

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

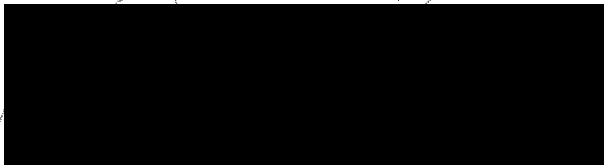
Declaration

I, Aleyns Jean Coughlan, of Cromwell
[Name] [Place of residence]

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: Aleyns Jean Coughlan

Signature: 

Declared at Berriago this 24th day of January 2018.

Before me: Helen Lesley Pledger (Justice of the Peace.)

[Name of Justice of the Peace, or solicitor, or other person authorised to take a statutory declaration.]

Signature: 

Central Otago

Helen L. Pledger, JP
#93256
CENTRAL OTAGO
Justice of the Peace for New Zealand

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Supplementary evidence in support of an application for registration of a New Zealand Geographical Indication: CENTRAL OTAGO

Response to request for supplementary information

In the Compliance Report received by Central Otago Winegrowers Association in response to this application to register the CENTRAL OTAGO GI, the following was noted by the examiner:

Before your application can be accepted, you will need to provide:

- *Sales figures such as export revenues are required so the reputation of the GI region can be fully evaluated.*

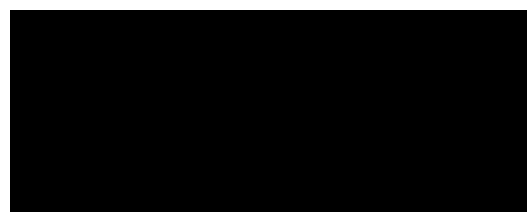
We are not able to provide precise data on the FOB value of wine exports from Central Otago because the NZ Customs Service data on the value of wine exports is not disaggregated to a regional level.

Since we know that the export and retail value of Central Otago wines is significantly higher than most New Zealand wine exports, using the method of multiplying the volume of exports using the Central Otago GI by the NZ Customs Service figure for average FOB value of all New Zealand exports would result in a significant underestimate of the actual value of Central Otago GI exports.

We can, however, give a more accurate estimate of the value of exports of Central Otago wine, and its premium positioning, by using data from overseas retailers. Using the wine-searcher.com pro-version tool, which compiles off-licence retail prices from all of the leading retailers in key markets, we have been able to generate data on the average and median price per 750 mL SKU of Central Otago wines in the leading USA, UK and Australian markets for the 2015 vintage as follows (prices are in US dollars for ease of comparison):

| Country | Average price \$US | Median price \$US |
|-----------|--------------------|-------------------|
| USA | \$35 | \$30 |
| UK | \$29 | \$25 |
| Australia | \$33 | \$28 |

The volume of 2015 vintage wine exported under the Central Otago GI was reported by the Ministry for Primary Industries (based on data from New Zealand's Wine Export Certification Service) at 1,645,358 litres (2,056,697.5 750mL bottles) as at 11 June 2017. Even at the lowest median price per SKU, this would give a total retail value of exports for just this one vintage of more than US\$51 million. This is a very clear indication of the high value, reputation and prestige of exports of wine bearing the Central Otago GI.



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

Declaration

I, Athenys Jean Coughlan of Cromwell

[Name]

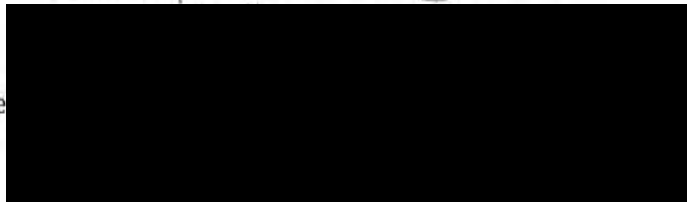
[Place of residence]

General Manager (on behalf of Central Stage Warehouse Assoc.)
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: Athenys Jean Coughlan

Signature

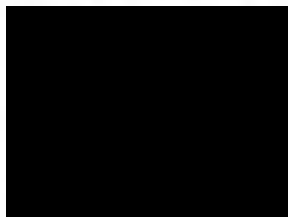


Declared at CROMWELL this 25th day of July 2017.

Before me:

[Name of Justice of the Peace, or solicitor, or other person authorised to take a statutory declaration.]

Signature:



**Bonnie Colleen Zareh
Solicitor
Queenstown**

Evidence in support of an application for registration of a New Zealand Geographical Indication: CENTRAL OTAGO

Geographical Indication name

The name of the geographical indication (GI) sought is "Central Otago".

The Applicant notes that the CENTRAL OTAGO GI may be used in conjunction with the names of smaller geographical units, including the following: *Gibbston, Queenstown, Wakatipu, Cromwell, Bannockburn, Bendigo, Tarras, Lowburn or Pisa, Wanaka, Northburn, Queensbury, Alexandra, Clyde, Earnscleugh, Roxburgh*. 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 Characteristic

The CENTRAL OTAGO GI is a comparatively new GI, but has rapidly gained an international reputation as one of the world's leading sites for production of Pinot Noir, as well as other highly regarded varieties. This is attributable to a number of aspects of the geographic origin of wines bearing the CENTRAL OTAGO GI, including:

- a distinctive semi or pseudo continental climate characterised by hot, dry summers, cold dry winters and a long and normally settled autumn period;
- a geology resulting from a significant period of glaciation which has produced a high concentration of loess-type soils;
- the largest area of metamorphic schist in New Zealand;
- a climate peculiarly suited to the production of Burgundian varieties, principally Pinot noir;
- New Zealand is an island positioned in a large expanse of ocean. Central Otago's position on the southern hemisphere's 45th parallel and small and sparse population ensures that the air is clean and clear with no air pollution;
- a large number of relatively small vineyards (the average size is 9 hectares) with a high degree of direct owner intervention;
- a shared passion by growers and a high degree of collaboration across the region which is reflected in the region's reputation for high quality wine production;
- high costs relative to the volume of wine produced which along with high quality, drives a premium positioning in the market;
- proximity to one of New Zealand's premier tourist destinations;
- well organised and funded promotional activities.

As a result, wines from the CENTRAL OTAGO GI have the following quality, reputation or other characteristics that are essentially attributable to their geographical origin:

- CENTRAL OTAGO wines are specialised in a particular suite of grape varieties and wine styles suited to both the physical environment and the market, particularly Pinot Noir.
- CENTRAL OTAGO GI wines display recognisable and consistent sensory characteristics across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices.

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- CENTRAL OTAGO GI wines are high quality products produced either as quality mainstream wines with mid-price market positioning or “boutique” wines with premium market positioning.
- CENTRAL OTAGO GI wines have a global reputation for the foregoing based on many years of use and recognition by consumers, tourists, wine experts and visitors to the GI.

History and background

Background

Central Otago is the southern-most grape growing region in the world located at latitude 45 degrees, similar to both the Willamette Valley in Oregon in the USA and Bordeaux, Hermitage and Piedmont in the northern hemisphere although it is possibly cooler than these northern hemisphere regions because of the lack of a landmass between New Zealand and Antarctica.

The region's vineyards are located to the east of the tourist resort town of Queenstown and the region encompasses both the Queenstown Lakes and Central Otago local authority districts. The region includes the towns of Arrowtown, Wanaka, Cromwell Clyde and Alexandra. Central Otago also has a long-standing reputation as the foremost producer of much of New Zealand's cherries and stone fruit. Some 95% of all New Zealand's export cherries are grown in Central Otago, primarily based around Cromwell.

The Central Otago region is comprised of growing areas that are geographically separated by rugged river valleys and gorges and mountains ranging from 1400 metres to 2000 metres. The region is centred around Cromwell basin which contains around 70% of the region's vineyards. The Gibbston area is located to the west on the north facing slopes of the dramatic Kawarau river gorge and accounts for a further 20%. To the south east, Alexandra basin is home to 7% of the region's plantings and to the north is Wanaka which has the distinction of being the growing area closest to the New Zealand Southern Alps.

The region has a total of 1932 hectares planted (2015/16), with Pinot noir comprising approximately 77% of the total. Aromatics accounting for a further 17% and Chardonnay and Sauvignon blanc 5%. The average vineyard size is approximately nine hectares with this small size a function mainly of the varied topography of the region. While the total planted area represents around 5.4% of the total NZ planted area, the region has over 150 producers representing almost 20% of total production in New Zealand.

Summers can have very hot peaks with temperatures often in the low to mid 30s. As day length decreases closer to harvest so to do the temperatures allowing for a slow finish to the ripening period and a long “hang time”. By this stage night time temperatures can be quite low. This large autumnal diurnal temperature range, varying between up to 25 degrees and down to 1-5 degrees is a unique feature of the Central Otago region and has a significant impact on both colour and flavour development of the grapes in the final weeks before harvest. Harvest can begin as early as late March and can extend well into May. High sugar levels are usually easily achieved and the challenge in the vineyard is to manage the grapes so as to obtain optimum flavour and tannin maturity.

Soils in Central Otago have a low natural fertility which inhibits vigour and places additional stress on the vines resulting in smaller berries and more concentrated fruit flavours. Soils tend to be fine sandy (loess type) loams above gravels and are therefore quite porous. The low water holding capacity of the soils, combined with the long dry summers provides a challenge to viticulturalists to provide sufficient water to maintain the vines without over-irrigation. Most vineyards monitor soil moisture on a regular basis.

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History

In 1995 Central Otago winemakers celebrated 130 years of winemaking in the region by putting a plaque on an old stone building near Clyde, known as Monte Christo, the first winery in the region.

It started with Jean Desire Feraud, a French gold prospector, who stayed on after the 1862 Dunstan gold rush and planted fruit trees and grapes on his Monte Christo property, just outside Clyde. He was an astute businessman and the first mayor of Clyde. Between 1879 and 1881, his wines won prizes at shows in Melbourne and Sydney. Additional information on Feraud is attached as Appendix 1.

Clyde wasn't the only part of Central Otago to receive early recognition for its grape production. An extract from the Tuapeka Times of 17 April 1875 states that "The grapes grown at Como Villa, Alexandra, this season stamp that locality as one eminently adapted for the growth of the vine. Not only grapes, but fruits of the kinds that flourish in the temperate parts of Europe grow in the Dunstan district at an amazing rate, and unless the population largely increases, a market will require to be sought for it elsewhere."

Two decades on in 1895, Romeo Bragato was engaged by the New Zealand government to advise on the possibility of winemaking in New Zealand. He landed at Bluff in the south of the South Island and worked his way up the country, visiting Central Otago, Nelson, Wairarapa, Hawkes Bay, Bay of Plenty, Auckland and Waikato. In his report of 1895 he said "the Central Otago district has in part a bright future before it in the matter of vine-growing and fruit-culture. In portions of Otago great care should be observed in the selection of varieties to be planted."

Bragato stirred up a lot of enthusiasm, especially at a lecture in Dunedin in 1895. A Central Otago Vine and Fruitgrowers Association was formed, but the wine industry did not take off as envisaged – perhaps due to the cultural background of the people who settled the area. The Irish, Scots and English had no tradition of grape growing. Additional information on Bragato is attached as Appendix 2.

Throughout New Zealand at that time only a few people grew grapes and made wine, struggling with diseases such as mildew and phylloxera and restrictive legislation promoted by prohibitionists. However, Dalmatians who came to dig gum in Northland from about the 1900s, planted vineyards and made wine, a few wineries in Hawkes Bay flourished and the idea of growing grapes in Central Otago never quite died away.

Between the late 1950s and early 1970s trial vineyards, mainly of hybrid varieties fashionable at the time, were planted near Alexandra. One was at Earnsclough planted by R V ("Larry") Kinnaird and another at Gilligan's Gully Alexandra, planted by Robert Duncan.

Research undertaken by Gordon Cossens of the Ministry of Agriculture and Fisheries in the 1980s was to identify alternative sites for orchards to replace those in the Cromwell Gorge which would be drowned by lake Dunstan. This research had the additional benefit of locating suitable vineyard sites with minimal risk from late and early frosts. And, even before the studies were complete, people with a passion and commitment, were experimenting by growing grapes in other parts of the region.

In 1973 Bill Grant planted a couple of rows in Dunstan Road near Alexandra. Rolfe and Lois Mills started experimenting at Rippon near Wanaka in 1974. By 1978 Ann Pinckney had planted a vineyard at Taramea near Arrowtown. By 1981 embryo vineyards were also planted at Gibbston by

Alan Brady and at Black Ridge near Alexandra by Verdun Burgess and Sue Edwards. These “first five” producers were well dispersed and their experience virtually defined the qualities of the natural environments of the different localities of Central Otago.¹

In 1985 the first grapes were sent to the research station at Te Kauwhata in Waikato and received favourable reports from Dr Rainer Eschenbruch. By 1987, the first wines were released for sale from Gibbston Valley, Taramea and Rippon. They were made at Ann Pinckney’s small winery at at Speargrass Flat near Arrowtown by Tony Bish, winemaker at Rippon and Rob Hay, winemaker for Gibbston. With his brother Greg, Rob Hay was also establishing Chard Farm on the sloping terraces near the junction of the Arrow and Kawarau rivers. The following year saw the first small vintage from Black Ridge.

