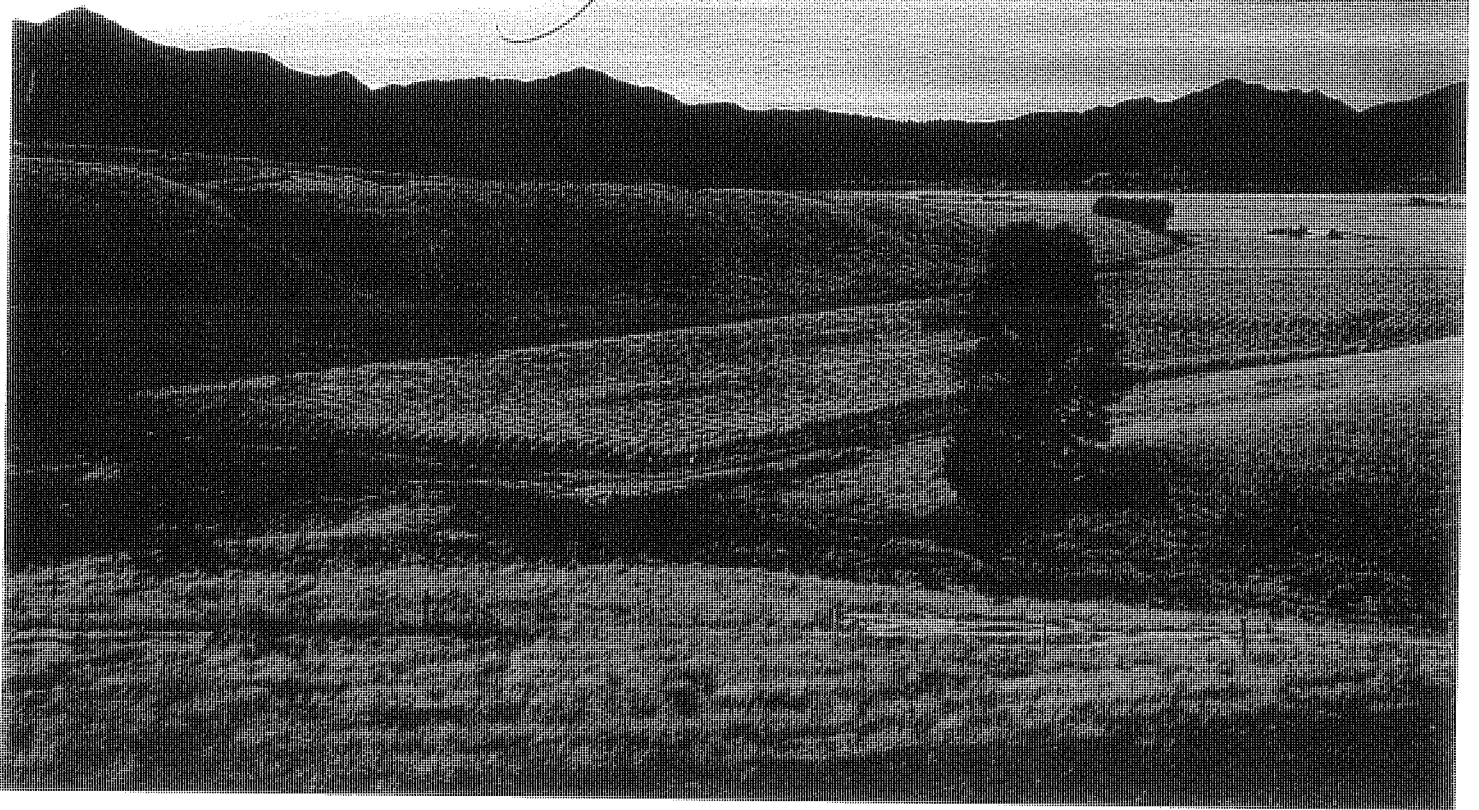


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- STRAITFORD 237
 Stuart, Alec 152
 SUMMERHOUSE 323
 Sunde, Rex and Maïa 94
 SUNSET VALLEY 44, 261
 SURVEYOR THOMSON 397
 Sustainable Winegrowing programme (SWINZ) 44, 249
 Sutherland, Andrew 260
 Sutherland, Ivan and Margaret 283
 Sutherland, Ross and Val 79
 Syrah (grape variety) 40
 Szabo, Lou 220
- T.M.V. Wines 198
 Teirawhiti Polytechnic 157
 TAKATU VINEYARD 78–9
 Tarning, Steve and Jennifer 237
 Taylor, Alistair 212, 220, 234
 Taylor, Grant 380, 382–3, 386
 Taylor, Jules 83, 322
 Taylor, Tony 156
 Taylor, Vicki 156
 TE AWA 20, 195, 197
 TE HERA ESTATE 237
 TE KAIRANGA 234–5
 Te Kouwhata research station 11, 12, 13, 34, 40, 132, 141, 374
 TE MANIA 250
 TE MATA 10, 24, 35, 167, 197–200
 Te Mata Estate Winery Limited 197
 TE MOUTU 107–8
 TE WHARE RA 318
 TE WHAU 108
 Tempianillo (grape variety) 41
 Tenuwera, Tom 292–3
 TERRACE EDGE 351
 TERRACE HEIGHTS 316–17
 TERRAVIN 317
 Tesic, Dejan 165
 Thom, John 353, 361
- Thomas, Bruce 341
 Thomas, Craig 169
 Thomas, Dave 155
 Thomas family 341–2
 Thomas, Glenn 325, 328, 329
 Thomas, Simon and Alison 256
 Thomas, Wayne 113
 Thompson, Raymond 237
 Thomson, Matt 282–3, 300, 311, 313
 Thorpe, Bill 151
 Thorpe, John 151
 Thorpe, Kim 171–2
 THREE MINERS 403
 TIHAE HILL 403
 TI POINT 79
 Tibbets, Nigel 86
 Tiejien, Paul 146, 154
 Tiffen, Henry 9–10, 162, 188
 Tiller, Michael and Robyn 296
 TINPOT HUT 329
 TIRITIRI VINEYARDS 157
 TIROHAMA ESTATE 237
 TIWAIWAKA 237
 Tocker, John and Ali 256
 Tod, Andrew 23
 TOHU 327
 TOLAGA BAY ESTATE 157
 Tomlin family 348
 topography 29
 TORLESSE 348
 TORR ESTATE 397
 TOTARA 141
 TRAM ROAD 361
 Treacher, Paul 137
 TRESILIAN 361
 TRINITY HILL 20, 170, 200–1
 Trousdale, Ross 350
 TUKI VINEYARD 206
 Tulloch, Janine 230
 TUPARI 329
 Turnbull, David and Heather 329
 Turner, A. 215
- Turner, Bill 353
 Turner, Geoff 367
 Turvey, Tim 177
 Tusher, Tom 378
 Tutton, Paul 349
 Tutton, Vic 349
 TW 154
 TWILIGHT VINEYARDS 127
 TWO PADDOCKS 402
 TWO RIVERS 323
 Tynan, Rodger 207
- UNISON 201–2
 Unkovich, Peter 71
- VALLI 382–3
 Van Asch, Henry 382–3
 Van Dam, Tom 141
 Van den Berg, Helma 177
 Van der Linden, John 182
 Van Hove, Jean-Charles and Marguerite 329
 Van Zanten, Robert and Susan 236
 VAVASOUR 328–9
 Vavasour, Peter 325, 328
 Veger, Paul 76
 Veger, Peter and Jean 76
 Veger-Fitzgerald, Patricia (Pat) 76
 Veldhuizen, Sherwyn 339
 Verdelho (grape variety) 41
 Vermaas, Derien 315
 Vidal, Anthony 163, 202
 Vidal, Cecil 17, 38, 202
 VIDAL ESTATE 18, 118, 202–3
 Vidal, Frank 17, 38, 202
 Vidal, Leslie 202
 Vicieli, Brian 83
 VILAGRAD AND 3 BROTHERS 139
 VILLA MARIA 18, 21, 24, 68, 118–21, 146, 181, 183–5, 202–3, 310
 VIN ALTO 124–5
 VINOPIIMA 154, 155
- Viognier (grape variety) 35
 Vitasovich, Steve 99
 Vitasovich, Zlatimir 99
 Vitasovich, Zora 99
 Vosper, Catherine ('Cat') 109
 VOSS ESTATE 235
 VOSS 235
 Voss, Gary 235
 Vuletic, James 71–2, 76–7, 79
 Vuletic, Peter 71, 77, 79
 Vuletic, Mario 56, 63
 Vuletic, Mate 63
 VYNFIELDS 44, 237
- Waghorn, Simon 275, 319, 320
 Wagner, Julie 353, 361
- WAIMARIE 91
 WAIMATA VINEYARD 157
 WAIMEA 250–1
 WAIKARA DOWNS 351
 WAIKARA SPRINGS 349
 WAIKARA WEST 349
 WAIPPI VINEYARD 218
 WAIRAU RIVER 318–19
 WAIRAU BRAIDS 368
 WAITIRI CREEK 383
 WAIWERA 261
 Wakatu Incorporation 327
 Waldin, Monty 44
 Walker, Rosalind 236
 Wallace, Graeme 322
 Wallace, John 379
 Walliser, Georg 288
 Wallis, Tony and Jenny 360
 WALNUT BLOCK 323
 Walsh, Philip and Joney 322
 Walter, Blair 389–90
 Ward, Alistair 383
 Ward, David and Bethy 177
 Ward, Evan 137
 Waters, Peter 382
 Watson, Ray and Robyn 360
 Watson, Rob and Joan 367, 368
 Watt, Sam and Audrey 261
- Watt, Yvonne 141
 Weaver, Randy 84
 Weaver, Sam and Mandy 278
 Webb, Mike and Barbara 62
 Weeds, Kevin and Christine 368
 Weersing, Mike and Claudia A, 346–7
 Weir, Clive and Wendy 360
 Weiss, Roger and Reydan 204
 WEKA RIVER 351
 WEST BROOK 74, 90
 Wheeler, James 327
 Wheeler, Jenny 246
 Whelan, Grant and Dr Helen 356–7
 White family 319
 White, Greg and Sue 319
 White, Stephen 101, 106–7, 109
 White, Tim 25
 WHITEHAVEN 20, 25, 319–20
 Wi Pere Trust 327
 Wiffen, Charles and Sardi 277
 Wiggins, Russell 177
 WILD EARTH 396
 Wilkinson, Graham 383
 Wilkinson, Misha and Andy 397
 WILLIAM THOMAS 320
 Williams, Gwyn 337
 Williams, J. H. 162
 Williams, Kirk 140
 Wilby, Helen and Tony 337, 350
 Wilson, Robert and Robyn 200
 Wilson, Terry and Dawn 374
 Wiltshire, Alan 105
 wine exports 19, 22, 23–5
 Wine Institute 17, 18, 22, 196, 200
 wine laws
 Geographical Indications (Wines and Spirits) Registration Act 2006 7, 49
 Sale of Liquor Act 1989 22
 Wine Act 2003 48
 Wine Makers Act 1981 48
- Wine Makers Levy Act 1976 48
 WINEGROVERS OF ARA 320–1
 winemaking 43–9
 reds 46–7
 rosés 47
 sparkling 47
 whites 45–6
 WINERY COTTAGE 351
 Winereaks Marlborough 268
 WINSLOW 237
 WISHART ESTATE 203
 WISHART HUKA 141
 Visor, Doug 180
 WITHER HILLS 20, 272, 321–2, 323
 Witters, George 146, 154
 Wolmsieder, Friedrich 12, 14, 147
 Walter, Mike 402
 WOODING TREE 396
 WOODLINGTON 20, 260
 Woodlinton, Philip and Chan 260
 Woodkamba, Geoff 297
 Woolley, Darryl 83–4
 Wooten Steve 44
 Wright, Geoff and Nicola 157
 Wright, Marcus 301
 WRIGHTS 157
- Yealoms, Peter 325–6
 Yelas, Masozar 98
 Yelas, Stephen (Styvan Jekeli) 98
 Yokoi, Shin 292–3
 Yorit, Gavin 176, 194
 Young, Chris 289
 Yukich, Frank 112, 113, 266, 301
 Yukich, Ivan 112
 Yukich, Mate 112, 113, 266
- Zeeustraten, Kees 347
 ZEPHEUS 206
 ZEPHYR 323
 Zinfandel (grape variety) 41

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Front cover: From the south side of Marlborough's Wairau Valley, past the Oyster Bay winery, vines sweep across the plains to the Richmond Range.
 Back cover: Matahiwi Estate, Masterton, Wairarapa.