Since then the growth has been enormous, increasing from 19 hectares in production in 1990 to 1932 hectares in 2015/16.

Central Otago owes an enormous debt to these early industry pioneers who pointed the way and it is appropriate that they be mentioned in this application. They form a vital part of Central Otago’s viticultural history and thus a part of our distinctive terroir and account in no small part for the close-knit nature of the industry in the region.

The sharing of knowledge and research has been a feature of the industry since its early days in Central Otago. In addition, the region has been fortunate to have had strong support from the Cromwell campus of Otago Polytechnic which from the early days of the industry has contributed a range of practical courses and viticultural qualifications often contributed to by people who were actively working in the industry.

The Central Otago pioneers “have left a legacy of collective knowledge and the impression of a distinct, cohesive wine region, despite being more internally dispersed than other regions”.²

This legacy has been continued through the efforts of the Central Otago Winegrowers Association which has the aim of speaking with one voice for the local industry and of the sharing of knowledge amongst all its members. Membership of the Association has remained strong over the years with any changes largely the result of the consolidation of or changes in vineyard ownership and the residual effect of the global financial crisis post 2008 which impacted more marginal businesses. There are currently 133 members (107 full members, 19 associate and seven emeritus).

The Economic Context

By any test Central Otago will never be a wine producing region noted for low cost, though it may well prove to be a champion of good value. There are many factors driving the cost effectiveness of Central Otago wine.

The average size of producers is very small. The 1932 hectares of vineyards are currently divided over 150 producers. This obviously reduces efficiency of scale.

The nature of Central Otago viticulture requires a high degree of manual labour. On the doorstep of Queenstown, one of the world’s premiere alpine tourism resorts and distanced from any main centres, the region has an unusually high cost of living, making labour – and in particular seasonal

¹ Warren Moran “Terroir – the human factor”. Paper presented at Pinot Noir New Zealand 2001

² Warren Moran, *ibid*

labour – difficult to source and expensive.

Cropping levels are lower than average, especially on white wines. This has a significant effect on the cost of grapes per tonne for purchasers and the cost of production per tonne for growers.

There is a high average use of expensive French oak within the region reflecting the fact that most of the region's production is high quality Pinot Noir.

Because many producers are very small, the majority of producers are obliged by their size to rely on contract winemaking and viticulture. While this enables them to enjoy a high degree of professionalism and facility, by definition it carries a cost.

The remoteness of the region puts a significant cost premium on almost all materials coming to the region. This doesn't just apply to winemaking and viticultural supplies, but to foodstuffs and almost all the everyday purchases of residents. This inevitably impinges on costs, aside from the extra cost involving moving finished wine from the region to ports or to centres of distribution.

Lastly the small volumes of high quality fruit produced promote a higher price point. The wine market places a premium on scarcity and this enables small producers to achieve a premium.

The net effect is that Central Otago is destined to always be a region focused on the production of super-premium wines.

Industry Structure

The Central Otago Winegrowers Association became an incorporated society in 1989. It is a collaborative association of grape growers and winemakers working together to share information and ideas on the issues that face the region. COWA is predominately funded by its membership and industry partners along with some regional funding based on production levies from NZ Winegrowers.

COWA aims to provide a collective voice for the industry on matters that impact the region as a whole and facilitates programmes including educational seminars in order to share information and advance knowledge in regard to grape growing, wine making and cellar door operations. COWA also runs a programme of social events to bring grape growers and winemakers together. The Feraud Dinner which celebrates the early establishment of the region's wine industry is one example.

COWA was established with five main areas of focus which underpin the core functions of the Association today:

- Programme – including technical education, research, vineyard talks, wine tastings and wine making seminars
- Sustainability – Central Organics, environmental programme and Phylloxera management
- Finance / business – budgeting, monthly / annual reporting, education on the business of wine
- Community relations – planning and engagement including communications/PR
- Member relations – social programme, member liaison (including publishing the Grape Press and eDM Grape Bytes), Young Viticulturist & Young Cellar Hand (and previously Silver Secateurs) competitions, production and distribution of the Central Otago Wine Map (tourism) and Vineyard Locator Map (spray and biosecurity management) and administers the Central Otago Burgundy Exchange. A copy of the Central Otago Wine Map, referenced above, is attached as Appendix 8.

In 2002 the then COWA Executive committee wanted to further build and develop Central Otago as a brand.

The members of COWA agreed to establish a separate registered company, Central Otago Pinot Noir Ltd (COPNL) which was tasked with developing a suitable strategy to promote Central Otago wine internationally. COPNL is still 100% owned and operated by COWA. A document outlining the role and purpose of COPNL is attached as Appendix 3.

COPNL is a voluntary membership group whose key objectives are to:

- Reinforce the premium values of Central Otago wines throughout all communication, events and campaigns
- Foster on-going relationships with key influential media and trade
- Utilise the experience, personalities and individual stories of COPNL members to present Central Otago wines
- Utilise the distinctive terroir and geographical boundaries of Central Otago to enhance the story of Central Otago
- Provide COPNL members with a cost effective and professional way in which to gain access to a variety of premium wine events and campaigns in key markets around the world
- Form and strengthen strategic alliances with industry partners both in NZ and overseas

As can be noted from these objectives, the geographical boundaries of Central Otago have been in common use in defining the region for some time.

Whilst all COPNL events have a generic component to them, COPNL also offers an events programme which gives members the opportunity to individually promote their labels. The majority of the funding for user pays events is via registrants and external ticket sales, with only a very small portion of the event costs funded by the COPNL membership fee.

User pays events include all NZ-based tastings (featuring visits to main centres/markets), an Australian multi-city campaign, Central Crush, E'Sensual Pinot and the Central Otago Pinot Noir Celebration. The high calibre of trade and media who attend/have attended COPNL's events include:

| | |
|-------------------------------|-----------------------------|
| Oz Clark, UK | Jane Parkinson, UK |
| Tim Atkin MW, UK | Olly Smith, UK |
| Jame Halliday, Australia | Peter Bourne, Australia |
| Michael Cooper, Australia | Dane Campbell, USA |
| Nick Stock, Australia | Fiona Beckett, UK |
| Mike Bennie, Australia | Nick Ryan, Australia |
| Jancis Robinson, UK | Cathy Huyghe, USA |
| Debra Meigburg MW | Daenna van Mulligen, Canada |
| Sam Harrop MW, UK | Jane Faulkner, Australia |
| Lisa Perotti Brown, Singapore | Julia Harding, UK |
| Albert de Villaine, France | Ryan Woodhouse, USA |
| Jaimie Goode, UK | Steve Tanzer, USA |



Regarded as the best in the world, these people are highly sought after opinion leaders and key influencers. They welcome the opportunity to head "down under" to follow the development of Central Otago's wines on a regular basis

In 2015, a restructuring of both organisations took place resulting in a new combined entity. This new combined COWA/COPNL entity is governed by a single Board comprising of a chair and six board members. This board includes two nominees from COPNL together with two alternative members. Reporting to the board is a General Manager supported by an executive team consisting of an executive officer, an events manager and a financial manager. All of these positions are part time and there is a strong reliance on volunteer input from the board and other industry leaders.

The restructuring of COWA and COPNL under a single board and the appointment of a General Manager was one of the recommendations that was implemented as a consequence of a strategic review of the industry conducted by Coal Spud (part of the University of Auckland's Ice-House business incubator programme).

One of the overarching conclusions of the Coal Spud review was that "Central Otago's success in making and marketing top quality Pinot noir has positioned the industry at the pinnacle of new world wines" and, "Central Otago (has grown) from a boutique region to one of the New World's most well-known and prestigious and Central Otago Pinot noir a highly sought after region-variety product" (Coal Spud Strategy, 2011)

There has always been a high degree of cooperation and collaboration between members of both COWA and COPNL. Ideas and techniques are freely discussed and exchanged and annual events such as the Feraud dinner and "Magpies pre-harvest celebration" have always been well attended. In addition to these events a typical yearly programme of other events is summarised below.

COWA and COPNL's Indicative Annual Event Calendar

| | | | | | | | | | | | | |
|---------------------|---|--------------------------|--|---------------------------------------|-----|-----|--|-----|-----|--|-----|-----|
| | SUMMER <i>veraison/ripen</i> | AUTUMN <i>harvest</i> | WINTER <i>pruning</i> | SPRING <i>budburst/grow</i> | | | | | | | | |
| MONTH | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Marketing Services | Pinot Celebration Jan Industry Partner Day Feb | | | Central Crush Apr NZ City Tour May | | | E'Sensual Jul NZ Wine Marketing Update Jul AUS City Tour Aug | | | London Sales Oct COBEX Burgundy Oct Spring Release Nov | | |
| Membership Services | Young Cellar Hand Feb | | "Magpies" Pre -harvest Mar NZW Grape Days Jun | | | | Young Viticulturist Jul Feraud Dinner & Industry Awards Sep | | | Members Christmas Function Dec | | |

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The annual programme of member events ranges from workshops on health and safety, vineyard soils, weather mapping and wine making. In addition, monthly wine tastings are regularly held as well as a range of facilitated events with industry partners.

There is a close and long-standing association with the Cromwell campus of the Otago Polytechnic who have partnered with COWA over the last 10 years in the Central Otago Burgundy exchange programme – where every September young viticulturalists and wine makers from Central Otago attend a week-long training programme at the *Centre de Formation Professionnelle et de Promotion Agricole* in Beaune and are then placed on domaines to take part in the annual vendage. And in April each year Central Otago hosts a similar number of stagiaires from Burgundy to undertake a similar period of six weeks training during the local vintage. The exchange programme has been running for 10 years and this will be celebrated in Burgundy later in 2017. Additional information on this exchange is attached as Appendix 4.

Geographical features in the area / soil composition in the area³

Central Otago is a massive block of schist (metamorphosed greywacke), part of the ancient 80 million year old Zealandia continent, whose surface was eroded over 60 million years ago and then uplifted in the last two million years. The uplift in Central Otago was not as dramatic as that which produced the Southern Alps, but it reactivated faults, producing the alternating ranges and basins that are found across the region.

The warping and faulting formed a tilted, block-fault mountain range and basin system. The depressions have been partly filled with lake bed sediments and outwash schist and greywacke gravel deposits which in turn have been eroded by rivers into residual hills and terraces. Numerous fans occur at the base of mountains and terraces. In many places the hills have been coated with a veneer of loess, and the terraces and fans with fine alluvium and loess.

The rivers were established before the land was uplifted and in places – notably between Queenstown and Cromwell and Cromwell and Clyde - had cut gorges into the uplifted rock.

In Central Otago, grapes are grown mainly on free-draining gravels, silts and sands. The variability in Central Otago soils especially between the schist-derived soils and the glacial and river-deposited silts, sands and gravels is worth noting.

Central Otago soils are all glacial derived with schist being the parent rock. Soils are generally light to deep loess interspersed with gravels. The soils are typically heavy in texture, have good minerality, there are scattered deposits of calcium carbonate, and they are generally low in organic matter. Due to the parent rock and gravels they are free draining. On most sites the soils result in low vigour.

Loess is highly prized in every winegrowing region where it is found: it seems to bring out complexity in many varieties, but there is no question that Pinot Noir and its relatives thrive on it. While it is very fine and heavy, the Schist particles from which it is made are glass like, and do not readily form clays.

³ Comments sourced from various NZ Grasslands Association publications and Te Ara Encyclopaedia of New Zealand.

The soils are therefore free draining, even when they are heavy in texture. The low rainfall has kept leaching effects low, so there is a good level of mineral compounds present, but the low rainfall has kept plant growth sparse, which means the organic content of the soils tends to be low. The result is a soil low in vigour, but high in mineral richness.

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 CENTRAL OTAGO GI's key features are its cool, semi-continental climate, significant temperature fluctuations on both a daily and seasonal basis, with numerous clear, cold nights plus very low rainfall and humidity. It is New Zealand's most inland wine region, and with vineyard altitudes ranging between 150m and 450m also the highest. At latitude 45° South, it is the country's (and therefore the world's) southernmost wine region.

The CENTRAL OTAGO GI is found inland east of the Southern Alps within the southern third of the South Island; a semi-alpine environment comprising the basins and valleys between and surrounding the townships of Cromwell, Alexandra, Queenstown, Arrowtown and Wanaka. These are further divided into the viticultural growing areas of Cromwell Basin (which includes Bannockburn, Bendigo, Cromwell, Queensberry, Lowburn and Pisa), Gibbston, Clyde, Alexandra, Earnscliffe and Wanaka. Each of these growing areas experience subtle variations in rainfall, wind exposure and heat characteristics which along with their soil-based differences give a discernable sub-regional impact to the wines. The areas now planted in vines were mostly formed by the glaciers that moved up and down the GI's valleys in previous successive ice ages. The region is dominated by the surrounding mountain ranges, themselves extensions of the Southern Alps, as well as lakes and snow-fed river systems. Vineyard proximity to the GI's water systems helps moderate inherent frost risk and extremes of temperatures.

The southerly latitude and proximity to alpine mountain ranges makes the GI the country's coolest, with an overall GDD summation at the lower end of viable viticulture. CENTRAL OTAGO GI has very cold winters, with snowfalls common and short, albeit hot summers. The region regularly records both the country's highest and lowest annual temperatures. However, the GI also experiences relatively high sunshine hours and its long, dry autumns extend the ripening period for grapes. In tandem with the summer heat, this allows grapes within the GI to achieve high levels of ripeness whilst still retaining natural acids, giving the resulting wines very good fruit intensity and balance. Marked diurnal shifts in temperature, in particular between the warm days and clear cold nights over the ripening period, allow for optimal accumulation of sugars whilst preserving natural acids, and is also responsible for enhancing varietal aromatics, flavour and where applicable, colour.

Frosts are a key hazard for the GI, present at both ends of the growing season, and very occasionally during it. Vineyards are therefore carefully situated to minimise frost risk, north-facing, often on slopes or in proximity to the GI's many water sources. Frost protection schemes include helicopters, windmills, frost pots and sprinkler systems.

The GI experiences a dry, semi-alpine climate, its rainfall statistics essentially classifying it as an inland desert, which delivers producers a long relatively benign harvest season (free from the more typical rain events experienced throughout most other GIs in New Zealand). This allows for extended

ripening with flavour development and tannin maturation as well as a wide range of styles in aromatic grape varieties. Extended day length during the summer due to Central Otago's latitude ensures maximum exposure to sunlight.

Grapes can be left on the vines as late as May, depending on season, variety and desired style, and the very low humidity means disease pressure is minimal. While wind is not typically a significant year round feature of the GI, localised events can impact on some of the growing areas especially in the spring equinox.

Key climate indices and statistics⁴

The following tables provide data on key climate statistics relevant to the viticulture of the Central Otago region⁵.

| | Sunshine Hours (sum) | Growing Degree Days (>10°C) (sum) | Rainfall (mm) (sum) | Screen (air) frost (# days) (sum) | Ground Frost (# days) (sum) |
|------------------------------|----------------------------|--|---------------------------|---|-----------------------------------|
| Annual | 2,270 | 1,070 | 417 | 76.7 | 113.8 |
| Season (Sept - April) | 1,790 | 1,053 | 289 | 12.6 | 34.1 |
| Season % of annual | 79% | 98% | 69% | 16% | 30% |

| Growing Season metrics (Sept-April) | °C |
|-------------------------------------|------|
| Mean Maximum Temperature | 16.2 |
| Mean Minimum Temperature | 11.5 |
| Mean Diurnal Shift | 4.7 |

(Note that these data can vary markedly between growing areas)

There is considerable variation in growing degree days between different locations. Bannockburn shows average GDDs of 1290 compared to the Cromwell basin with 1100 and Gibbston at 910. Average annual precipitation can vary across the district from around 400 mm at Bendigo to 660 mm at Wanaka, and with average daily January maximum temperatures showing much less of a variation and averaging around 24 degrees Celsius.

⁴ National Institute of Water and Atmospheric Research

⁵ Data sourced from Cromwell 2 and Cromwell EWS

Concomitant with the decision to create the Clyde Dam and Lake Dunstan the government at the time provided funds for the Ministries of Agriculture and Works to undertake a variety of climate (temperature and wind) and soil studies to identify areas for intensified rural production. These studies together with detailed maps formed a fundamental tool for use by aspiring grape growers at the time. The strength of the research derived from the close network of climate stations in each of the sub regions. The topo-climatological studies identified potential vineyard sites in a number of new locations, notably at Lowburn, Bendigo as well as Bannockburn and the higher terraces along Lake Dunstan. No other region in New Zealand has had such a comprehensive analysis of its weather and climate.⁶

Methods of producing wine in the area

Grape Varieties and Wine Styles

Central Otago typically produces red, white, rose and sparkling wines from the following principal grape varieties: Pinot noir, pinot gris, chardonnay, riesling, sauvignon blanc

In 2016 the total tonnes of all varieties harvested was 9177 tonnes⁷ slightly down on the average for the last three years of 9566 tonnes. In 2016, the area under production within the CENTRAL OTAGO GI from each variety were as follows:

| | | |
|-----------------|----------------|-------------|
| Pinot noir | 1484 ha | 77.0% |
| Pinot gris | 226 ha | 11.7% |
| Riesling | 86 ha | 4.5% |
| Chardonnay | 52 ha | 2.7% |
| Sauvignon blanc | 45 ha | 2.3% |
| Other | 40 ha | 1.8% |
| Total | 1932 ha | 100% |

Viticulture and Winemaking

Central Otago has an approach to both viticulture and winemaking that is particularly focussed on capturing the essence of place rather than personal style. It is felt by the producers and winemakers that expressing the unique flavours of the region, and those of smaller growing areas of the region right down to individual vineyards and sites, is of critical importance.

This leads to an emphasis on hand working in vineyards rather than a high level of automation. The unique combinations of high levels of sunlight and ultraviolet light with low humidity, low rainfall and large diurnal shifts present challenges in viticulture which are very unusual in the world of grape-growing. The region has developed its own balance of practices to respond to these unique climatic conditions, with particular emphasis on canopy management regimes and soil management.

⁶ See Warren Moran, New Zealand Wine The Land, the Vines, the People publ 2016

⁷ NZ Winegrowers Vineyard Register

Low disease pressures, combined with fragile soils have led to a region wide emphasis on lower intervention in viticulture. A particularly high percentage of organic growing in the region is a reflection of these factors and those producers who are not following a fully organic regime tend to share the emphasis on low intervention and a focus on soil health.

While low rainfall makes the majority of the region dependent on irrigation, the abundance and reliability of the water catchment flowing from the main divide has allowed vineyard development to continue without creating any water pressure on the region. However, the recent introduction of dairy farming to the region with its very intensive water needs, largely fed by aquifers rather than river flow, is a concern for the region as a whole. Viticulture irrigates almost exclusively by drip, which is very low in water demand and very efficient in usage per hectare, compared to other agricultural practice. Similarly, viticulture, with its highly efficient use of water, produces almost zero run-off.

Recently there has been a broadening of varieties planted in the region with a view to finding new marriages between the unique climate and cultivars. Central Otago is almost uniquely restricted by climate in terms of the varieties that it will support, but there is a feeling that there are further successful candidates that are, as yet, not fully explored. The threat of frosts in both spring and autumn require a variety of frost-fighting strategies: use of slopes, wind machines, water spray and (as a last resort) helicopters are widespread.

Winemaking follows a similarly sensitive approach. The absence of large scale wineries within the region is a reflection that winemaking is seen as an artisanal, rather than industrial, occupation.

Because of the emphasis on reflection of place, there has been an exciting shift towards reducing the levels of winemaking intervention throughout the region, with the object of wineries showcasing the natural flavours of the region rather than an attempt to manufacture a generic quality.

This has led to increasing diversity of style rather than a homogeneity of style, the common thread being the flavours of the land. A steady increase in the use of such artisan practice as whole bunch fermentation, indigenous yeasts and reduction of fining would be examples of such trends.

White wine production is becoming similarly diverse and the region as a whole seeks to celebrate that tendency to move from a simple and homogenous crop to a cacophony of individual expressions.

Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, winemaking process will occasionally 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

Market Positioning of CENTRAL OTAGO GI Wines

Central Otago wines have always been positioned at the ultra-premium end of the price range reflecting both the traditional low yields and the high "hands on" nature of viticulture in the region. While an "ultra-premium" wine has no fixed definition, various writers have identified this to mean any wine that retails above a price point of US\$15 (NZ\$20). Using a sample of the 2014 pinot noir

vintage, individual prices drawn from a sample of 306 individual wines ranged from NZ\$19.99 to NZ\$378 with a median price of NZ\$40 per bottle. This is illustrated in the table below.⁸



C

Sensory attributes

Master of Wine, Emma Jenkins, has provided the following descriptions of the sensory attributes typically associated with wines from the CENTRAL OTAGO GI.

Pinot noir

The dominant variety of the GI, comprising over 70% of plantings. Wines enjoy a well-established and positive critical reception, are typically positioned at the premium end of the market and are capable of medium-term further aging in the bottle. The GI's short hot summers and long cool and dry autumns aligned with notable diurnal shifts give its Pinot noirs an intensity alongside great varietal expression and bright balanced acidity. The region experiences extremely low disease pressure due to low relative humidity and rainfall.

Wines are also known for their highly expressive aromatic properties with dark cherry, raspberry, strawberry wild herbs and exotic spices being common descriptors. The GI's key climatic properties, in particular the long, stable growing season allow for good flavour development and tannin maturation, delivering both structure and texture to the wines.

CENTRAL OTAGO GI colours are typically quite deep due to its particular sunshine/diurnal shifts combination, but wines can and do range from palely translucent to deeply opaque, depending on site, vintage conditions and winemaking technique. Wines are typically vinified using French oak, which can range in age and size according to desired style and market position. Pinot noir is also a common component in the GI's Methode Traditionelle sparkling wines, either solely or blended with Chardonnay. The region's ability to retain excellent natural acidity with precise, fully ripe fruit characteristics has ensured a high quality, premium reputation. Rosé styles are also made.

⁸ Data from www.winesearcher.com

Pinot Gris

Pinot Gris is the most planted white variety of the CENTRAL OTAGO GI, made in a range of styles from dry through to medium and late harvest. The GI's cool climate and long growing seasons allows for good balance in a variety that can otherwise ripen early and accumulate sugars rapidly, keeping alcohols moderate, and its marked diurnal shifts help retain both natural acidity and varietal freshness and intensity. Wines are typically medium-bodied with ripe fruit characteristics of pear, apple, stonefruit, citrus, gingerbread and spice. Winemaking is frequently neutral in style to preserve fruit purity but there can also be use of seasoned oak and/or lees work for additional texture and complexity.

Riesling

The second most planted white variety after Pinot Gris, is well suited to the CENTRAL OTAGO GI, with highly aromatic, expressive wines of great fruit clarity and balance achieved. The cool climate with its significant diurnal shifts and long, dry growing season allows excellent retention of natural acids whilst allowing complete physiological and phenolic ripeness. This results in fully ripe, intensely fruited wines displaying rich citrus, floral and mineral elements alongside a crisply cleansing acidity – the 'knife's edge balance' which is highly sought-after in premium quality Riesling. Wines are capable of extended aging in bottle. The long growing season allows a range of wine styles to be made, ranging from dry, medium and through to late harvest dessert wines. Generally, at least a few grams of residual sugar is retained in the GI's wines, with off-dry to medium wines being common. Alcohol levels can be as low as 8% abv (or potentially lower), the distinctive climatic conditions allowing naturally balanced low-alcohol wines with retained residual sugar.

Winemaking techniques are typically neutral in effect to promote aromatic and fruit-purity characteristics. Delicacy, purity, fine body and precise balance are hallmarks of the CENTRAL OTAGO GI's Rieslings.

Chardonnay

A variety with relatively small plantings within the CENTRAL OTAGO GI but the small number of wines made have gained an excellent reputation for quality. The long cool growing season delivers crisp, elegant citrus and green apple dominant wines with a distinctive oyster shell/saline minerality and light white floral notes typical of high-quality cool climate Chardonnay.

Wines retain crisp natural acidity and intense fruit concentration. Winemaking influences are typical for the variety, with a range of approaches in yeast type, lees use, and oak fermentation and maturation. Generally wines seek to enhance the pristine and precise Central Otago fruit profile while delivering extra depth and complexity via winemaking choices. Chardonnay is also used for the GI's high quality, premium-positioned sparkling wines made in the Methode Traditionelle style, either on its own or blended with Pinot noir.

Gewürztraminer

There are only around 18 ha of Gewürztraminer planted in the CENTRAL OTAGO GI, however the cool climate, extended growing season with dry autumns, and significant diurnal temperature shifts are key to its reputation for high quality examples. Wines are highly aromatic with classic Gewürztraminer characteristics of rose petals, stonefruit, lychee, quince, exotic spices and

jasmine/white flowers. Wines can be dry, medium or dessert-style but the GI's climate ensures good fruit/acid/alcohol balance across all styles in a variety capable of accumulating high sugars.