Hawke's Bay

Te Pohue

Lake Tutira

5

2

Eskdale

Eskdale

Esk River

Esk Valley

Wishart

Bay View

Crab Farm

2

Sacred Hill

Riverside

Darimoor Rd

Puketapu

NAPIER

Moana Park

Church Road

Mission

Taradale

Hawke Bay

Tairape Rd

Settler

Monowai

Malapiro Rd

Malapiro Rd

Omahu

Brookfields

Maimai Creek

Crossroads

Park Estate

Tutaekuri River

Ngaruroro River

50

Clive

Omapere Rd

Kemblefield

Stonecroft

Newton/Forrest

Bijanca

Trinity Hill

Ngatarawa

Alpha Domus

Paritua

Sileni

Red Metal

Unison

Matariki

Hutton

Te Awa

Bridge Pa

Abbey Cellars

Prospect

Sanderson

Flaxmere

G Pask

Hettinga

HASTINGS

Squawking Magpie

Vidal

Tukituki River

Haumoana

Dolbel

Beach House

Clearview

Elephant Hill

Kim Crawford

Highrocks

50

Maracakakaho

Kereru Rd

HAVELOCK NORTH

Bradshaw

Tuki

Akarangi

Black Barn

Craggy Range

Sleeping Giant

Te Mata Peak

0 5 km

2



wine company



intensive vine-growing areas



state highways



Te Aute

Alpha Domus

The soaring Tiger Moth on Alpha Domus' label reflects the winery's location near Bridge Pa airfield, where many of New Zealand's pioneer pilots earned their wings. Today, the area is better known for its high-flying producers of some of Hawke's Bay's finest Merlot-based reds.

Alpha Domus is owned by the Ham family: Antonius (Ton) and Lea Ham, who emigrated from Holland to New Zealand in the 1960s, and their three sons, Paul, Henry and Anthony. The name Alpha is derived from the first letter of each of their names; Domus is Latin for 'house' or 'family'. Ton and Lea are now retired and the wine company is run by Paul.

The first vines were planted in 1991 but for a few years their crop was sold to other wineries. Alpha Domus' first wine flowed in 1996. Today the company's two vineyards, 3 kilometres apart in the Triangle, cover a total of 35 hectares and are planted principally in Merlot, Cabernet Sauvignon and Chardonnay, with smaller plots of Sauvignon Blanc, Cabernet Franc, Malbec, Sémillon, Viognier, Pinot Noir and Syrah.

Winemaker Kate Galloway, who joined Alpha Domus in 2002, has worked vintages in France and has a Bachelor of Wine Science degree from Charles Sturt University in New South Wales. The company's annual output is about 20,000 cases and the wines, made on-site, are consistently rewarding.

The top wines are designated AD, with middle-tier wines called simply Alpha Domus and everyday-drinking wines labelled The Pilot. The AD selection features a dark, highly concentrated, Cabernet Sauvignon-based blend, The Aviator; a bold, fleshy and toasty Chardonnay; a barrel-fermented, tightly structured Sémillon; and a gorgeous Noble Selection, a luscious, oily, botrytised Sémillon with the complexity of classic Sauternes.

The Barrique Fermented Chardonnay is ripe, citrusy and creamy-smooth. The middle-tier range also includes a partly oak-aged Viognier with peachy, slightly honeyed and toasty flavours and an off-dry finish; and The Navigator, a Merlot-based blend with strong blackcurrant and herb flavours, complex and smooth.

Highlights of The Pilot range are the fresh, lively, fruit-driven Unoaked Chardonnay; the dry but sweet-fruited Sauvignon Blanc, which offers plenty of melon/lime flavour; and the honey-sweet Leonarda Late Harvest Sémillon, typically full of personality and bargain-priced.

Askerne

A single-estate producer, Askerne is owned by John Loughlin — formerly chief executive of the giant meat processor and exporter, Richmond — and his wife, Kathryn, who from the outset has run the wine company near Havelock North. John's late father — also called John — was an eye surgeon who founded the vineyards today known as Château Waimarama and Zepelin. Askerne is named after a Yorkshire spa town that was Kathryn's birthplace.

On the western side of the Tukituki River, only 3 kilometres from the sea, the Askerne vineyard sits on a relatively cool site. The 20-hectare vineyard, first planted in 1993 on a wide range of soils — gravels, silt, sand and clay — is established in Chardonnay, Gewürztraminer, Sauvignon Blanc, Sémillon, Merlot, Cabernet Sauvignon, Cabernet Franc, Malbec, Petit Verdot and Syrah.

The wines, first produced in 1996, are made on-site by Craig Thomas, who formerly worked at Te Awa Farm. At about 5000 cases per year, Askerne's annual output is small but growing.



Address	Alpha Domus, 1829 Maraekakaho Road, Bridge Pa www.alphadomus.co.nz
Owners	The Ham family
Key Wines	AD The Aviator, Chardonnay, Sémillon, Noble Selection Alpha Domus Barrique Fermented Chardonnay, Viognier, Syrah, The Navigator The Pilot Unoaked Chardonnay, Sauvignon Blanc, Sémillon, Leonarda Late Harvest Sémillon, Merlot, Rosé



ALPHA DOMUS
HAWKES BAY

2007
VIOGNIER
Estate Grown & Vined

750ML ALC 14% by VOL
Produced by Alpha Domus Limited
Maraekakaho Road, Hastings, New Zealand
WINE OF NEW ZEALAND

Address	Askerne Winery, 267 Te Mata-Mangateretere Road, Havelock North www.askerne.co.nz
Owners	John and Kathryn Loughlin
Key Wines	Noble Sémillon, Chardonnay, Gewürztraminer, Sauvignon Blanc, Reserve Merlot/Malbec/Franc

'THE
GREATEST
WINE BOOK EVER
PUBLISHED'

THE WASHINGTON POST

THE OXFORD COMPANION TO

WINE

FOURTH EDITION

JANCIS ROBINSON

and JULIA HARDING

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Marlborough, at the north eastern tip of the South Island, consists of a large, flat, river valley with deep deposits of silt and gravel. A number of soil patterns are found throughout the valley and even within single vineyards, leading to significant variations in quality and style depending on the grape source. Shallow, stony soils, which aid DRAINAGE and limit fertility, are favoured for high-quality wine production although some of the region's best Pinot Noir is from heavier, clay-rich soils at the base of the Wither Hills. Irrigation is widely used throughout the valley to establish vines in the sometimes arid, free-draining soils and to relieve vine stress during the typically dry Marlborough summer. Many of Marlborough's best wines are made from irrigated grapes, which, it is claimed, would have suffered a loss in quality if the vines were forced to rely on a natural supply of ground water. Three subregions are now gaining increased recognition. The northern Wairau Valley's lighter, stonier soils tend to make riper and often more pungent wines. The Southern Valley's richer soils produce richer and more concentrated wines, while the cooler, lower-cropping Awatere Valley would be the country's second-largest if it were a region in its own right.

Sauvignon Blanc is Marlborough's best-known and most planted variety. These pungent, aromatic wines that blend tropical fruit flavours with gooseberry and capsicum herbaceousness are regarded as representative of New Zealand's national wine style. The scramble to meet growing world demand for Marlborough Sauvignon Blanc combined with an unexpectedly bloated 2008 crop resulted in a drop in grape, vineyard land, and export prices causing financial hardship for many producers. Sauvignon Blanc accounts for more than 80% of the country's exports while Marlborough has nearly 90% of the country's vines. In the early years of this century Marlborough Sauvignon Blanc enjoyed particular success in Australia where it captured 40% of the white wine market, to the annoyance of local wine producers. Marlborough Pinot Noir has overtaken Chardonnay to become the region's second most planted grape variety, and a small but growing proportion of the Marlborough Pinot and Chardonnay crop is used in traditional method SPARKLING WINE production. Pinot Gris, whose NZ wines tend to follow the richer Alsace style than the Italian Pinot Grigio model, has risen rapidly to follow closely in Chardonnay's wake, although growth appears to have tapered off. Riesling is another very successful Marlborough vine variety, reaching its apogee as a sweet, luscious, botrytis-affected dessert wine. BOTRYTIZED wines can be produced here most years although the results vary considerably with vintage conditions.

Hawke's Bay around the town of Napier is one of New Zealand's older wine regions and

certainly one of the best. Complex soil patterns and MESOCLIMATES make it difficult to generalize about the wines of such a diverse region, particularly when they are made by such an eclectic group of winemakers. Situated on the east coast of the North Island, 215 km/130 miles south of Gisborne and 323 km/194 miles north of Wellington, Hawke's Bay frequently records the country's highest sunshine hours. The terrain varies from coastal ranges that rise to 1600 m/5,300 ft to wide, fertile plains consisting of alluvial and gravelly soils. A high water table and fertile soils can result in excessive vine vigour over much of the plains. In other parts of the region, deep, well-drained gravel soils encourage WATER STRESS and many vines require irrigation during long, dry periods. In pursuit of wine quality, vineyards were established on free-draining soils of lower fertility, at least from the mid 1980s. For ease of cultivation, vines have been almost exclusively planted on flat land, despite the allure of nearby limestone hills which may offer superior aspect and DRAINAGE. A collective of local grape growers and winemakers has identified an approximate 800 ha of deep shingle soils as an ideal area for the production of high-quality wines, particularly Syrah, Merlot, and Cabernet Sauvignon. The defined area has been named Gimblett Gravels, a district name that now appears on some of Hawke's Bay's better red wines.

Chardonnay and Merlot are the most planted Hawke's Bay varieties, with Sauvignon Blanc close behind. The best Hawke's Bay reds are a blend of Merlot and Cabernet Sauvignon, often with Cabernet Franc and/or Malbec playing a supporting role. They have intense berry and cassis flavours, often with a gently HERBACEOUS reminder of their moderately COOL CLIMATE origin and, sometimes, strong OAK influence from up to two years' maturation in new French BARRIQUES. The exalted status of BORDEAUX BLENDS is being tested by a small but rapidly expanding volume of Syrah, which at its best can perform with distinction. Hawke's Bay Chardonnay may lack the seductive charm of the Gisborne equivalent but the best have intense citrus flavours and a brooding elegance that are seldom matched by the wines of other regions. Hawke's Bay Sauvignon Blanc is a softer, fleshier wine than the better-known Marlborough Sauvignon Blanc. It often has a nectarine or stone fruit character, a useful indicator of regional identity.