The cool nights ensure natural acid retention, assisting with structure, freshness and heightened varietal expression. Winemaking choices are typically made in order to preserve the aromatic and palate fruit purity though older oak may also be used.

Sauvignon blanc

Sauvignon blanc has relatively small plantings throughout the CENTRAL OTAGO GI though the wines are of high quality and well-regarded for their herbaceous/mineral characters. The wines are fresh, varietally vivid with focused, linear palates courtesy of the long, cool growing season. Acidity remains high and firm due to the marked diurnal shifts and overall cooler climate but the extended, typically dry growing season allows for ripeness and expression of Sauvignon blanc's tropical/citrus fruit intensity. Winemaking inputs are generally neutral to enhance the refreshingly dry, stony styles common to the GI though occasionally oak may be employed for additional complexity and textural elements.

Reputation

Central Otago has built an international reputation over 30 years for the production of ultra-premium pinot noir in a pristine environment based in arguably New Zealand's premier tourist region.

The factors that contribute to the specific characteristics of wines with the CENTRAL OTAGO GI also contribute to their reputation. These factors underpin the need to produce premium, distinctive wines and also provide a unique environment for their production.

Use of the CENTRAL OTAGO GI

"Central Otago" has been used consistently and continuously on wines since the first commercial use in 1987 by Alan Brady of Gibbston Valley Wines. Attached as Appendix 5 is a photograph showing those first labels, as well as examples of other wine labels bearing the CENTRAL OTAGO GI.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the CENTRAL OTAGO 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:
 - *Central Otago*: <https://www.nzwine.com/en/regions/central-otago/>
 - *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 CENTRAL OTAGO 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 CENTRAL OTAGO 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 CENTRAL OTAGO GI has been at the heart of the extensive marketing and promotional activities organised by COPNL for many years, as outlined in the “History and Background” section above. A copy of the Central Otago Wine Map, made extensively available to tourists, is attached as Appendix 8.

Formal Recognition of the CENTRAL OTAGO GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “Central Otago” on several occasions where this has been necessary to facilitate exports. This provides evidence that the CENTRAL OTAGO 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 “Central Otago” be included as a viticultural region on the European Union’s official list of “geographical ascriptions”⁹ to be used on New Zealand wines exported to that market.¹⁰

The New Zealand Government included “Central Otago” 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 “Central Otago” 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*.¹¹

In 2010, the New Zealand Government included “Central Otago” as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.¹²

In 2013, the New Zealand Government included “Central Otago” on the list of New Zealand wine regions¹³ notified pursuant to Article 4(3)(e) of the World Wine Trade Group *Protocol to the 2007*

⁹ Note that the terminology of “geographical indications” did not come into use internationally until 1995.

¹⁰ 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.

¹¹ <http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

¹² <http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

¹³ 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.

*World Wine Trade Group Agreement on Requirements for Wine Labelling Concerning Alcohol Tolerance, Vintage, Variety, and Wine Regions.*¹⁴

Central Otago is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.¹⁵

Quality Reputation of the CENTRAL OTAGO GI

The CENTRAL OTAGO GI is identified in all of the key national and international wine reference works, and has been for many years. Appendix 6 contains indicative examples from the most nationally and globally authoritative and biggest selling wine books as listed below:

- 1988 – Cooper, M. *Wines and Vineyards of New Zealand*, 3rd Ed.
- 1996 – Cooper, M. *Wines and Vineyards of New Zealand*, 5th Ed.;
- 2007 – Johnson H. & Robinson, J. *World Atlas of Wine*, 6th Ed.;
- 2010 – Cooper, M. *Wine Atlas of New Zealand* 2nd Ed.
- 2014 – Hay, C. *New Zealand Wine Guide: An Introduction to the Wine Styles and Regions of New Zealand*
- 2015 – Cuisine Wine Country Magazine
- 2016 – Robinson J. & Harding J. (Eds.) *Oxford Companion to Wine* 4th Ed.;
- 2016 – Cooper, M. *New Zealand Wines 2016 Michael Cooper's Buyer's Guide*;
- 2016 – Moran, W. *New Zealand Wine: the Land, the Vines, the People*.

This is just a small selection and virtually every recent wine book that covers the New Zealand wine industry will refer to the CENTRAL OTAGO GI.

Critical Acclaim

There are innumerable examples of the positive critical acclaims that Central Otago has earned as a wine region from some of the world's most distinguished wine writers and critics.

We include a very small sample of comments below:

- "New Zealand Pinot noir continues to collect rave reviews from every corner. Many of the star performers come from Central Otago". John Hawkesby New Zealand Herald
- "Central Otago is rightly famous as a specialist Pinot Noir region. From a standing start just a couple of decades ago, it has grown rapidly into one of the country's top Pinot regions. The standard of Central Otago Pinot is remarkably high, and this is now home to some of the top examples of this super variety. It's a rugged, visually striking region, and I'm fascinated by how the place and the wines seem to share something in common". Jamie Goode, wineanorak.com
- "The wines from Central Otago are outstanding, with attention to detail in all aspects: ripe fruit, ripe tannins and ripe flavours, delivering wines with poise, tension, complexity and a great finish". Cameron Douglas, decanter.com
- "Some of New Zealand's very best Pinot Noir wines are produced in this region". Leading British wine writer Jancis Robinson MW named Central Otago in Decanter wine magazine, alongside Napa Valley, Margaret River, Stellenbosch and Willamette, as one of the top five New World wine producing regions. winesofnz.com

¹⁴[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)

¹⁵<http://www.oiv.int/oiv/info/enbasededonneesIG>

- *"Located in the South Island of New Zealand, Central Otago is very well known for its spectacular vineyards and premium quality wines. The primary grapes grown in the region are Pinot Noir, Chardonnay, Pinot Gris, Riesling, Gewürztraminer and Sauvignon Blanc. Although Pinot Noir is the dominant grape in Central Otago, warmer sub-regions, such as Bannockburn, Bendigo and the Cromwell Basin typically produce wines that are often described as 'classically Central Otago'; with strong, sweet plum and cherry flavours, together with a seasoning of thyme character in some cases. Gibbstown and Wanaka tend to make cooler, edgier wines with red cherry, fresh herb, spice and often a pronounced mineral character". decanter.com*
- *As history has demonstrated, the pioneers were right, the experts wrong. Central has grown from tiny beginnings to become one of the most exciting wine regions in the southern hemisphere, particularly for Pinot Noir. Statistically, it is comparatively small with only 1,543ha of New Zealand's 33,600 ha of vineyards, but it makes a disproportionate amount of noise for its size. Isolated it may be, but Central Otago and its winemakers know how to create a buzz. Tim Atkin MW*
- *"But of all the country's many and genuinely varied wine regions, Central Otago has most rapidly established itself as New Zealand's answer to Burgundy. There are many fine Pinots from Martinborough, Wairarapa and Waipara and notable others from elsewhere but, as one of the most ambitious North Island producers of Pinot Noir said to me, "we're all jealous of Central Otago". Jancis Robinson MW OBE*

A more extensive article from the French publication LE PAN - the content of which provides strong external validation for the basis of this application is attached as Appendix 7, an extract of which is quoted below:

"Burgundy remains the benchmark to which all regions aspire, but it is notable that in recent years Central Otago producers speak less of such comparisons and more of their own terroir. Burgundy is yet to be overtaken by this Southern Hemisphere rival, but it would do well to keep a close eye over its shoulder." Emma Jenkins, MW

Awards and Acknowledgements

In addition to the critical acclaim that Central Otago has achieved for its wines both nationally and internationally, over its relatively short history, those wineries that chose to participate in national and international wine awards have enjoyed considerable success. For example, in the past fifteen years Central Otago wines have in 2003, 2010, 2012 and 2014 won the Champion Wine of the Show Award at the Air New Zealand Wine Awards. This does not include trophy wins for specific varieties.

Beyond Air New Zealand's support of the Air New Zealand Wine Awards, they have recently established a panel of leading viticulturists and winemakers including Masters of Wine and a Master Sommelier to nominate a list of "Fine Wines of New Zealand". Central Otago wines "made the cut" in both 2016 and 2017 – over-represented in the number of the region's wine selected for the region's size. As noted by the Fine Wines of New Zealand Panel:

New Zealand produces a range of world-class wines, renowned for their purity, vibrancy and unique characteristics.

They are testament to the skill and craft of New Zealand winemakers and the unique environment in which they are grown. Fine Wines of New Zealand aims to celebrate and showcase the very best of these wines. The result of an extensive annual search, this conclusive selection was created and curated by six of New Zealand's leading wine experts in association with Air New Zealand. These are the finest wines New Zealand has to offer.

g/c 19 *[Signature]*

The Panel includes Alistair Maling, Michael Brajkovich, MW, Sam Harrop, Simon Nash, MW, Steve Smith, MW, and Cameron Douglas, MS.

The Fine Wines of New Zealand Selection

| New Zealand's 47 Finest Wines of 2016 include: | New Zealand's 60 Finest Wines of 2017 include: |
|---|---|
| 4 Central Otago Pinot noirs | 6 Central Otago Pinot noirs |
| 3 Aromatics | 4 Aromatics |
| 2 Sparkling | 1 Sparkling |
| 1 Chardonnay | 1 Chardonnay |
| TOTAL: 10 | TOTAL: 12 |

Regional Promotion

As noted in the 'Industry Structure' section of this application, COWA and marketing subsidiary COPNL actively promote the CENTRAL OTAGO GI and regional wine brand.

At the national New Zealand Pinot Noir event in February 2017, New Zealand wine writer Joelle Thomson has this to say about Central Otago's presence:

"Central Otago shines for its cohesive polish and top producers ... the region's presentation has it in spades over all others. Perhaps it's the relative isolation of the world's southernmost wine region, perhaps it's the people, perhaps it's the strong sense of Turangawaewae in Otago, but this region walks all over the others with its strong identity"

COWA has responded to the substantial growth in wine tourism and produces a wine map that promotes the region's wine growing areas and cellar doors to local and international visitors. This is attached as Appendix 8.

The Central Otago District Council has been a leader in regional place branding in New Zealand. Full details of their "Central Otago World of Difference" brand created by nationally recognised brand strategist Brian R Richards can be found at www.aworldofdifference.co.nz. As part of the regional branding, a series of "stories" that help to define the Central Otago 'wine story' is included in Appendix 9. The story was developed working alongside the wine industry.

Central Otago wine is distinguished as "Central Otago is a unique winegrowing terroir known for its boutique, premium quality wines".

Appendices

Appendix 1 – Information on JD Feraud

Appendix 2 – Information on R Bragato

Appendix 3 – Description / purpose of COPNL

Appendix 4 – Dossier on Central Otago – Burgundy exchange

Appendix 5 – Examples of wine labels bearing the CENTRAL OTAGO GI

Appendix 6 – Extracts from wine texts

Appendix 7 – Extract from LE PAN magazine

Appendix 8 – Central Otago Wine Map

Appendix 9 – Central Otago District Council Regional Wine Story

Appendix 1: Information on Jean Desire Feraud ¹⁶

JEAN DESIRE FERAUD The pioneer of the local wine industry.



Jean Desiré Feraud was a Frenchman who made his fortune with a very successful gold claim at Frenchman's Point. He arrived at the Dunstan goldfields sometime in 1863 with his partner, Bladier, mining together until 1865. They both took up land on the Dunstan Flats through the Agricultural Lease Regulations. With the lease was an assumption of water rights. He also immersed himself in community affairs and was elected first mayor of the young Clyde municipality.

In 1864 one or both of the men travelled to Australia and brought back a wide range of plants including fruit trees and berry crops and several thousand grape cuttings. They planted out their grape cutting in October 1864. Feraud continued to grow grapes and also made wine from the grapes. Feraud's wines won prizes at shows in Sydney and Melbourne from 1879 to 1881.

In November 1866, Feraud's two year old son, Jean Louis Edward died. He and his wife had no further family but their home at Monte Christo was a focal point for social events in the community. In 1882 after 19 years in Dunstan, where the energetic and enterprising man was made a Justice of the Peace and a founding member of the hospital committee and the Clyde Improvement Society, he sold up and moved to Dunedin.

Jean Desire Feraud appreciated the opportunities this developing country offered in horticulture and one hundred and thirty years later, the present generations are benefiting from his establishment of irrigation, orcharding, viticulture and oenology in Central Otago.

¹⁶ www.alexwine.co.nz/history.html

Appendix 2: Information on Romeo Bragato ¹⁷

In 1895, just a few years after Feraud had left the region, Yugoslav born and Italian and Bordeaux trained wine expert and visionary Romeo Bragato, Consultant Viticulturist to the NZ Government, visited the region and reported that Central Otago was an ideal site for growing wine grapes: - "There is no better country on the face of the earth for the production of Burgundy grapes than Central Otago..." he reported. But while Bragato was enthusiastic about the potential for growing wine grapes in Central Otago and other regions of New Zealand, he failed to convince New Zealanders that wine making would bring both economic and social gain.