Central Otago Central Otago grows New Zealand's, and the world's, most southerly grapevines, some of them cultivated south of the 45th parallel. It is New Zealand's only wine region with a CONTINENTAL climate, providing greater diurnal and SEASONAL TEMPERATURE VARIABILITY than any other. Most Central Otago vines are planted on HILLSIDE VINEYARDS to give better sun

exposure and reduce frost risk. No other New Zealand wine region is as dependent on a single grape variety. Pinot Noir represents nearly 75% of the region's vines with Pinot Gris a distant second and Riesling in third place; this is one of New Zealand's very few Sauvignon Blanc-free zones. The growth in vineyard area, and development of new districts within the larger region, have been extraordinary. The now crowded valley at Gibbston was, with Wanaka, one of the original areas to be planted with vines as recently as the early 1980s. Bannockburn is widely regarded as the most successful district although subsequently planted vineyards in the Cromwell/Bendigo and Alexandra districts may challenge Bannockburn's crown. Central Otago's often voluptuous and intensely fruity Pinot Noir has helped put New Zealand red wine on the world map. The wines from this youthful and very experimental area have evolved rapidly in quality with potential for further gain.

Gisborne Total plantings in this east coast North Island region peaked in 2009, not least because of its dependence on once popular Chardonnay when Pernod Ricard NZ decided that the future lay in Sauvignon Blanc. Gisborne Chardonnay is certainly the country's most distinctive regional example of the variety, with soft and charming fruit flavours that often resemble ripe peach, pineapple, and melon. Gewürztraminer is Gisborne's other claim to vinous fame. Pernod Ricard NZ sold off its large Gisborne winery and cancelled grape contracts there. Most Gisborne grapes are grown by farmers who sell them to wineries under long-term contract, or to the highest bidder. Several Auckland wineries buy Gisborne grapes and ship juice or wine to avoid extraction of unwanted PHENOLICS that might result from shipping grapes.

At the other end of the production scale are many small LIFESTYLE WINERIES that make only premium bottled table wine or TRADITIONAL METHOD sparkling wines. They include Millton Vineyards, New Zealand's first certified ORGANIC winery, which now produces grapes and wine according to the principles of BIODYNAMICS.

Canterbury/Waipara Canterbury, around Christchurch on the central east coast of the South Island, represents a collection of mostly small and very diverse subregions. Waipara, one hour's drive north of Christchurch, is by far the largest while each of Banks Peninsula to the east of the city, the plains west of Christchurch, the Cheviot Hills 40 minutes north of Waipara, and the limestone-rich Waikari Basin 15 minutes north west of Waipara have just a few producers each or, in the case of Cheviot Hills, a single winery. The region is cool

NEW ZEALAND WINE GUIDE



An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY

NEW ZEALAND WINE GUIDE

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the Wine Styles & Regions
of New Zealand

CELIA HAY

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CONTENTS

Introduction.....	1	CHAPTER FOUR: Red grapes.....	91
What is wine?.....	3	Pinot Noir.....	93
Terroir.....	6	Cabernet Sauvignon.....	97
Production Models: Three wine stories.....	7	Merlot.....	100
CHAPTER ONE: New Zealand wine regions.....	9	Syrah/Shiraz.....	102
NIWA maps.....	10	Malbec.....	104
Auckland.....	14	Cabernet Franc.....	106
Northland.....	18	Alternative grape varieties.....	108
Waikato and Bay of Plenty.....	18	CHAPTER FIVE: Making wine.....	111
Gisborne.....	19	Winemaking terms.....	114
Hawke's Bay.....	22	White wine process.....	116
Wairarapa.....	27	Red wine process.....	118
Marlborough.....	31	Rosé.....	119
Nelson.....	36	Sweetness in wine.....	120
North Canterbury.....	39	Dessert wines.....	120
Central Otago.....	43	Closures.....	122
New Zealand Winegrowers.....	48	Sparkling wine process.....	123
International investment.....	49	Sparkling wine.....	124
CHAPTER TWO: Growing grapes.....	51	Wine labels.....	126
Vitis vinifera.....	52	Faults in wine.....	128
Impact of phylloxera.....	57	Ageing of wines.....	129
Growth cycle of a grape.....	58	CHAPTER SIX: Evaluating wine.....	131
Botrytis cinerea.....	60	Taste is a riddle.....	131
Environmental factors.....	61	Building your palate preferences.....	133
Pests and diseases.....	63	Vinotypes.....	134
Vineyard cycle.....	64	My Vinotype taste sensitivity Quiz™.....	135
Pruning.....	66	Formal wine tasting process.....	136
Vine trellising systems.....	67	Components of wine.....	137
Sustainability.....	68	CHAPTER SEVEN:	
Organics and biodiversity.....	69	A short history of wine and hospitality.....	139
CarbonZero.....	72	Pioneers.....	140
CHAPTER THREE: White grapes.....	73	Hotels and alcohol.....	141
Sauvignon Blanc.....	75	Romeo Bragato.....	144
Chardonnay.....	78	Prohibition and hospitality.....	145
Pinot Gris.....	81	Towards a modern industry.....	150
Riesling.....	84	STATISTICS.....	155
Gewurztraminer.....	87	NEW ZEALAND WINE TIMELINE.....	158
Viognier.....	89	BIBLIOGRAPHY.....	161
		INDEX.....	163

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Celia Hay

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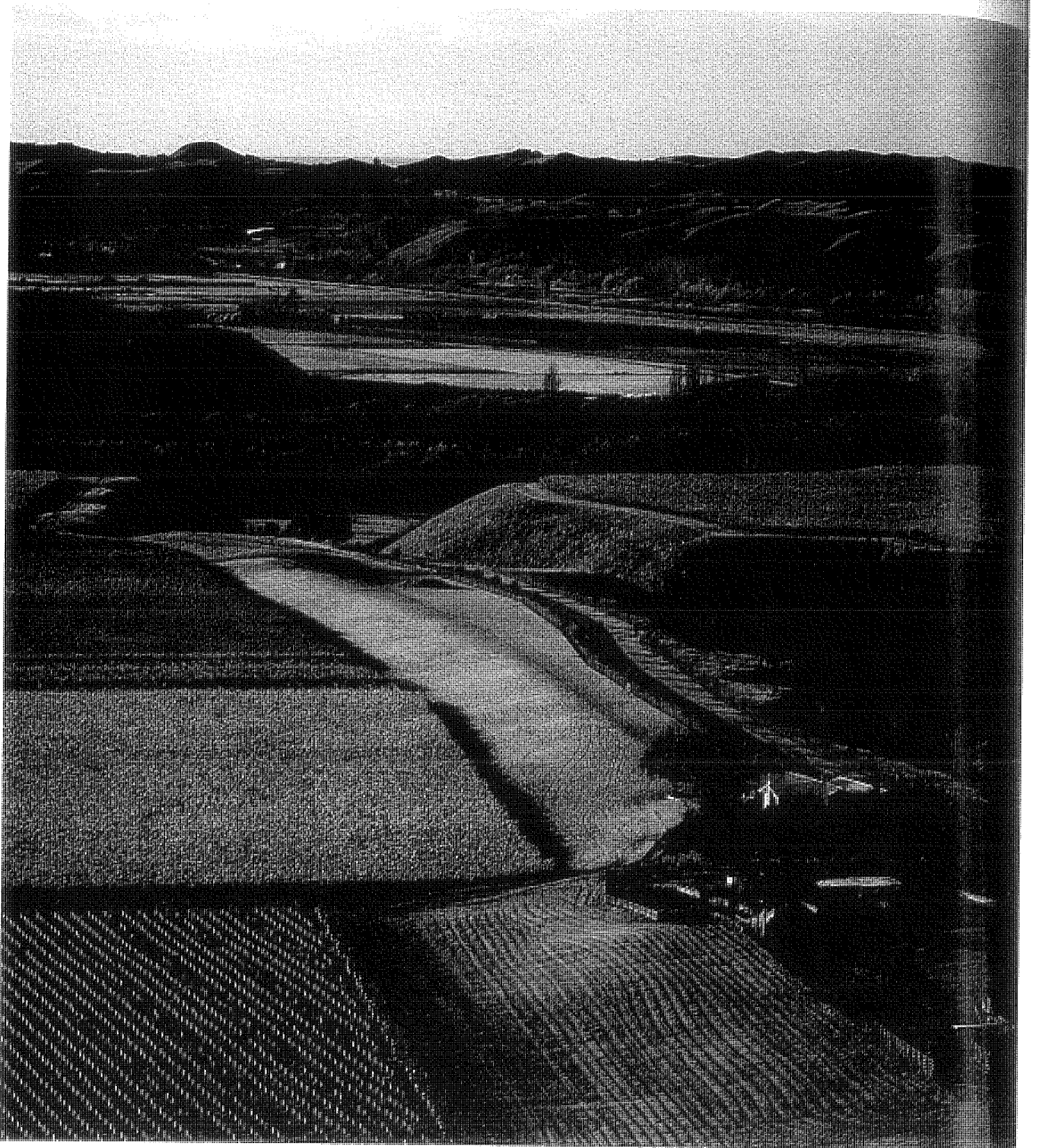
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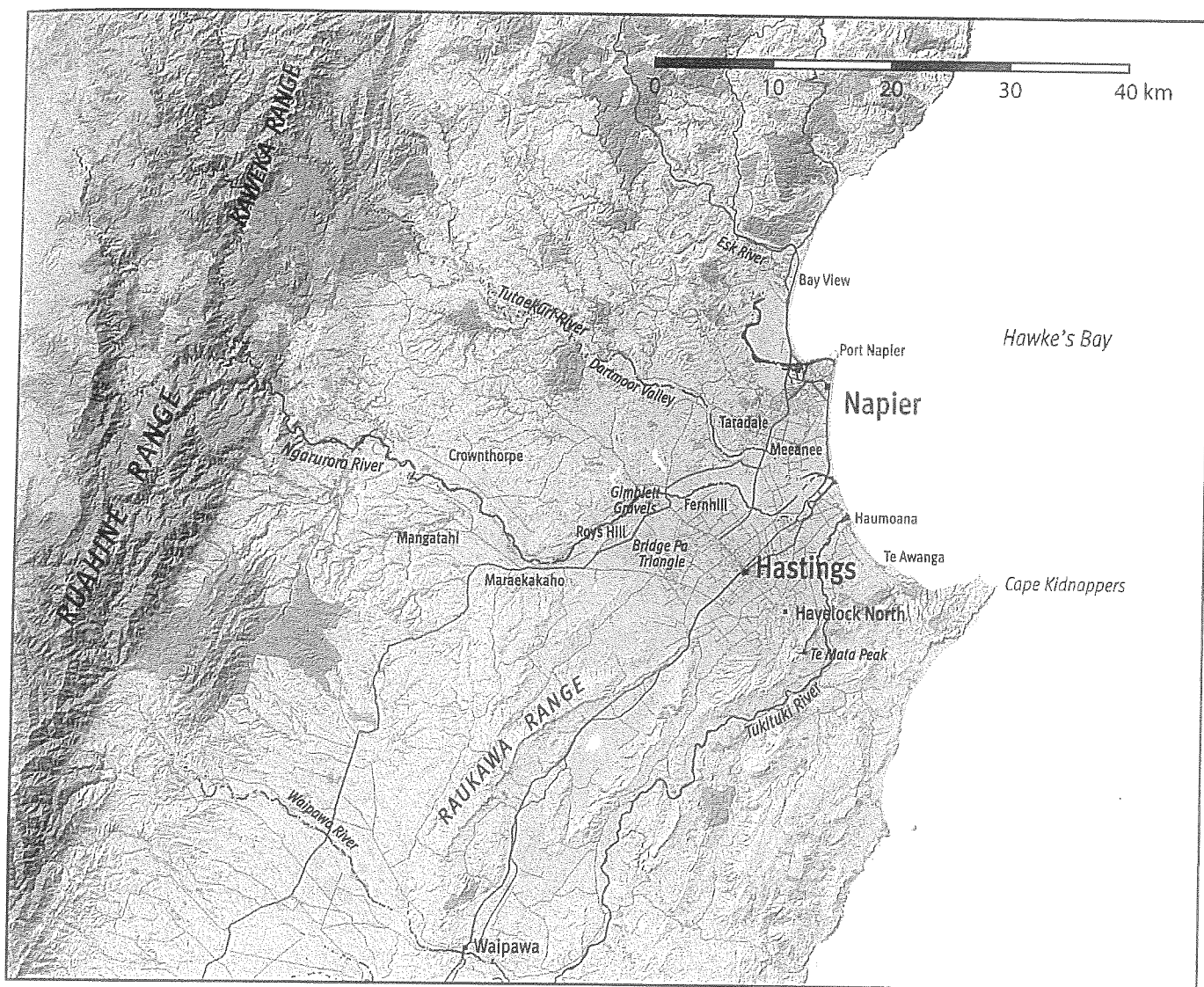
Dog Point Vineyard, Lower Brancott Valley, Marlborough, photography by Kevin Judd.