Bragato concluded that Central was anything but marginal. Nowhere in Central was sufficiently cold, he enthused 'to preclude the cultivation of the vine'. The apparently poor soils condemned by grass lands and cropping farmers as inferior to elsewhere in New Zealand, were perfectly adequate for viticulture to his experienced eye familiar with the dry lands of the Mediterranean and inland Victoria. Even in Queenstown he noted that 'I never before, in any part of the world that it has been my good fortune to visit, saw fruit trees so heavily laden, or with better quality fruit than here'.

He believed that Cromwell and Bannockburn were 'pre-eminently suitable' for wine growing. Indeed the grapes he inspected in Cromwell on 25 February 1895 were 'perfectly ripe'. (Farmer magazines such as The New Zealand Farmer and the New Zealand Country Journal suggest that the 1890s produced several very hot summers and long droughts in case anybody out there is wondering about such early ripening). Little wonder, therefore, that he added these grapes would reach even higher levels of quality with irrigation. Grapes he viewed at Clyde were 'almost ripe' and grapes at Conroy's Gully near Alexandra 'quite ripe'. Even Roxburgh received his stamp of approval, especially as grapes would hold land sluiced for gold better than anything else, and would thereby prove an national asset in combating erosion.

Overall Bragato seemed as enthusiastic about Central and its 'bright future' as the other areas he highlighted as best suited for grape production-the Christchurch hinterland, the Moutere Hills near Nelson, the Wairarapa and Hawke's Bay and pockets in North Auckland and the Waikato (he was never shown Marlborough and makes no mention of its potential).

In an extract from the Otago Daily Times of 27 April 1895, Bragato said "... he was astonished on visiting a few of the vineyards in the country. After having travelled through Europe, and having never been satisfied with the growth of grapes of the Burgundy type, he was astonished when he came to this colony to see how well they grew; in fact, there was no country on the face of the earth which produced better Burgundy grapes than were produced in Central Otago, and in portions of the North Island."

¹⁷ en.wikipedia.org/wiki/Romeo_Bragato

Appendix 3: Description/ purpose of COPNL

COPNL – Our Vision

- Central Otago has built a reputation as one of the greatest wine growing regions of the world. Undeniably this reputation has been built on a number of factors including:
 - our physical assets,
 - our people,
 - our commitment to producing wines of a premium and consistent quality
 - a singular and unwavering voice in the international market that has built the Central Otago Identity.
- The mission of COPNL has remained the same since its inception in 2002;

TO PROMOTE CENTRAL OTAGO AS A PREMIUM INTERNATIONAL WINE GROWING REGION THROUGH ITS COMMITMENT TO QUALITY AND DISTINCTIVE WINES

- The focus of COPNL is to enhance the brand image, identity and reputation of our region.
- COPNL is a promotional organisation that develops and delivers cohesive regional promotions to benefit all Central Otago wine industry stakeholders.
- COPNL is funded by some producers, although it is widely understood that all Central Otago stakeholders (growers and producers) enjoy benefit derived from these regional promotions.
- COPNL's endeavours to build and strengthen Central Otago's reputation in the international marketplace have resulted in attracting some of the world's most sought after trade and media guests. The momentum that COPNL has built since is regarded as a best practice regional wine model around New Zealand.
- The reputation built by COPNL and provided to all Central Otago stakeholders provides a stable base from which to promote individual labels, of which many COPNL members have undertaken and benefited from.
- COPNL works hard to ensure that everyone throughout the region has the opportunity to leverage their product from a level generic platform.
- The identity and premium values on which Central Otago has been built, has provided us all with equal ability to take our labels to market with confidence and pride.

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- COPNL is committed to building effective regional promotions so that all producers can remain confident in the knowledge that they have a fair and equitable opportunity to sell their product.
- Our aim is to continue to grow the identity that is "Central Otago Pinot Noir" on the world stage. Never more has the continued dedication and enhancement of our region been more critical for our future success.

Appendix 4: Dossier on Central Otago Burgundy Exchange



Central Otago and Burgundy A Growing Fraternity Report 2012

PARTNERS



Mosaïque
Bourgogne
International



1 Introduction

Following a conversation between two close friends, Sophie Confuron and Nick Mills, each with close ties to their respective industries and educational bodies, an exchange was initiated in 2006, between Burgundy, the historic homeland of pinot noir and New Zealand's rising star, Central Otago.

Created as an education and cultural exchange, it is maintained by four key partners:

- Central Otago Wine Growers Association (COWA), the region's industry body.
- Otago Polytechnic (OP), the leading technical institute based in the region's geographic centre, Cromwell.
- Centre de Formation Professionnelle et de Promotion Agricole (CFPPA) de Beaune: a highly regarded technical college in the heart of the Côte d'Or which specialises in wine - its production and commercialisation.
- Mosaic Bourgogne Internationale (MBI): Established in 2010 as an independent exchange-focused winegrower organisation which, amongst its diverse roles, acts as COWA's industry counterpart in all Burgundy – Central Otago relations.

1. Objectives

It is clear that the two regions are quite different. Burgundy has been producing wine for many centuries and has long been celebrated as having some of the finest vineyard sites in the world. According to this, it also has an immense depth of empirical knowledge, meaningful tradition and rich cultural heritage. Central Otago has been producing wine consistently since the late 1980's. The region's youth and pioneering outlook has allowed it to collectively approach its craft with freshness and energy, relatively free from industry constraints and has fostered an ability to learn extremely fast.

What the two regions have in common are two natural environments in which pinot noir has the ability to reach its potential, and people who are passionate about supporting this potential in an ongoing pursuit of quality.

With this in mind, the three principle aims of the Central Otago Burgundy Exchange programme are:

1. The transfer of friendship, intellectual property and cultural heritage between two like-minded but very different regions.
2. The development of a mutually beneficial, fraternal relationship, between winegrowers who are committed to quality.
3. To enable exchangees, or *stagiaires* from both regions to learn, experience and share each other's approach to winegrowing and the culture which surrounds it.

27



2. Official Agreement

2010: A preliminary agreement between the Otago Polytechnic, the Central Otago Winegrowers Association and the Centre de Formation Professionnelle et de Promotion Agricole (CFPPA) in Beaune was signed.

The signatories were:

Nick Mills, President of the Central Otago Winegrowers Association

Jean Tilleyshort, Regional Manager of the Otago Polytechnic, Cromwell Campus

Jean-Georges Mandon, Cultural and Scientific Counsellor at the French Embassy in Wellington signed the preliminary agreement on behalf of the CFPPA.

"We commend you for establishing this exchange, which is easily one of the most successful of the thirty or so higher education exchanges that currently exist between France and New Zealand."

Jean-Georges Mandon, Cultural and Scientific Counsellor

Anne Cawthorn of the New Zealand Ministry of Foreign Affairs and Trade and board secretary of the New Zealand France Friendship Fund also attended and said, "It's one of the most successful exchanges in terms of endurance and popularity. It's gone from strength to strength."

2011: The Official Agreement of the Exchange was signed between representatives of the four key partners. This was conducted as a very special part of the Central Otago Pinot Noir Celebration 2011.

The signatories were:

Nick Mills, President of the Central Otago Winegrowers Association

Jean Tilleyshort, Regional Manager of the Otago Polytechnic, Cromwell Campus

Sophie Confuron, Presidente, Mosaique Bourgogne International

Jean-Luc Prost, Directeur (?), Centre de Formation Professionnelle et de Promotion Agricole

3. Selection

Candidates who wish to be considered for selection must complete an application form and if short listed are then required to be interviewed by a representative panel put together by MBI & COWA drawn from industry representatives.

Conditions for selection:

- Open mindedness towards cultural exchange, people and discovery
- The willingness to work hard with consciousness and an attention to detail
- Possessing a modicum of technical knowledge in viticulture and winemaking
- Basic knowledge and/or willingness to learn French or English (see below)
- A continued commitment to the stagiaire's respective regional wine industry of origin
- Having the ability to pay for return travel to the respective region
- Organising return travel to the respective region (most preferably as a group)

Candidates who wish to be considered for selection must complete an application form and if short listed are then required to be interviewed by a representative panel drawn from industry representatives. With growing interest in the exchange, there is now considerable competition from prospective candidates.

• Programme

The exchange has two main components:

Stage 1 – Tuition week

This is an intensive, week-long series of class-room presentations and field visits covering the history, geography and technical applications of both regions. The *stagiaires* are housed and fed by the region's respective technical institutes during this time.

Stage 2 – Working Internship

A three week period spent at selected wineries, working as an integral part of the respective producers' harvest teams. Accommodation & meals during this time are provided by the host wineries.

• Reporting

Upon return to their respective countries, *stagiaires* are required to prepare reports on their experiences at the various *domaines* and to present their views to key stakeholders and industry members. In accordance to the exchange's wider objectives (the development of a mutually beneficial, fraternal relationship, and the transfer of cultural heritage between the two regions), reporting both individually and as a group is considered a key part of the exchange.

"Had so many high points of the trip, from the history of buildings, the culture of the people, great work environment, and especially the wine. We travelled from Santanay right back to Beaune though

all the growing areas, stopping at regular times...we tasted grapes at Le Montrachet, which were like little bombs in the mouth."

Blair Deaker

"The family were awesome, their hospitality and patience with my lack of French were amazing. I was always included in everything, from the carnival in Nuits St George on the first night to dinner at their friends house for Mamie's birthday it was such an experience and could not have been better."

Mike Wing

"Working and living in France was amazing the people are great and their culture is very relaxed and centred around socialising and food/wine it is easy to slot yourself in there and enjoy it to. Burgundy is a beautiful place to live and would love to return one day with my family."

Dylan Turnbull

"The sampling part of the first week was a huge highlight. Louis-Michel and I spent considerable time one-on-one in the vineyard, travelling to all of his parcels on several occasions. He was always interested in my thoughts and we spoke candidly about the fruit and sites. This was a hugely valuable exercise; a chance for me to gain an intimate insight into the climats and appellations of Vosne-Romanee, along with the fruit, its condition, tannins, pulp, seeds, sugar, acid, etc."

Max Marriott

New Zealand - France Friendship Fund (NZFFF)

The Central Otago side of the exchange has, in the past, benefitted from the generous support of the NZFFF.

The Fund was established in 1991 by agreement between the French and New Zealand governments with the aim of promoting friendly relations between the citizens of the two countries. It seeks to enhance and deepen the historical, constructive and vibrant relationship between France and New Zealand. It does this by providing financial assistance to projects which lead to ongoing links, understanding and friendship between the citizens of the two countries, especially young citizens.

The following generous grants have been made to date:

2007 \$12,000

2009 \$12,000

2010 \$12,000

In 2009 Richard Woods, Chairman of the NZFFF commented:

"We are delighted to hear of the success and experiences of the students who last year travelled to Burgundy and have since brought their knowledge back to New Zealand, to share among the viticultural community. This is the sort of project that the New Zealand-France Friendship Fund is

excited to promote - one through which the people of New Zealand and France benefit, and an industry of vital historical and contemporary cultural and economic importance is enhanced in both countries."

The NZFFF have a policy of only funding projects over three years. However, in 2016 one further funding application was made to the New Zealand France Friendship Fund to support the ten year anniversary celebrations. This was approved.

Appendix 5 –Examples of wine labels bearing the CENTRAL OTAGO GI



[http://www.carrick.serve1.net/photos/Carrick
Unravelled Pinot Noir 2014.jpg](http://www.carrick.serve1.net/photos/Carrick%20Unravelled%20Pinot%20Noir%202014.jpg)



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2921/product/ceres-swansong-pinot-gris-
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<https://aravin.co.nz/wines/#jp-carousel-35>



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<http://shop.rippon.co.nz/>



<https://www.glengarrywines.co.nz/items/11154/chard+farm+mata+au+pinot+noir>

Appendix 6 – Extracts from key texts regarding the CENTRAL OTAGO GI

THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



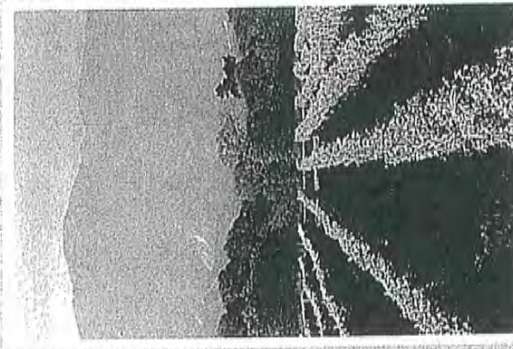
Foreword by Jancis Robinson

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THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



HODDER AND STOUGHTON
AUCKLAND LONDON SYDNEY TORONTO

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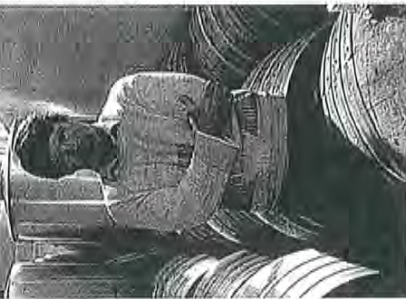
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MARK BATTRAY - A PROVEN PERFORMER AT PENFOLDS. HE NOW COMMANDS THE WINEMAKING REINS AT ST HELENA. SINCE THE DEPARTURE OF THE PINOT NOIR SPECIALIST - AND AUTHOR OF A BOOK ON PINOT NOIR - DANNY SCHUSTER.

bouquet but lacked acid steeliness to balance its sweetness. Müller-Thurgau has yielded pleasant, average wine, medium-sweet in style.