Hawke's Bay



Te Mata Woodthorpe Vineyard, Dartmoor Valley, Hawke's Bay.



Hawke's Bay is New Zealand's second largest wine region with a rich history of grape growing and horticulture, going back to the 1850s. The long sunshine hours make Hawke's Bay well-suited to the later ripening grape varieties such as Cabernet Sauvignon, Merlot and Syrah. Hawke's Bay also produces first-rate Chardonnay in a variety of styles. Syrah is growing in influence and while plantings remain small, the quality of Syrah produced seems to increase as every vintage passes.

From its early days, Hawke's Bay has built its reputation as a red wine region. Cabernet Sauvignon, Merlot, Cabernet Franc and Malbec, blended together

in different ways and referred to as Bordeaux blends, gained a loyal following. By the 1990s, Merlot had started to replace Cabernet Sauvignon as the dominant partner of the blend.

Vines are found throughout Hawke's Bay and planted on a wide range of soils and in diverse conditions. The main grape growing areas are influenced by the four major rivers that dominate the region with their valleys and river terraces.

Historically, there was no pattern about where vines should be grown, however plantings since the 1990s have focused on sites with lower fertility.

HISTORY

In 1851, a mission station was established by Marist brothers from France in Meeanee, now a suburb of Hastings. They planted vines for sacramental purposes but by 1870 were selling small quantities of wine. About 1890, Henry Tiffen of Greenmeadows Station followed by Bernard Chambers of Te Mata Station planted vines. At the time of Tiffen's death in 1896, there were approximately ten hectares planted. In 1897, the Marists went on to purchase over 300 hectares from Tiffen's estate and eventually moved the mission to this land which remains its site today. Anthony Vidal, a Spanish immigrant, became the first commercial winemaker in the region in 1905. Vidal, under the stewardship of Villa Maria, continues to be an important Hawke's Bay winery. Tom McDonald crafted his first Cabernet Sauvignon wine in 1949 at what is now known as the Church Road winery. In the 1960s McWilliams dominated Hawke's Bay production with a series of commercially successful vines. The vineyard area more than doubled in the 1970s with plantings of Muller-Thurgau. By the 1990s the vineyard area had doubled again.

CLIMATE

The Ruahine Range to the south and the Kaweka Range to the north, line the western boundary of Hawke's Bay. These mountains provide a rain shadow protecting the region from westerly rain and ensuring generally, a long hot summer and dry autumn. To the east, the Pacific Ocean brings coastal breezes, wind and rain and moderates the climate of those areas closer to the sea. Due to the diverse range of sub-regions and their different climates, harvest dates can vary between regions by at least a month for some grape varieties.

SUB-REGIONS

The Ngaruroro River now flows north of Hastings but historically changed its current course around the Heretaunga Plains in the 1860s and again in 1931, following the Napier Earthquake. At this time the river left behind 800 hectares of shingle, stones and sand which is now known as the Gimblett Gravels.

Esk Valley

Esk Valley is the most northern sub-region and lies adjacent to the Esk River and looks east towards the sea. The best sites are on river terraces.

Climate: Moderately hot, mild frost-free winters with cooling sea breezes.

Soil: Deep silt deposited by the Esk River; some heavy soils with strong fertility.

Predominant grapes: Chardonnay, Chenin Blanc.

Try these wines: Esk Valley The Terraces (Malbec, Merlot, Cabernet Franc) proves that Bordeaux blends can thrive in Esk Valley. Esk Valley Pinot Gris.

Dartmoor Valley

The Tutaekuri River flows along the Dartmoor Valley and has large plantings on both banks including Te Mata's Woodthorpe vineyard.

Climate: Moderately hot.

Soil: Fertile clays, silt, sand.

Predominant grapes: Merlot, Chardonnay, Sauvignon Blanc.

Try these wines: Sacred Hill Rifleman's Chardonnay, Halo Chardonnay, Te Mata Cape Crest Sauvignon Blanc.

Gimblett Gravels

The Gimblett Gravels is trademarked as a wine growing district (see P.26) and is renowned for its stony soils and hot growing climate. Gimblett Gravels achieves summer temperatures often 2-3°C warmer than other areas of Hawke's Bay. With low yields, Gimblett Gravels produces wines that are full-bodied and rich in taste.

Climate: Considered the hottest and driest sub-region.

Soil: Alluvial stony gravels, silts and sands of the Ngaruroro River trap heat during the day. The gravel soils, known as the Omahu Gravels, are dry and free-draining, retaining little moisture.

Predominant grapes: Merlot, Syrah, Cabernet Sauvignon.

NEW ZEALAND

WINE

The Land, the Vines, the People

WARREN MORAN

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Page ii: Ngatarawa Wines, Hawke's Bay. *Ngatarawa Wines Collection*
Pages iv–v: Long Gully, Mt Difficulty Wines, Central Otago. *Tim Hawkins*

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Hawke's Bay

The Hawke's Bay Province is, in my opinion, the most suitable for vine-growing I have visited in New Zealand. It possesses thousands of acres which, by reason of the nature of the soil, natural drainage, and sufficiency of heat, will produce grapes of both table and wine making varieties in rich abundance. – ROMEO BRAGATO

At the turn of the twentieth century, Romeo Bragato was fulsome in his praise of the viticultural potential of many regions of New Zealand, perhaps too fulsome. Yet he was quite unequivocal that Hawke's Bay was the best that he visited, although it must be remembered that he did not assess Marlborough. Despite Bragato's enthusiasm, the Hawke's Bay region has had a chequered history of grape growing and winemaking.

Three interrelated circumstances are responsible. First, the four local companies producing 90 per cent of this region's wine in the mid-twentieth century – Glenvale Wines, McDonald's, McWilliam's and Vidal – were closely connected to New Zealand's brewing companies and even more dependent on making fortified wine than those in the Auckland region. They had to change their mindset and commercial strategies to get fully involved in the production of table wine. Second, competition for land on Hawke's Bay's Heretaunga and associated plains has always been more intense than in any other rural region of similar size in New Zealand. Vines did not automatically have first choice of land here as they did in Marlborough. In Hawke's Bay, grapevines had to

Elephant Hill Wine Estate in Te Awanga, Hawke's Bay, looking from the coast up toward Havelock North and Te Mata Peak. Bruce Jenkins Photography

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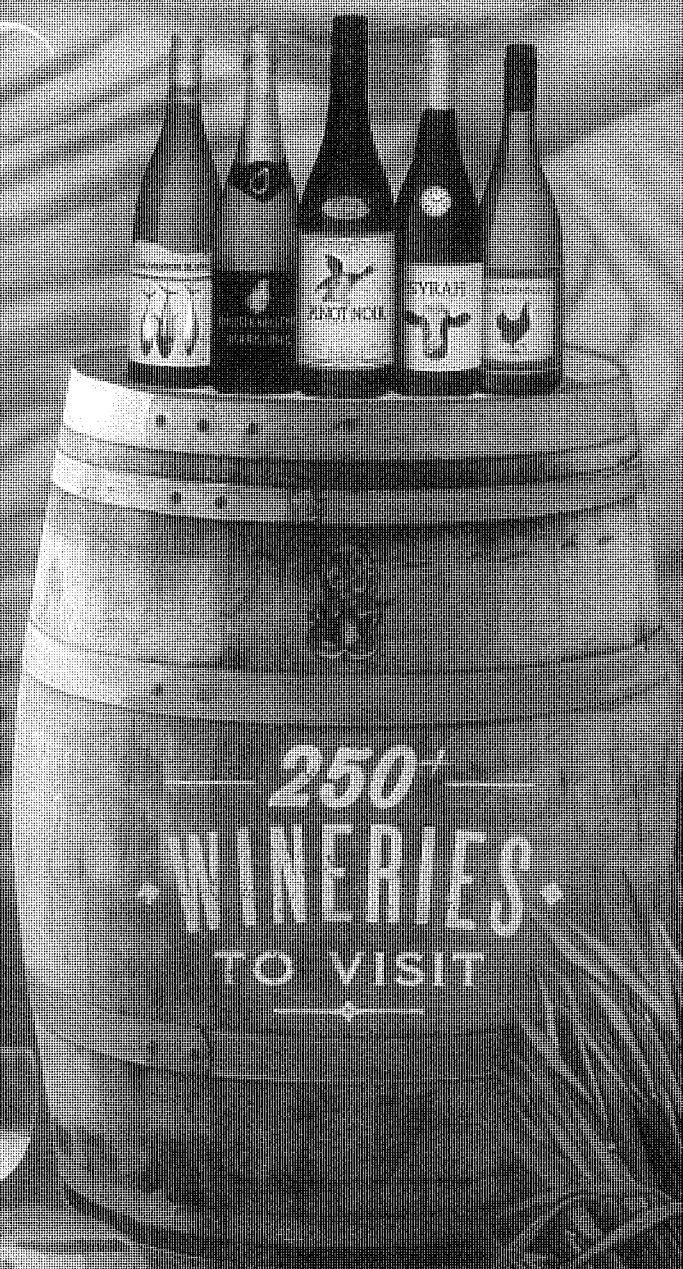
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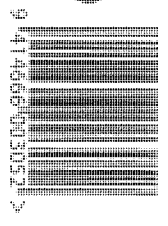
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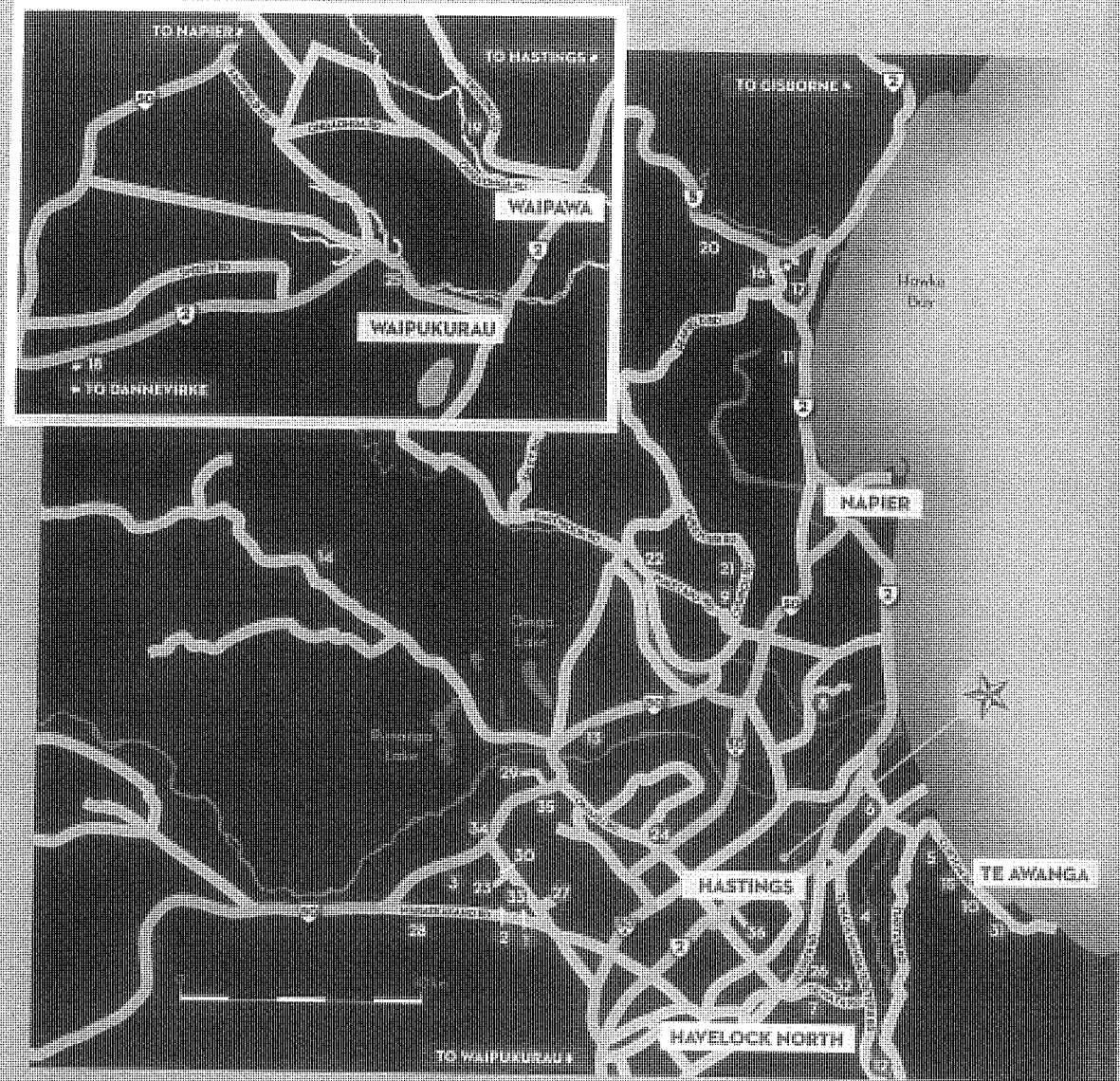


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HAWKE'S BAY

- | | | | |
|-------------------------|------------------------|--------------------------|---------------------|
| 1 Abbey Cellars | 10 Clearview Estate | 19 Lime Rock Wines | 28 Silent Estates |
| 2 Alpha Domus | 11 Crab Farm | 20 Linden Estate | 29 Stonecroft |
| 3 Ash Ridge Wines | 12 Craggy Range | 21 Mission Estate Winery | 30 Te Awa |
| 4 Askerne Estate Winery | 13 Crossroads | 22 Moana Park | 31 Te Awanga Estate |
| 5 Beach House Wines | 14 De La Terre Winery | 23 Ngatarawa Wines | 32 Te Mata Estate |
| 6 Bivvy Vineyard Cafe | 15 Elephant Hill | 24 Pask | 33 Triangle Cellars |
| 7 Black Barn Vineyards | 16 Eskdale Winegrowers | 25 Pukeora Estate | 34 Trinity Hill |
| 8 Brookfields Vineyards | 17 Esk Valley Estate | 26 Red Barrel Vineyard | 35 Unison Vineyard |
| 9 Church Road Winery | 18 Junction Wines | 27 Salvato Estate | 36 Vidal Estate |



LOCAL PICK

HAWKE'S BAY REPUTATIONS

Te Mata just edged out as the Crown 2012 Artisan Awards winner. Co-owner, the family Hawke's Bay you can trust. Te Mata is just the leading Farmers Market and Sunday

L'AFFAIRE
THE WINE MERCHANTS EST 1982



Maori settled in Hawke's Bay around the 9th century AD, in the river valleys and along the coast where food was plentiful. According to legend, the region's coastline derives its hook-like shape from its origins as "the hook of the fish of Maui" (Maui being the mythological god who fished up the North Island of New Zealand).

From ancient times to the modern farming era, the land and sea have provided the region's bounty. But in the mid-1990s, Hawke's Bay underwent a dramatic transition as vines took hold. While its wine culture is relatively young, Hawke's Bay is actually the oldest wine region in New Zealand. Its earliest wineries (Mission Estate Winery and Te Mata Estate) can trace their vinous roots back to the mid-19th century. With more than 100 vineyards and 80 wineries, Hawke's Bay is also the country's second-largest wine region, after Marlborough.

Above:
Black Barn Vineyards
accommodation

Grape-wise, there's really nothing that can't be grown here. Hawke's Bay's hot summers and crisp autumn afternoons, combined with a vast range of terroir, create an unbeatable environment for vines to thrive.

Whether it's along the breezy Te Awanga coast, on the north-facing Havelock North hills, in the red-metal soils of the Bridge Pa Triangle or on the ancient, free-draining riverbed housing the world-famous Gimblett Gravels district, red wines dominate here, with the region producing over 80 per cent of the nation's Bordeaux reds and syrah.

But it's not just about reds - the Bay also makes some of New Zealand's richest and most complex chardonnays and aromatics.

Wineries here take their food very seriously - Elephant Hill was named Best Winery Restaurant at the 2014 *Cuisine NZ* Good Food Awards, while previous winners include Black Barn Bistro and Terrôir at Craggy Range.

Appendix 4 – Examples of references to the HAWKE’S BAY GI in other media

Imbibe.com



More from the tasting room: A Hawke’s Bay masterclass

20 January 2017 [Imbibe Editorial](#)

Drinks: [Wines](#)

Location: [England](#), [New Zealand](#)

One of the biggest topics in New Zealand – and around the world – is the pendulum-swing from traditional to modern in wine style.

This is never more true than with Chardonnay, and Warren Gibson, winemaker at Trinity Hill, kicked off a masterclass of Hawke’s Bay whites by noting that three of the eight wines on offer were ‘contemporary in style – they have a leanness and delicacy, slightly more reduction, ‘struck-match’ aromas.’

But as with all Chardonnay, from Meursault to Margaret River, there’s a divide between what the wine trade likes (leanness and minerality) and what the public buys. ‘The consumer tends to want bigger, fatter, richer styles,’ Gibson said.

Both styles were in the masterclass, from the precise and lean Craggy Range Kidnappers to the juicier, more malolactic style of the Rod McDonald Trademark Chardonnay.

Price was also under discussion. ‘The demand for Chardonnay has never been higher,’ Gibson said. ‘Many producers believe they can go further up in terms of price.’

Sitting in the masterclass was New Zealand’s High Commissioner to London, Sir Lockwood Smith, who was emphatic on the subject of price. ‘These wines are cheap,’ he told us.

Considering the cheapest in the lineup was £18 a bottle, and three of the eight wines were more than £36, that seemed like an extravagant statement. What did he mean?

'New Zealand's growth in the UK has been consistent and rapid, despite commanding the highest average pricing of any country,' he told *Imbibe*. 'Our Chardonnays are fabulous, outstanding wines, they have been tasted against the best white wines of Burgundy and beaten them. And they constantly beat Burgundy on price.'

Source:

<http://imbibe.com/news-articles/wines/more-from-the-tasting-room-a-hawkes-bay-masterclass/>

Hawkes Bay Today

Treble success for boutique Bay winery Alpha Domus

1 Dec, 2016 11:00am



Alpha Domus managing director Paul Ham.
Hawkes Bay Today

Two trophies and a gold for its premium 2015 Alpha Domus AD Noble Selection has left the winery's managing director Paul Ham and winemaker Barry Riwai with plenty of reasons to smile.

The latest success of the dessert wine, which came with a trophy at the 2017 *Winestate Magazine* Wine of the Year Awards, came in the wake of the Bridge Pa Triangle-sited winery celebrating another treble of success with its 2015 Barnstormer Syrah taking gold medals at the Air New Zealand Wine Awards, the Sydney International Wine Competitions and the Hawke's Bay A&P Wine Awards.

The run was described by Mr Ham as a "huge coup" for the single vineyard family-owned company.

"In an increasingly crowded marketplace with a large number of big players, it is testament to the care and attention we as a boutique wine producer place on every stage of the process from vine to wine," Mr Ham said, giving credit to winemaker Barry Riwai and vineyard manager Darren Chatterton as well as the unique terroir of the Bridge Pa Triangle sub-region.

The AD Noble Selection took a gold medal at the Six Nations Wine Challenge which is an invitation-only competition, as well as top trophies at the 2016 Hawke's Bay Wine Awards and recently the *Winestate* trophy.

Mr Ham said he and his small but dedicated team were delighted with the latest treble of awards - cementing the AD Noble Selection's reputation as one of New Zealand's most highly regarded dessert wines.

He was also thrilled to hear Alpha Domus had picked up a Blue Gold award at the 2017 Sydney International Wine Competition with its Wingwalker Viognier 2014.

The company has also seen its Navigator 2013 included on Air New Zealand's Business Class services.

Mr Ham said it was all good news not only for Alpha Domus but for the Hawke's Bay winemaking region as a whole.

The national and international recognition gained through the exceptional vintages of 2013 through to 2016 had been invaluable, and he was confident it would continue.

"We have stunning chardonnay and our premier Hawke's Bay blend, the cabernet sauvignon dominant AD The Aviator 2015 is due for release shortly and will not disappoint," he said.

The wine is only produced when it is deemed to be of outstanding quality.

Mr Ham said quality and consistency rather than size and scale would continue to be the hallmark of Alpha Domus which emerged in the early 1990s.

"We are a small producer with big goals and we want to continue producing bespoke wines that hold their own on the world stage and, most importantly, are great to drink."