St Helena Rülander (a synonym for Pinot Gris and Tokay d'Alsace) 1986 was fruity, sweetish and mild. Willow Creek Spätlese 1987, a late-harvested and stop-fermented version of the same variety is more memorable, showing a touch of varietal peachiness. The 1987 Rülander Auslese, made from shrivelled berries harvested in the last week of May, three weeks after the Spätlese, is a gently peachy sweet wine with a mellow finish.

Chardonnay holds promise. After launching the first Canterbury-grown Chardonnay with its 1985 vintage, St Helena followed with the Nevers oak-fermented 1986, a robust, creamy wine, broad and soft.

Probably the most successful white overall has been the Pinot Blanc, typically a mouth-filling, white-burgundy style. The Pinot Blanc variety is heavier-cropping than Chardonnay but possesses less clearcut varietal character. It is grown in Alsace and also in Burgundy where, because it has good mouthfeel but less complexity, it is usually blended with Chardonnay. At St Helena, where it is usually matured in wood, its wine has been earthy, ripe-tasting, robust and dry - a tailor-made Chardonnay substitute.

But the much discussed Pinot Noir is the real success story so far. In a breakthrough for Canterbury wine the 1982 vintage scored a gold medal at the following year's National Wine Competition. Produced from ultra-ripe bunches aged in new French oak puncheons, this wine stood out for its dense colour and soft, mouth-filling palate.

The 1983 vintage, in which carbonic maceration played a greater role, was much lighter, but the 1984 brought a return to the full and savoury style of the 1982. Both the 1985 and 1986 vintages have also unleashed notable body, colour intensity and suppleness.

The fruit is harvested in mid-late May - in 1986 the vines had already dropped their leaves - at very high sugar levels. Up to and including the 1985 vintage, the slightly shrivelled grapes were hand-picked and twenty-five percent of the stalks were included in the fermentation. Since 1986 the fruit has been mechanically harvested and the practice of incorporating stalks abandoned.

During the ferment, which lasts sixteen to eighteen days, the cap of skins is plunged or pumped-over every eight hours. The wine is then transferred into Nevers oak puncheons for a year where it undergoes a malolactic fermentation.

Although lively debate in wine circles swirls around the issue of the extent to which this label captures the elusive character of Pinot Noir - the antagonists are evenly balanced and the issue is subjective - it remains a dark-hued, mouth-filling red of extraordinary concentration.

When claims first surfaced that parts of the cooler, and frequently drier, South Island enjoyed suitable climates for viticulture, they met in the north with a frosty reception. Tom McDonald once discounted the possibility of large-scale winemaking south of Cook Strait.

Montana researched and pioneered commercial wine production in the South Island at Blenheim fifteen years ago and then abruptly silenced its critics by releasing a stream of gold medal-winning Marlborough Rhine Rieslings and Sauvignon Blancs. Northern negativism regrouped when 'boulique' wineries later emerged in Canterbury - until St Helena electrified South Island winemakers by scoring a gold award with its 1982 Pinot Noir. Now, a small knot of enthusiasts are pioneering winemaking at the southern frontier - Central Otago.

Otago's inland basins and valleys yielded some of the earliest New Zealand wines. Jean Desiré Feraud was cultivating 1200 vines at his Monte Cristo farm near Clyde by 1870 and his wines, bitters and liqueurs commanded high prices on the goldfields. Known as 'Old Fraud' - as Mayor of Clyde he discovered the town's water right was not legally secured, so he resigned his office, and having taken legal action to have it transferred to himself, promptly embarked on an irrigation scheme - his Constantia wine captured a First Class of Merit award at the Dunedin Industrial Exhibition, and his Burgundy a Third Class of Merit at Sydney in 1881.

Then in 1895 Romeo Bragato, on loan from the Victorian government, toured the country to advise the government on the possibilities for winemaking in the colony. At Arrowtown, he tasted his first glass of New Zealand wine - made by a Mrs Hutchesson - and 'although made after the most primitive fashion, it reflected great credit on the producer ...

Bragato also found grapevines, tended by miners working the Clutha, flourishing outdoors at Cromwell and Clyde, and grapes fully ripened by February, 'a convincing fact to me that the summer climatic conditions here are conducive to the early ripening of the fruit'. Central Otago, he affirmed, was 'pre-eminently suitable' for winemaking.

At a public meeting later held in Dunedin, Bragato stirred up such enthusiasm that a Central Otago Vine and Fruitgrowers' Association was born. The word Vine however, was later dropped from the title, and the eagerly anticipated new wine industry never burgeoned in the interior.

The present resurgence of activity dates from the late 1950s with Robert Duncan, of Gilligan's Gully, who planted thousands of vine cuttings near Alexandra, but failed to protect his plants from birds and frost. Trials later conducted on the Earnsclough orchard of R.V. Kinnaird, across the Clutha from Alexandra, soon proved that fully ripe grapes could be harvested by the end of April, notably Müller-Thurgau and Chasselas.

Another trial block established in the 1970s by the DSIR under frost protection sprinklers at the research orchard at Earnsclough, successfully ripened the prized Pinot Noir and Gewürztraminer varieties.

The crunch question is whether this region is sufficiently warm to support commercial wineries. To properly ripen, grapes must receive a certain amount of heat during the growing season. Meteorological readings confirm that the district's climate is extremely marginal for viticulture, cooler even than Germany, the most hazardous of European wine countries (and the source of its most elegant white wines). It is clear that only the most painstakingly selected sites with sheltered, sunny meso-climates - heat-traps - will enable winemakers to succeed here.

Frosts pose another real danger, threatening tender spring growth as well as the ripening bunches in autumn: it will be crucial here to choose elevated vineyard sites with good cold-air drainage.



RIPRON VINEYARDS BOULE AND LOIS MILLS AND FAMILY. THE VINEYARD'S WINEMAKER TONY BISH, IN LAST YEAR'S COLD AIR, THEY POSE THE QUESTION: WHO NEEDS REFRIGERATION?



Dry autumn weather, however, is this region's vital viticultural asset, encouraging the winemakers to leave their grapes late on the vines, ripening undamaged by autumn rains.

Ann Pinckney, one of the rare breed – even endangered species, history would suggest – of Central Otago winemakers, lives on a stunning site above her one-hectare vineyard at Speargrass Flat, near the poplar-lined Queenstown-Arrowtown highway. This looks and feels like classic wine country.

Here, the thirty-five-year-old Lincoln College graduate has planted Gewürztraminer and Müller-Thurgau vines and erected a ten by seven-metre winery where, until her equipment was recently upgraded, she and her friends donned gumboots during the harvest and crushed the fruit by foot in buckets.

A Southlander, Pinckney is 'sick and tired of hearing bad things about the local climate' and is out to prove her point that 'the climate is there' to produce premium quality wines. From the 1988 vintage she produced about 170 cases under the Taramea label.

Over in the Gibbston Valley, television producer and reporter Alan Brady is also unravelling Central Otago's wine character. The Irish-born Brady, who purchased his briar-covered, hill-surrounded property twelve years ago, concluded 'it was an interesting piece of dirt'. He elected to do something a bit different with it and planted 350 vines in 1981 and 1982, to 'prove they would grow', and has lately planted more.

Each year until recently the bulk of his crop headed north to the Government research station at Te Kauwhata, where he says they were delighted with the fruit quality. In 1988 Brady's production amounted to about 200 cases, made at Ann Pinckney's winery.

The largest venture is Rolfe and Lois Mills' breathtakingly beautiful Rippon Vineyard, planted on a schist slope running down to the shores of Lake Wanaka. Mills (64), who planted his first vines in 1976 and then capped nine years of viticultural experiments with his first wine in 1985, now has four hectares established in Pinot Noir, Riesling, Gewürztraminer, Sauvignon Blanc, Müller-Thurgau, Breidecker and Chardonnay.

The Mills have recently appointed a trained winemaker, Tony Bish (27), who in the past worked at Corbans, Vidal, and Brown Brothers in Australia. Made in a temporary winery, the Rippon range includes a pair of Rieslings and Sauvignon Blancs in dry and late-harvest styles, a pair of Pinot Noirs in 'blush' and 'Burgundy' styles, a Müller-Thurgau and a Gewürztraminer. Rippon Sauvignon Blanc Late Harvest 1987 is clean and sweet, bold in alcohol but restrained in varietal character.

There are currently about eight hectares of vines scattered around Central Otago, in the Queenstown, Arrowtown, Wanaka, Cromwell and Alexandra areas. Not surprisingly for a region which boasts the most southerly vineyard in the world (at Alexandra 44° 36' south), Riesling is the variety most feel should excel here. Participants in the 1988 Second International Symposium for Cool Climate Viticulture and Oenology in Auckland described a couple of dry and late-harvest Rieslings from Central Otago as 'clean, with lots of flavour, showing great promise'.

Rob Hay, a young winemaker trained in Germany and at Babich and Korepo, has planted his vineyard at Chard Farm, high above the Kawarau River near Arrowtown, and will process his first vintage in 1989. This recent influx of experienced winemakers, sharing commitment and expertise, should capitalise more fully on Central Otago's promise – and coax a rivulet of elegant, deep-flavoured white wines from its majestic valleys.

GP



THE VINES AND VINEYARDS OF NEW ZEALAND

Text by
Michael Cooper

Photographs by
John McDermott



Hodder Moa Burnett

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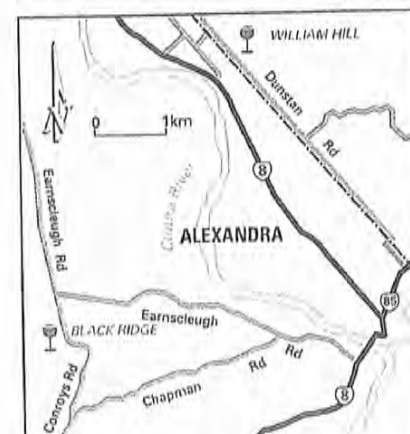
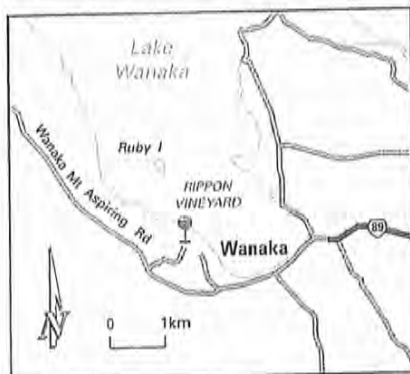
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OK B

OTAGO



In early summer, grape flowers bloom along the narrow, north-facing strip of land on the south bank of the tumbling Kawarau River, between Cromwell and Queenstown. Wine fever is abroad in Central Otago. 'In the late 1980s, about 10 people would attend meetings of the local grapegrowers and winemakers' association,' recalls pioneer Alexandra winemaker, Bill Grant. 'Now we get over 100.'

Central Otago is further inland than any other wine region in New Zealand. This is a region of climatic extremes: the country's highest and lowest temperatures were both recorded near Alexandra. Summer is typically hot, autumn short and winter icy-cold.

The crunch question has been whether this region is sufficiently warm to support commercial wineries. To properly ripen, grapes must receive a certain amount of heat during the growing season. Meteorological readings confirm that the region's climate is extremely marginal for viticulture, cooler even than Germany, the most hazardous of European wine countries – and the source of its most elegant white wines.

Frosts pose another danger, threatening tender spring growth as well as the ripening bunches in autumn. Taramea, a tiny vineyard and winery established in 1982 on the valley floor at Speargrass Flat, near Coronet Peak, has in recent vintages been decimated by frosts. In such a relatively cool viticultural region, a sunny, elevated, north-facing vineyard site with a low frost risk is essential.

Being so far south, however, the hours of sunlight are long. 'On a warm day it stays above 10°C, for a long time, so the fruit carries on ripening,' says Rob Hay of Chard Farm. Dry autumn weather is another of the region's viticultural assets, encouraging the winemakers to leave their grapes late on the vines, into May or even June, ripening undamaged by autumn rains. Due to the lack of humidity, 'noble rot' is rare.