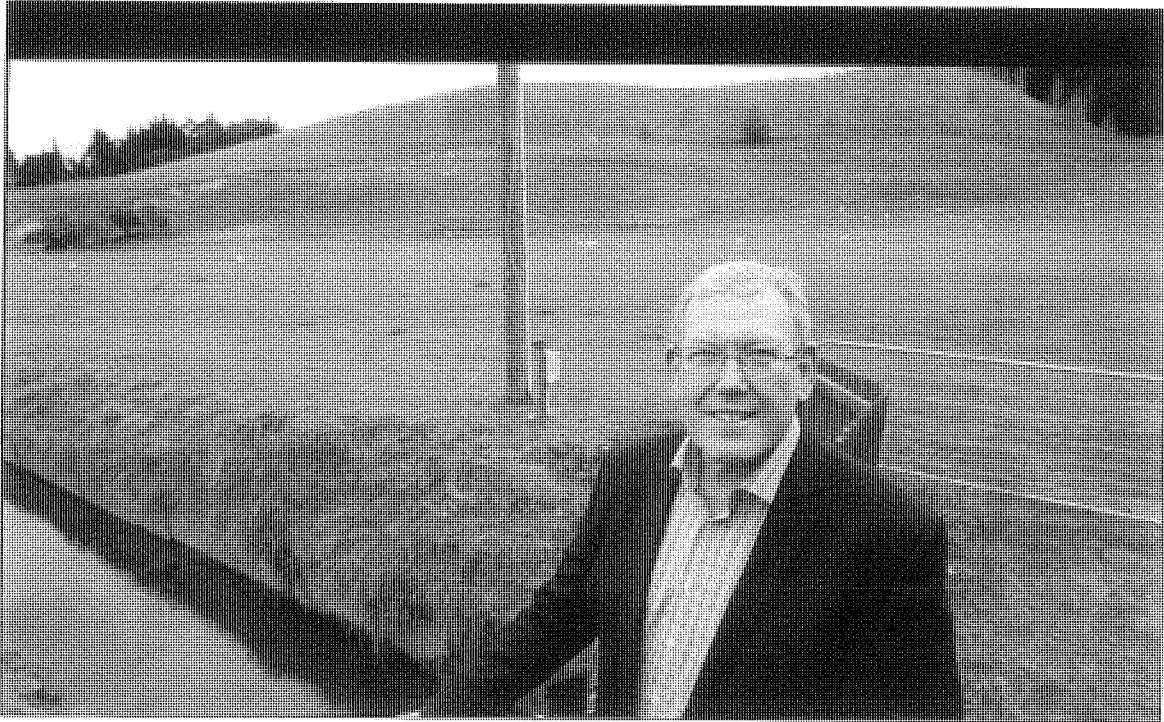
Source:

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11756784

HAWKE'S BAY TODAY

Bay wine wins Syrah category at Air NZ Wine Awards

14 Nov, 2016 7:00am



Mission Estate Winery CEO Peter Holley

Hawkes Bay Today

An Otago pinot noir with "truffle-like" overtones may have stolen the show yet the Bay can still lay claim to the country's best syrah.

Mission Estate Winery scooped the coveted Champion Syrah category at Saturday night's Air New Zealand Wine Awards, with its Mission Reserve Syrah Hawke's Bay 2015.

It was pipped at the post by Lowburn Ferry's Home Block Pinot Noir Central Otago 2014, which claimed the Air New Zealand Champion Wine of the Show Trophy in front of a 1000-strong audience in a gala dinner at Auckland's Viaduct Events Centre.

The Mission Estate was the Bay's best performer, also claiming honours in the Top Exhibition Red Wine category for its Reserve Cabernet Franc.

Mission Estate chief executive Peter Holley said he was "absolutely rapt" with the two wins and believed it was an "affirmation" of the winery's style amid the country's most acclaimed winemakers.

The winery's chief winemaker, Paul Mooney, told *Hawke's Bay Today* the estate had planted syrah grapes back in 1944 but the "heavy soils" near the winery weren't conducive to great wine. "It's always about fruit supply," he said. "We have two vineyards in Gimblett Gravels which is part of the reason this was a great wine. The gravelly soils give fantastic flavours to the syrah on those sites."

He said winning the exhibition red wine category was "a bonus".

"It also comes down to teamwork. We've got great cellar staff and our viticulturist Steve Wheeler is fantastic. But it's also about the judges. Some years they enjoy your style and some years they don't."

Hawke's Bay grapes claimed a third category when Villa Maria won the Merlot, Cabernet and Blends category with its Reserve Gimblett Gravels Cabernet Sauvignon-Merlot, Hawke's Bay 2014.

Chair of judges and master of wine Michael Brajkovich said the Lowburn Ferry winner was one of the more complex pinot noir wines in this year's competition.

"This wine has lovely ripe wild-cherry aromas with earthy herbal and truffle-like undertones," Mr Brajkovich said. "The palate is full-bodied with a seductively silky texture and is showing the benefit of bottle maturation.

"Pinot noir was undoubtedly the strongest class of wine this year, showing very high quality across a range of styles. All of the gold-medal winning wines are outstanding, but this older example had that 'something special' to attract the judges' attention in the trophy tasting."

As well as the 18 trophies awarded, 39 elite gold medals were announced at the dinner, which was hosted by broadcasters Samantha Hayes and Jesse Mulligan. This year's competition saw more than 1400 wines entered.

Source:

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=11747373

Hawkes Bay Today

HB heads the way for full-bodied reds

23 Oct, 2016 5:02am



QUALITY: Ant MacKenzie, one of the wine awards judges, who produces his own boutique wines.
PHOTO/PAUL TAYLOR

After three years of chardonnay domination in the successful pursuit of the Hawke's Bay A&P Bayleys Wine Awards Champion Wine of Show title a syrah has emerged, leading Hawke's Bay Winegrowers Association chairman Michael Henley to simply remark "no surprise there".

The return to form for the red was arguably overdue.

It enjoyed a remarkable six years on the trot winning run between 2005 and 2010 before a merlot stepped up, but then it was syrah again in 2012.

From 2013 to 2015 the chardonnays took the top toast.

In numerical terms, since the awards began in 2001, it is nine syrahs, four chardonnays and three merlots.

So it was effectively a return to form, and the judges were glowing in their praise of the Pernod Ricard Boundary Vineyards Farm Lane Hawke's Bay Syrah 2015.

"Syrah all around the world is a growing category - it is versatile, attractive and easy and enjoyable to drink," Mr Henley said.

Hawke's Bay is New Zealand's leading producer of full-bodied red wines.

They dominate, with more than 80 per cent of the country's plantings of merlot, cabernet sauvignon and syrah grapes grown across the region.

Which is not too surprising given the diversity of soil types as well as the climate, which given the latitude as well as the nearby maritime element creates a climatic influence similar to that of the Bordeaux region of France - one of Europe's red wine hotspots.

Mr Henley said the region was unique in its diversity of soil types and that ensured that it could spread its varieties with equal diversity.

As well as syrah the Bay had developed a fine reputation for producing rich and complex chardonnays.

There was no secret to the terroir, or terrain, it came down to the movement of four major rivers which flowed across the landscape, and like the creation of a fine wine there was time involved - a few thousand years.

The rivers formed valleys and terraces and in the process created more than two dozen forms of soil types from clay loam, to limestone sands, red metal and free-draining gravels.

The diversity of soils was complemented by the geographical aspect.

North-facing warm hills, river valleys, varied altitudes and coastal strips which all eventually provided homes for a string of different varieties.

For the likes of syrah Mr Henley said they looked for stony soils and warmth.

"That's where Gimblett Gravels comes into play."

Mr Henley said it was almost something of a fluke.

He said in the early 1980s Dr Alan Limmer of Stonecroft "rescued" some vines and planted the first syrah in the stony Gimblett Gravels region which the agricultural community had basically written off as the terrain was rough, but wine entrepreneurs like Dr Limmer, Chris Pask, Gavin Yortt and David Irving saw real potential.

The vines took and there was a lot of positive reaction.

Clippings and cuttings were happily shared.

It was clearly a red zone - as merlot, cabernet sauvignon and cabernet franc had also begun to show good signs there, and prior to 1991 only 20ha of the region was planted in a variety of grapes - by 1997 that had grown to more than 200ha and since 1998 a further 400ha had been planted.

Today, 90 per cent of the "gravels" landscape is planted in red varieties with merlot tops at 35 per cent followed by syrah with 20 per cent of the plantings.

Leading the way in terms of the country's syrah volume was a valuable notch to the winemaking bow but Mr Henley said it would not be prudent to push the variety as the region's speciality, in the way Marlborough had made its name as the sauvignon blanc centre of the country.

Apart from the continuing accolades for the chardonnays, and the need to keep it in the international spotlight, there was simply not enough syrah coming out of the region to stake it as a Bay leader.

Mr Henley said of the around 4800ha of grapes across the region less than 380ha were syrah.

Albeit extremely fine syrah.

"Syrah all around the world is a growing category," he said.

"There is the potential for it to grow here and we hope it does continue to do that - there is certainly the land for it," he said, adding that syrah in growing terms was a hardy creature and did not require fertile soils.

Making internationally-acclaimed syrah was a result of fine viticultural work, fine winemaking and plenty of "research and experience" through the seasons.

"To see what works and what does not."

He said Hawke's Bay had experienced some difficulties in getting the word out there but the great wines currently being produced were addressing that.

"We have learned a lot and we are still learning," he said.

In terms of where the Bay's wines were at, in syrah as well as all other varieties being created here, and out of 10 - he quickly responded "a nine . . . even a 10".

One of the judges for the competition, Ant Mackenzie who produces his own boutique wines, reckoned on a nine.

"We have had a great run of vintages," he said, adding the region possessed a strength of varieties not seen in other regions.

And the rise of syrah?

He echoed Mr Henley.

"Oh no surprises there, no, not at all."

He also agreed that Hawke's Bay did not produce enough of it to make it the flagship variety but the smallish amount was not the end of the world as the amount we had effectively reflected the growth of the market.

Syrah and chardonnay were both excellent international market contenders and had put the region on the map in a big way.

"It is good luck that Hawke's Bay goes from Wairoa down to Dannevirke because it means there are areas suited for a wider range of varieties," Mr Mackenzie said.

He said in terms of marketing a region had to push its strengths and here they were full strength reds and chardonnays.

"We can do very good pinots but Martinborough and Central Otago - that's their story.

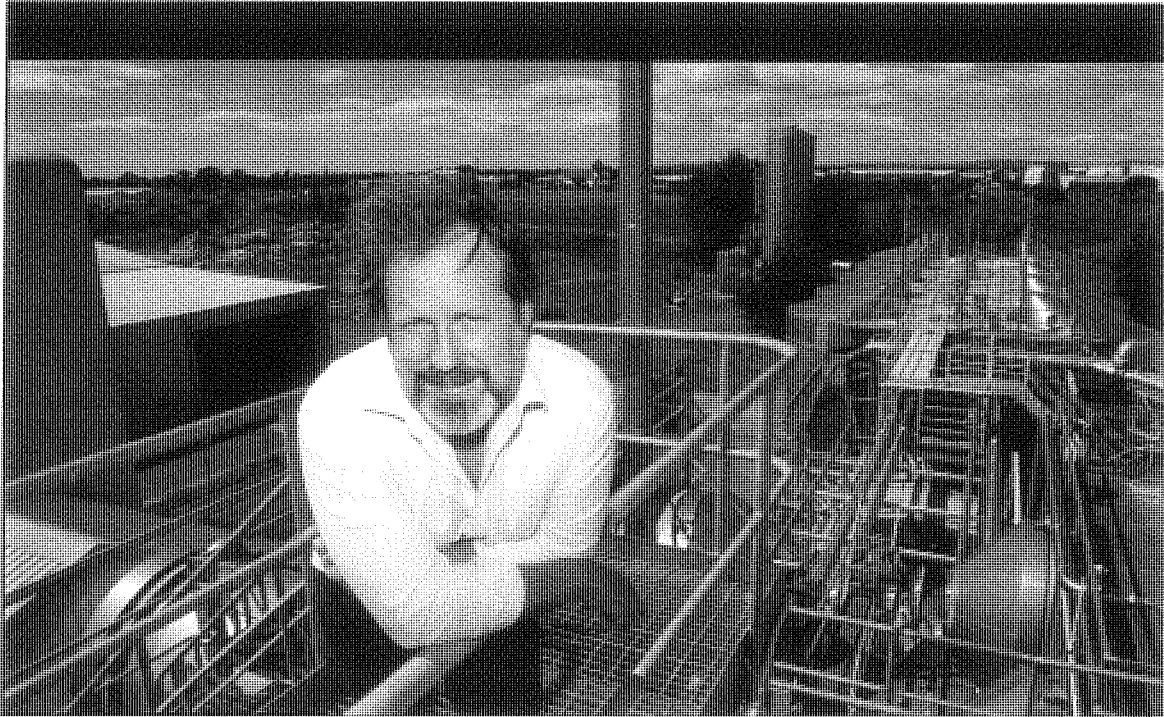
"Our strength is these full bodied reds."

Source:

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11732728

Bay wines win gold at leading NZ show

21 Sep, 2016 6:56am



VINTNER: Rod McDonald is one of many Bay winemakers who picked up gold medals at the New Zealand International Wine Show. PHOTO FILE Hawkes Bay Today

Hawke's Bay wines have picked up 35 gold medals at the New Zealand International Wine Show with Villa Maria's Bay vineyards coming through with 10 of them.

The 10 Bay golds were part of the 20 golds in total awarded to Villa Maria, to the delight of founder and CEO Sir George Fistonich who said such a result for a single company was pretty well unheard of.

"To be awarded 20 gold medals is testament to the quality and consistency we achieve relentlessly," he said.

"Our winemaking teams meticulously focus on quality in all areas and these results reinforce our unique ability to deliver exceptional wines across multiple price points, varieties and regions."

Chardonnay was the leading variety for Villa Maria with five golds, and was also the leading variety across the board for Bay winemakers who picked up another 12.

Church Road Winery, Clearview Estate, Esk Valley Estate, Rod McDonald Wines, Vidal Winery, Kim Crawford, Delegat and Cooper's Creek (with Bay-grown fruit) all picked up golds for their chardonnays.

Merlot and merlot predominant blends picked up eight golds.

All up, Church Road took five golds including two in the merlot and merlot Predominant class, Esk Valley won four, Clearview Estate two, Sileni Estate two, Coopers Creek two, Delegat two, Mission Estate two, Vidals two, Rod McDonald two with Te Awa Estate and Kim Crawford also picking up a gold.

The annual awards drew more than 2050 entries from across the country and internationally from Australia, Argentina, Chile, France, Spain, Italy, Germany Portugal, USA, Taiwan and Israel.

The five-strong team of judges, lead by Bob Campbell MW, included Hawke's Bay's John Hancock. All the gold medal winners now line up for the prestigious trophy awards which will be announced at the awards dinner on October 1.

Source:

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=11713449

www.Scoop.co.nz

Hawke's Bay Wine impresses international wine VIPs

Tuesday, 9 February 2016, 9:33 am

Hawke's Bay Wine impresses international wine VIPs

International wine celebrities and trade visitors have spent the weekend testing their knowledge of Hawke's Bay wine as they've competed in The Hawke's Bay Wine Amazing Race during the 2nd annual Hawke's Bay Wine Celebration.

Teams traveled around Hawke's Bay sub-regions making specific pit stops, where they deciphered clues and puzzles as well as competed in a variety of fun and challenging activities. Through games such as the Mini Wine Olympics and Blind Tasting they gathered clues along the way that helped them move forward in the game.

James Medina, CEO of Hawke's Bay Wine says, "It's such an entertaining way to showcase Hawke's Bay wine. Amongst all the fun we educate trade visitors and international wine media about what makes Hawke's Bay one of the greatest wine regions of the world."

For the twenty-four local wineries involved it gives them the opportunity to form relationships with these VIPs, which is a foot in the door to international markets. Representatives of the wineries show the best of the region and the wine writers get to ask their questions to the wineries first hand. They get a real feeling for the wine – it's a win-win for all involved.

Patrick Schmitt, Managing Editor in the UK for Drinks Business has been delighted to be part of the event. He says, "As a Chardonnay lover Hawke's Bay Chardonnay really appeals to me, the Syrah is exceptional, I think it's distinctive, very identifiable and memorable. I've been impressed by all the wines across the board, the quality is exceptionally high and the winemakers are extremely talented, the packaging of wines is also very good."

With dinners at Black Barn, Ngatarawa Wines, and a tasting of Hawke's Bay reds at Trinity Hill, there is something for everyone in the industry. The one-on-one time with the winery principals particularly for the internationals coming from the Netherlands, Germany, Canada, USA and Australia, is significant.

For Hawke's Bay Wine, the organisers of the event, they're all about getting Hawke's Bay wine planted firmly on the international map. "The consistency in the quality of our wines, the climate and the beauty of our environment are of an international standing. When you're surrounded by it every day it's easy to think of it as nothing special – but what we have here is very special. The more we can get the internationals to experience our wine region first hand, the more results our wineries will see," says James.

Source: <http://www.scoop.co.nz/stories/CU1602/S00160/hawkes-bay-wine-impresses-international-wine-vips.htm>

www.stuff.co.nz

Hawke's Bay wine region deserves greatness

Ash Ridge Premium Estate Syrah 2014 for John Saker's wine column

What doesn't the Hawke's Bay wine region have going for it?

Any asylum-seeking grape variety you care to name can settle there and thrive. The region's top wine people are a bunch of good bastards, always an important factor. It has history – Mission Estate is the country's oldest winery – and it has cult wines (eg Te Mata Coleraine, Esk Valley, The Terraces, and Bilancia's La Collina). Its home base is wealthy and supportive, and only getting more so (just look at the current wave of cashed-up baby boomers moving to the Bay).

Hawke's Bay deserves greatness and is hungry for it. But it has a problem that goes by the name of Australia.

Elephant Hill Reserve Chardonnay 2013.

The New Zealand regions where sauvignon blanc and pinot noir hold sway don't share the same burden. These are seen as cool climate grapes that we do much better than Oz. They have become established as our specialist varieties. There's no Australasian blurring of identity.

But with syrah, chardonnay, and the Bordeaux varieties (cabernet sauvignon, merlot et al), Hawke's Bay has to deal with the elephant across the Tasman. Australia feels it owns these grapes, and loudly trumpets the quality of its wines.

Out in the world, Hawke's Bay has a job to do to set itself apart. Its case is strong, because in fact all of these varieties do better in cooler climates such as ours. But as Ronald Reagan noted, when you have to explain all the time, you're not on the front foot.

What should the Bay do? One thing would be to take the fight to Terror Australis by holding a series of NZ v Australia blind tastings around the world (including in Australia itself). Make none of the judges Kiwi, and many Australian. When Hawke's Bay triumphs, they will be the ones doing the explaining.

The Bay also has to narrow its offerings to what it does best. For my money, that's syrah and chardonnay. These varieties excel in Hawke's Bay. Syrah, especially, is on a world-beating upwards trajectory.

Not coincidentally, these are the varieties that have the most ardent disciples in the region. To my knowledge no-one has come forward with the same passion and said "I'm a cabernet guy" or "I'm a merlot animal".

Obviously, this can't happen overnight. But it should be part of the long view. For right now, it's a Bay of many cuves. Too many, in fact.

Source:

<http://www.stuff.co.nz/life-style/food-wine/74194691/hawkes-bay-wine-region-deserves-greatness>

New Zealand Syrah quality continues to forge ahead

The 10th Annual New Zealand Syrah Workshop, held at the Bayview Chateau Tongariro from the 4 to 6 November, has “seriously impressed” international guest speaker Gary Mills.

The owner and winemaker of Jamsheed Wines in Victoria said the competition showed a high quality of New Zealand Syrah across the board.

“Perfumed, elegant wines with low alcohols and fresh acidity which are basically my kind of wines,” Mills said. “What was pleasantly unexpected was the regional specificity of the wines, Hawke’s Bay being dense muscular and sweet fruited, Waiheke Island Syrah’s being wild, expressive and elemental and Martinborough showing the sleek slippery tannins reminiscent of St Joseph.”

Joined by Graeme Bott, Domaine Stephane Ogier, France, and local speakers Kirsten Creasy and Cameron Douglas, Mills said he also enjoyed the “camaraderie and openness of the winemakers”.

“Their sense of adventure and willingness to share their knowledge with each other,” he said. “You also cannot fault the setting — such a wonderful venue.”

Bott said the 2015 Syrah Workshop was a great event where winemakers from all around the world came together to share a common passion.

“It captured the beauty and expression of land and place through one single grape variety, Syrah,” Bott said. “Sharing knowledge is great and given the opportunity we were more than happy to travel from France to New Zealand to discuss Syrah and the wines produced by this variety.”

“In France we have been gifted with over 2,000 years of history growing this grape, however the advances that New Zealand has made in its short 30 years are exceptional.

“For me the most important point that was concluded from the Workshop is that every grape growing region in New Zealand where Syrah vineyards have been planted has its own unique style and voice. It was great to see that individual site characteristics were defined and it is really giving New Zealand a voice of Terroir. Syrah has a very exciting future in New Zealand.”

Douglas said addressing his peers was a little nerve racking.

“Especially when those peers know significantly more about wine production than I do. That said when the topic is about how their wine is understood by gatekeepers to restaurant winelists and sales in general only the product itself can do the talking and advise the taster of its potential

and fit. My audience were fabulous and great listeners and looking forward to doing it all again sometime in the future."

This year's Convenor, Paul Dawick, Mills Reef Winery, said the event was another success.

"It has proven that Syrah is still developing stylistically while the quality is improving constantly. The past vintages have shown us that Syrah can quickly become the leading red wine of New Zealand. We now look forward to the next workshop being held in 2017."

Source:

<http://winetitles.com.au/dwn/details.asp?id=18655>

www.voxy.co.nz

Hawke's Bay wine 'fortifies its fine wine pedigree'

[Home](#) › [Business](#)

Wednesday, 2 March, 2016 - 10:00

Hawke's Bay is cementing itself as the fine wine region of New Zealand, with its latest success in a high-calibre competition.

The region's powerful line-up of champion trophies was bolstered this week with another supreme award - the Royal Easter Show's coveted Champion Wine of the Show going to Villa Maria Reserve Hawke's Bay Chardonnay 2014.

The trophy is the latest in a string of highly-coveted accolades:

The Esk Valley Winemakers Reserve Chardonnay 2013 took out the Special Trophy for Champion Wine at the 2015 Spiegelau International Wine Competition

The Church Road McDonald Series Syrah 2013 was named the 2015 Air New Zealand Wine Awards In November Villa Maria's Reserve Gimblett Gravels Hawke's Bay Cabernet Sauvignon Merlot 2013, produced from grapes grown on the Vidal Vineyard by Phil Holden, was awarded the Richard Smart Trophy - Champion Domaine Wine at New Zealand Winegrowers' Romeo Bragato Awards.

"The Royal Easter Show marks the completion of the awards calendar and the Hawke's Bay region has ended the year with the highest accolade in four major competitions," Michael Henley, chairman of the Hawke's Bay Winegrowers Association, says. Among the 21 gold medals bestowed on Hawke's Bay wines at the Royal Easter Show Awards, 11 were for reds - Syrah, Cabernet Sauvignon and Cabernet predominant blends, and Merlot and Merlot predominant blends - and 5 for Chardonnay. New Zealand's oldest national wine competition awarded the Heritage Rose Bowl - for wine that excels for three vintages over 10 years - to Newton Forrest for Cornerstone 2013, 2006 and 2006. This Cabernet-Merlot-Malbec blend was recognised for its cellar qualities, as a wine that grows in grace and complexity.

"We are definitely building a powerful reputation for award-winning wines, especially our reds and chardonnays," Henley says. "The region deserves to be proud of our wine pedigree, we are one of the oldest wine-growing areas of the country and we lead the way of the future too."