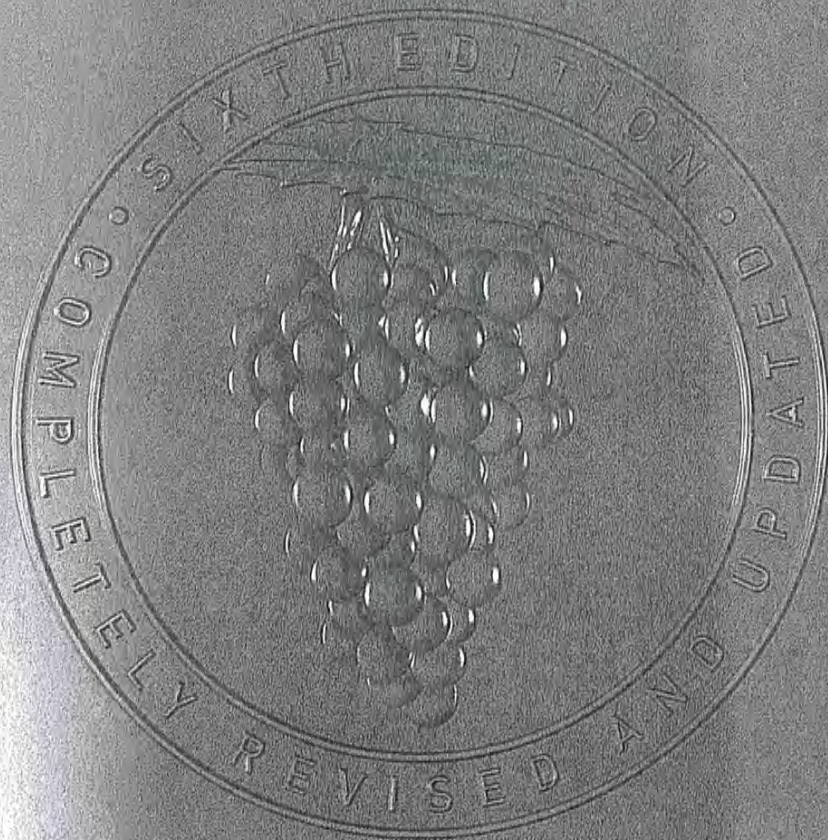
If you ask Rob Hay about the most important climatic influences on grapegrowing in Central Otago, the first factor he mentions is altitude. 'We're over 300 metres above sea level, which has a cooling effect. We're at a latitude of 45 degrees south, which is equivalent to Bordeaux and Burgundy, and we're inland. All those factors give you cool nights and suit grapes like Pinot Noir and Chardonnay that like to ripen slowly.'

A cluster of 10-hectare vineyards have recently been planted in the Gibbston Valley, protected from marauding rabbits by plastic guards and net fences. The principal new area of expansion, however, is an old goldmining settlement near Cromwell, where visitors are welcomed to 'Bannockburn, heart of the desert'. The vines at Bannockburn, which boasts Central Otago's warmest sites for grapegrowing, are irrigated with water delivered from old goldmining water-races.

With 152 hectares of vines planted in 1995, Otago ranks as New Zealand's seventh largest wine region, ahead of Nelson and Waikato/Bay of Plenty. Pinot Noir and Chardonnay are the predominant varieties (accounting for over 60 per cent of all plantings) followed by Sauvignon Blanc, Riesling, Gewürztraminer and Pinot Gris.

The finest wines flowing from Central Otago are its deep-scented, intensely varietal Pinot Noirs, but the Gewürztraminers and Chardonnays are also brimful of promise. The naturally high acid levels of the region's wines also suggest a strong future in bottle-fermented sparklings.

Handwritten signature and initials in the bottom right corner.



HUGH JOHNSON

JANCIS ROBINSON

THE WORLD ATLAS OF
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MITCHELL BEAZLEY

GH 8



THE WORLD ATLAS OF WINE

SIXTH EDITION

Mitchell Beazley

HUGH JOHNSON JANCIS ROBINSON

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THE WORLD ATLAS OF WINE

Hugh Johnson, Jancis Robinson

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How the maps work

The maps in this Atlas vary considerably in scale, the level of detail depending on the complexity of the area mapped. There is a scale bar with each map. Contour intervals vary from map to map and are shown in each map key. Serif type (eg MEURSAULT) on the maps indicates names and places connected with wine; sans serif type (eg Meursault) mainly shows other information.

Each map page has a grid with letters down the side and numbers across the bottom. To locate a château, winery, etc, look up the name in the Gazetteer (pages 385-399), which gives the page number followed by the grid reference.

Every effort has been made to make the maps in this Atlas as complete and up to date as possible. In order that future editions may be kept up to this standard, the publishers will be grateful for information about changes of boundaries or names that should be recorded.

Previous page Cabernet Franc, Touraine, France

Right Peter Lehmann winery, Barossa, Australia

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NEW ZEALAND WINE GUIDE



An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY

6/10/83

NEW ZEALAND WINE GUIDE

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the Wine Styles & Regions
of New Zealand

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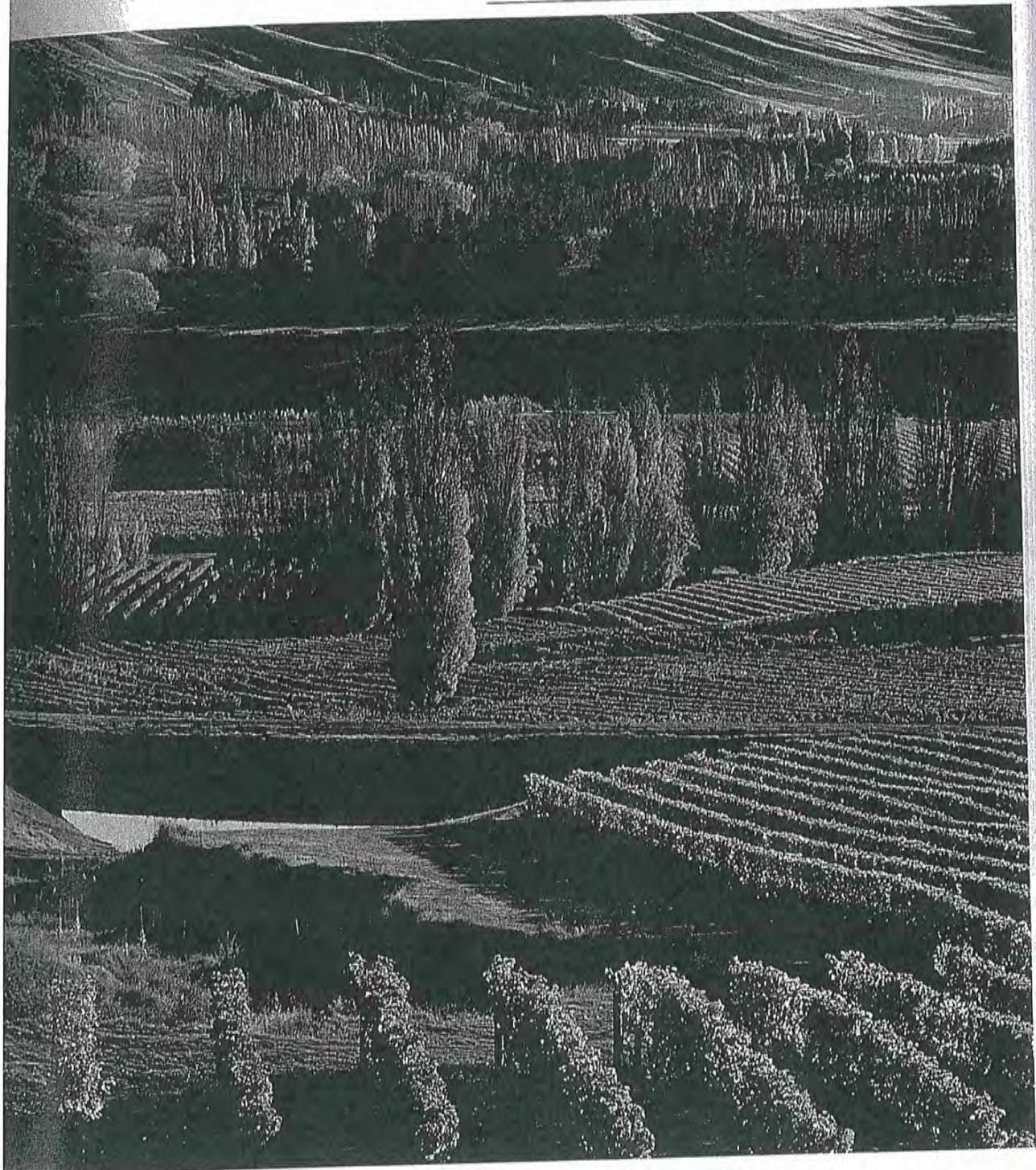
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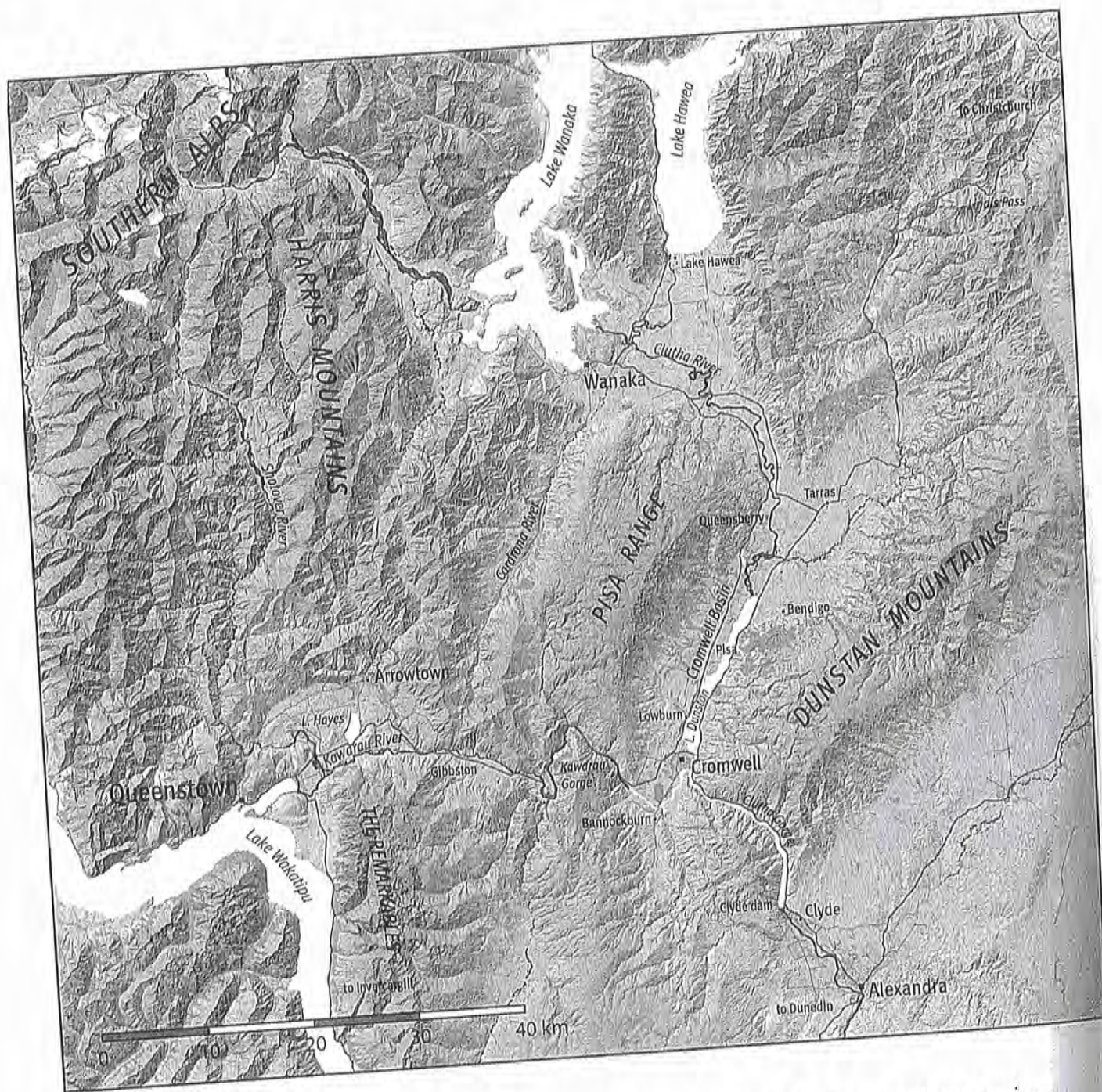
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Central Otago



Felton Road Vineyard, Bannockburn, Central Otago.