Hawke's Bay is home to New Zealand's Young Winemaker of the Year Lauren Young (Ashridge Wines) and Young Viticulturist and Young Horticulturist of the Year Caleb Dennis (Craggy Range).

The award line-up coincides with Hawke's Bay winemaker Kate Radburnd being made a Fellow of New Zealand Winegrowers, an acknowledgement of her outstanding contribution to the industry.

Source:

<http://www.voxy.co.nz/business/5/245157>

Hawkes Bay Today

Editorial: Raise a glass to success of Bay wineries

30 Jan, 2016 10:00am

2 minutes to read



Photo / Hawke's Bay Today

Hawkes Bay Today

For the Hawke's Bay wine industry, 2015 was a good year.

In fact the industry has had a few good years, indeed great years, of late.

The 2013 and 2014 vintages were superb and hopefully, without putting the mockers on it, the current upcoming vintage is lining up to be another little red and white cracker.

Last year the exports of wine from New Zealand hit a record high of \$15 billion, with the industry looking at trends and predicting that by 2020 it will likely hit the \$2 billion mark.

Now that's worth raising a glass to, given that we have one of the primo regions in the land for producing the very best beverages from the once-humble grape.

Not so humble any more.

It is an export money-spinner, and the wine industry has risen to the sixth spot of the overall export goods chart.

The evolution of wine in Hawke's Bay has been nothing less than remarkable, and a testimony to the pioneers who defied several naysayers who reckoned some parts of the region were only good for the extraction of shingle or the grazing of sheep.

The United States is a rapidly expanding market and the reason for that is they effectively want "new world" style wines of very high quality.

And Hawke's Bay is producing them.

Related articles:

Exports to the US were up 26 per cent while exports to Canada were up 18 per cent, and up 12 per cent to the United Kingdom.

They are big jumps and a good reason for the confidence the industry has for the \$2 billion target to be reached.

Wineries like Sileni Estate and Trinity Hill have developed very strong ties to the US, while many have created the same strong links to the rising markets of the east.

A lot of time, toil and money has been spent to get the Bay's industry into the shape it is today, and today it is, as they say, paying dividends.

And a major part of those dividends is the creation of jobs, as well as the tourism angle, and one could say with confidence that those numbers too will rise alongside the export numbers.

Another toast is called for.

Source:

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=11582252

Hawkes Bay Today

Locally produced wines world class, says judge

30 Sep, 2015 12:30pm



Mark Robertson (fourth from right) of Treasury Wine Estates in Australia is one of the international judges at the Hawke's Bay A&P Bayleys Wine Awards. He spoke at the sponsors' function at Black Barn last night. Photo / Duncan Brown

Hawkes Bay Today



Mark Robertson has been keeping a close eye on the Hawke's Bay wine industry since he left the region.

The Australian-based winemaker has a close connection with the Bay.

And now the former Raureka Primary School student is a judge for the oldest regional wine competition in New Zealand - the Hawke's Bay A&P Bayleys Wine Awards.

He spoke at a sponsors' function at Black Barn Vineyards last night after completing two days of judging.

While working as chief winemaker at Matua Valley in 1999 Mr Robertson won "New Zealand Winemaker of the Year".

The local wines judged over the past two day, were "world class", he said last night.

He hoped wine makers would keep true to the flavours of the fruit.

Hawke's Bay was now on the world scene, it just needed to solidify its position and go from "strength to strength", he said.

Another international judge Chuck Hayward, a wine buyer from the United States, said the awards were an important way for local wines to gain wider exposure. International judges took note of the fine wine being produced and went on to champion it in their home countries, he said.

"It's an unparalleled investment."

There were about 410 entries this year, including a handful of first-time entrants, the third highest number ever.

Chairman of judges Rod McDonald said this indicated the industry was right behind the awards.

"We're coming off the back of a couple of really strong vintages so people are excited and seeing how they fare amongst their peers."

Mr McDonald said the talk of an El Nino summer, while not good for farmers was "sensational if you were growing grapes".

Entries for the awards, supported by Hawke's Bay Today, are accepted from wineries with wine made from 85 per cent Hawke's Bay grapes.

More than 90 per cent of Hawke's Bay wineries, including multinational wine makers, enter the competition.

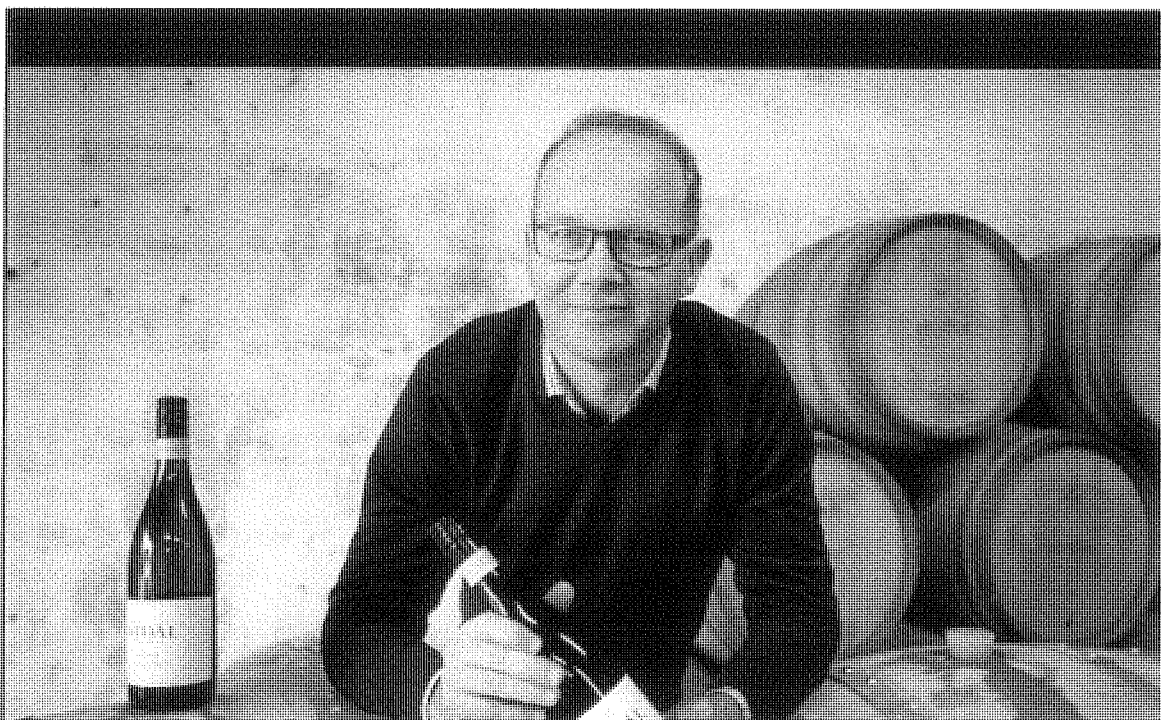
Source:

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=11521305

Hawkes Bay Today

Bay chardonnay tops world

16 Jun, 2015 11:30am



Hawke's Bay winemaker Hugh Crichton has the best chardonnay on the planet. Photo / File
Hawkes Bay Today

Bay winemaker Hugh Crichton has claimed the King of Chardonnay crown.

His Vidal Legacy Chardonnay 2012 has received the International Chardonnay Trophy at the prestigious Decanter World Wine Awards (DWWA) in London.

The awards are the world's largest and most influential wine competition. More than 16,000 wines were judged by a panel of 240 experts including some of the world's greatest winemakers, sommeliers and masters of wine.

The "world cup" of wine, the award marks the pinnacle of recognition for Mr Crichton's chardonnay, which has received three trophies in other competitions.

Mr Crichton has achieved greatness with Hawke's Bay chardonnay, his last five vintages of Vidal Estate's premium chardonnay picking up top awards globally. He said that ultimately the award was an affirmation to the world that Hawke's Bay made fantastic chardonnay.

"The region's climate and our vineyards bring elements of freshness to the wine, so it's not too big and heavy, but has concentration of flavour and depth of complexity," Mr Crichton said.

These were all qualities which great wines should have, but not all parts of the world could deliver.

Mr Crichton described his chardonnay as a complex wine with a nice combination of oak and fruit flavours.

He credits the quality of his production team as key to the wine's success.

Judges described Mr Crichton's chardonnay as a distinctly modern New Zealand chardonnay, full of gunsmoke, grapefruit skin, toast, vanilla and sizzling butter aromas.

Related articles:

White nectarine and peach flavours greeted you on the palate, the DWWA tasting team said. It was broad, rich and creamy, yet managed to retain a distinct elegance, with lovely length and a pleasingly dry finish.

Mr Crichton's interest in fine wine developed during his formative drinking years in the United Kingdom.

Exposure to French Burgundy, Bordeaux and German riesling drove his passion and got him hooked on the idea of winemaking.

"Once you expose your palate to these wines it really broadens your appreciation," he said.

The Vidal Legacy Hawke's Bay Chardonnay 2012 is available in selected restaurants and fine-wine retail stores.

Source:

http://www.nzherald.co.nz/hawkes-bay-today/news/article.cfm?c_id=1503462&objectid=11465880

Appendix 5 – Examples of awards and medals won by wines bearing the HAWKE'S BAY GI

ROYAL EASTER SHOW WINE AWARDS 2016

Hawke's Bay Trophy Winners

Champion Wine of the Show - Royal Easter Show Trophy: Villa Maria 'Reserve' Hawke's Bay Chardonnay 2014

Champion Wine of Other Varieties - DrinksBiz Trophy: Esk Valley Hawke's Bay Verdelho 2015

Champion Chardonnay - New World Trophy: Villa Maria 'Reserve' Hawke's Bay Chardonnay 2014

Champion Rosé - Esvin Wine Resources Trophy: Esk Valley Hawke's Bay Rosé 2015

Champion Cabernet Sauvignon & Cabernet Predominant - United Cleaning Trophy: Babich 'The Patriarch' 2013

Champion Merlot & Merlot Predominant - Generator Rental Services Trophy: Te Awa 'Single Estate' Gimblett Gravels Hawke's Bay Merlot/Cabernet Sauvignon 2013

Champion Syrah - The Pullman Hotels Trophy: Villa Maria 'Reserve' Gimblett Gravels Hawke's Bay Syrah 2013

Hawke's Bay Gold Medal Winners

Church Road 'Grand Reserve' Chardonnay 2014

Church Road 'McDonald Series' Chardonnay 2015

Clearview Estate 'Reserve' Chardonnay 2014

Abbey Cellars Medium-Dry Riesling 2015

Sileni 'Exceptional Vintage' Pourriture Noble 2014

Esk Valley Hawke's Bay Rosé 2015

Babich 'The Patriarch' 2013

Coopers Creek 'Reserve' Hawke's Bay Cabernet Sauvignon 2013

Villa Maria 'Reserve' Gimblett Gravels Hawke's Bay Cabernet Sauvignon/Merlot 2013

Elephant Hill 'Le Phant' 2014

Mills Reef 'Reserve' Merlot 2014

Te Awa 'Single Estate' Gimblett Gravels Hawke's Bay Merlot/Cabernet Sauvignon 2013

Villa Maria 'Single Vineyard Braided Gravels' Hawke's Bay Merlot 2013

Church Road 'McDonald Series' Syrah 2013

Esk Valley Hawke's Bay Syrah 2014

Mission Estate 'Jewelstone' Syrah 2014

Mission Estate 'Reserve' Syrah 2014

Villa Maria 'Reserve' Gimblett Gravels Hawke's Bay Syrah 2013