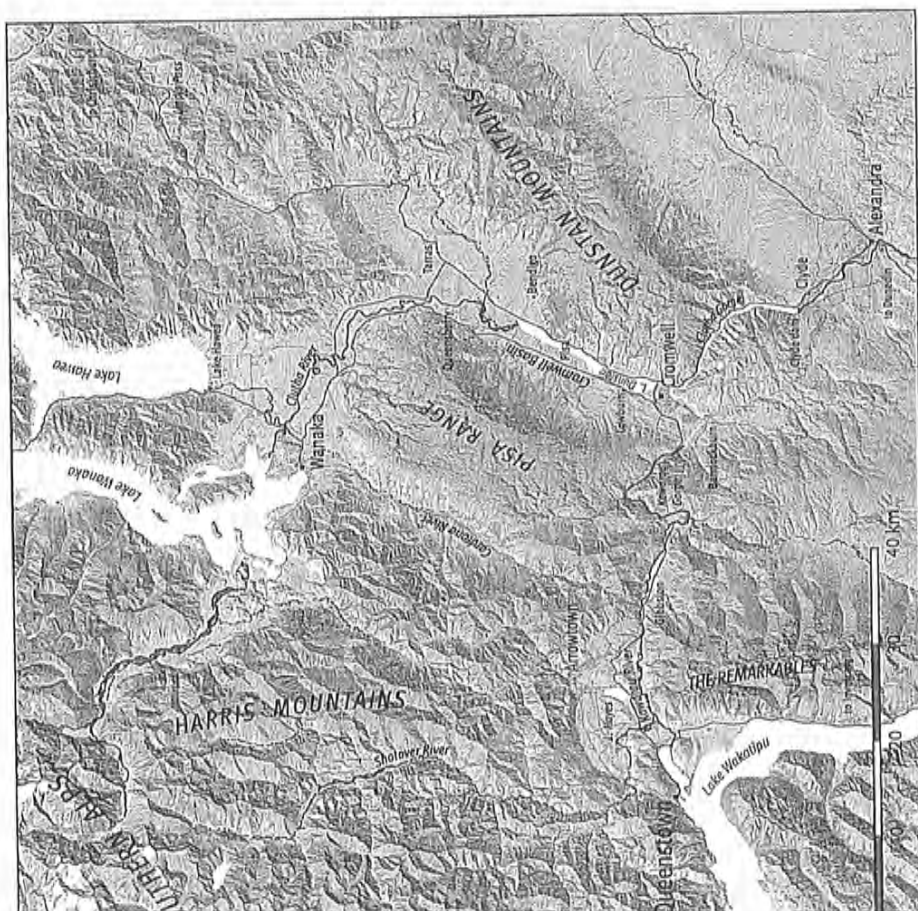
Central Otago is New Zealand's premier international tourist destination. It continues to capture the imagination of visitors as they stand spell-bound by the dramatic landscape of river-valleys, crystal-clear lakes, towering mountains and brilliant light. Equally, the international reputation of the wines produced from this region has grown with dazzling speed.

Central Otago refers to the inland areas of the historic province of Otago with Dunedin as its city. It stretches from the Waitaki River where the province

bounds Canterbury, west towards the Southern Alps and includes the spectacular lakes of Wanaka and Wakatipu.

The two major rivers, the Clutha from Lake Wanaka and the Kowarau from Lake Wakatipu, join at Cromwell when the Clyde Dam captures their water to generate electricity before the Clutha heads out to the coast, south of Balclutha. The new region of Waitaki, in North Otago, offers a completely unique growing environment.

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Central Otago has built its reputation as a wine region with Pinot Noir which currently makes up 80% of its vines. The wine-growing areas that have been planted since the 1990s, have created a number of sub-regions with their own distinct characteristics. Climate and soil structure remain the dominant influences in the different styles of wine that are produced.

From the edge of Lake Wanaka to the Cromwell Basin, heading east to Alexandra or west through the Kaituma Gorge to Gibbston Valley, there are numerous vineyards primarily growing Pinot Noir. White grapes, particularly Riesling, Pinot Gris and Chardonnay are however, also producing outstanding wines and this confirms that Central Otago is not only about Pinot Noir. Central Otago Sauvignon Blanc also has its own personality.

Apart from Patagonia in Argentina, Central Otago is the world's most southern wine-growing region.

HISTORY

Grapes were first planted in Central Otago in 1864 by a Frenchman, Jean Desire Feraud, who won a prize for his New Zealand 'Burgundy' in a Sydney wine show in 1881. It was not, however, until the 1980s that a small group of pioneers began growing grapes and making wine.

Rolfe and Lois Mills planted grapes at Rippon Vineyard on the shores of Lake Wanaka in 1982. Bill Grant planted grapes in Alexandra as did Verdun Burgess and Sue Edwards; Ann Pinckney planted vines at Dalefield. Alan Brady established Gibbston Valley Wines, now one of the region's biggest wineries, which released its first commercial wine in 1987. In the same year, Rob and Greg Hay planted vines at Chard Farm.

CLIMATE

At a latitude of 45 degrees south, surrounded by large mountain ranges, Central Otago is considered to have New Zealand's only continental climate without the moderating influence of the sea. The Southern Alps cast an important rain shadow as the wet, westerly weather drops its rain in the mountains.

As a consequence, rainfall is surprisingly low. In summer, temperatures can regularly climb above 30 degrees Celsius with still, balmy evenings. As autumn approaches, there can be a large diurnal temperature range with hot days in the mid 20s and then cooling down at night time to below eight degrees.

In winter, heavy frosts are a regular occurrence with some vineyards experiencing frequent falls of snow. The wind can be bitterly cold. Frost is a risk both in spring, during flowering, and in autumn as harvest approaches.

SOIL

The soil structure of Central Otago differs considerably from other New Zealand wine-growing regions. The river valleys are formed by ancient glaciers which have left heavy deposits of silica, quartz and mica. These are often referred to as loess. The crystals of quartz, mica and other minerals mix with the river gravels to form free-draining soils which grow vines with low vigour.

For winemakers, loess is considered very desirable for Pinot Noir.

SUB-REGIONS

There are differences in climate and soil between the sub-regions in Central Otago and this translates through to a variety of wine styles. Some very successful regional brands are emerging to capture the everyday drinking market. These include Mt Difficulty's Roaring Meg with Central Otago Sauvignon Blanc, Pinot Gris, Riesling and Pinot Noir. The very successful Rabbit Ranch wines include Central Otago Pinot Noir and Pinot Gris with Sauvignon Blanc sourced from Marlborough.

Gibbston

Gibbston, in the Kaituma Gorge, is considered to have the coolest climate in Central Otago. Pinot Noir, grown on these slopes, has naturally higher acid levels often with lighter, fruit flavours such as red cherries, strawberries and red currants. Many of the Gibbston vineyards have chosen to expand their production by sourcing grapes from the Cromwell Basin area.

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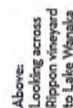
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notes, while the small but passionate Alexandra Basin growers are also worth seeking out.

With jaw-droppingly beautiful scenery, Central, as it's known locally, really does offer something for everyone.

It's adventure you're after, you can take your pick from activities including jet boating, bungee jumping, paragliding, skin diving, trampolining and cycling. History buffs will be keen to learn about the area's days of gold-mining glory, and enjoy the views of Lake Wakatipu while cruising on the heritage steamer TSS Earnslaw (she celebrated her 100th birthday in 2002).

And food-lovers will also be spoilt here - some of the country's best-loved cafes, restaurants and producers hail from Central.

And of course, there's also huge enjoyment to be had from simply soaking up the scenery with a glass of pinot noir in your hand (luxury lodge optional - Central is spoils for choice when it comes to wonderful accommodation).

Central Otago, as far from the sea as you can get in New Zealand, is a land of contrasts - mountains and valleys; desert, snow-fed rivers and lakes; international resorts and remote back country; hot summers and freezing winters - all contributing to the special character of the region and its wine.

World-famous for its pinot noir, Central Otago also produces fine riesling, pinot gris, steely chardonnay, delicious gewürztraminer, chenin blanc and grüner veltliner.

Divided by mountains, each distinct subregion has its own character. Pinot noir from the higher Gibbston region tends to be more elegant with hints of dried herbs and red fruits – in good vintages it can be charmingly seductive. Bendigo, the hottest region, usually produces bigger, well-structured pinot noir, while classic lush, dark-cherry fruited pinot noir comes from around Lake Dunstan. Alexandra pinot noir is lighter with savoury

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| 2 | Alarue | 12 | Como Villa | 22 | and Edible Garden | 31 | Shaky Bridge Wines |
| 3 | Amisfield | 13 | Domain Road | 23 | Maori Point Vineyard | 32 | Stoneridge Estate |
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| 6 | Berrington | 16 | Georgetown Vineyard | 26 | Mt Rosa | 35 | Wairiri Creek |
| 7 | Black Ridge | 17 | Gibbston Valley Wines | 27 | Pengrigne | 36 | Weaver Estate Wines |
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NEW ZEALAND

WINE

The Land, the Vines, the People

WARREN MORAN

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New Zealand Wine

The Land, the Vines, the People

Warren Moran

With cartography by Igor Drecki

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Central Otago

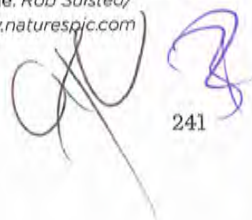
In certain parts of this district, where a good aspect and well-sheltered spots are available, the cultivation of the vine may be undertaken, but judgment must be exercised in the selection of varieties to be planted, and cultivation and pruning methods must be adopted that meet the requirements of the colder vine-growing regions.

– ROMEO BRAGATO (1895)

After a Lincoln College seminar in 1976, Tom McDonald, the managing director of McWilliam's Wines in Hawke's Bay, asked Ann Pinckney her plans when she graduated with her Master's degree in horticultural science. She replied: 'Grow grapes in Central Otago.' The sceptical Scot's reply was unequivocal: 'You'll never grow grapes down there, lassie!' McDonald's response captures a common attitude among members of the established industry of the time who were almost all growing their grapes in the North Island. They made their judgements on the basis of their experience in regions like Auckland, the Waikato, Gisborne and Hawke's Bay where variability in temperatures is less than in regions with a more continental climate such as Central Otago.

Bob Knappstein, the highly respected McWilliam's viticulturist, responded similarly when he visited Central Otago in 1972:

Chard Farm in the Kawarau
Gorge. Rob Suisted/
www.naturespic.com



On the day of the visit, 16 December, Riesling-Sylvaner were still partly in flower and on the customary optimum period to harvest, this will make for a late harvest in mid-April. . . . Two fellow grape growers endorsed that this variety would have been flowering at this stage in mid-November in Auckland.

Viticulturists frequently relate events in the phenology of the vine – such as bud burst, flowering or veraison – to local climatic conditions. Knappstein was arguing that vines growing in Central Otago would not have sufficient time to ripen their crop. But Central Otago is more than eight degrees further from the equator than Auckland. During Central's growing season, days are noticeably longer and climatic regimes are quite different. The later flowering of all grape varieties in Central Otago is itself a response to lower spring temperatures. Such late flowering helps protect the vines from late-spring frosts. Providing that sufficient solar energy is available later in the season to ripen the grapes, the late flowering need not be a problem. Moreover, low precipitation in Central Otago means that picking is less likely to be hurried by rain, although an early autumn frost may result in senescence of the leaves. Viticulturists now argue that Central's long autumn with warm days and cool nights stimulates the transfer of flavour and colour compounds into the berries of Pinot Noir.

In the late 1960s and early 1970s, therefore, Central Otago – not Marlborough or Wairarapa or Nelson or Hawke's Bay – became the focus of the climate/vine debate in New Zealand. Between 1967 and 1972 the journal *Wine Review* (edited by Dick Scott) ran a series of articles on the Ministry of Agriculture's grape trials on R. V. (Larry) Kinnaird's orchard at Earnsclough, Central Otago. Scott visited the trial and wrote four short pieces. S. J. Franklin (Horticultural Advisory Officer, Alexandra) published two articles, one in *Wine Review* and one in the *Journal of Agriculture*. Scott's characteristically provocative piece titled 'Otago (2) High hopes meet official caution' exposes the tensions he perceived between the official views of the Department of Agriculture and those of the local residents and politicians. Under the heading 'Lukewarm Officialdom' Scott's angle was that:

Given an ounce of encouragement there will be no shortage of individuals ready to pioneer a Central Otago viticultural industry. Sharp frosts and searing summers, isolation and irrigation – these are no deterrent to the enthusiasts *Wine Review* spoke to on a recent visit.

The difference between the advice of the North Island scientists at the Te Kauwhata Viticultural Research Station and the Central Otago advisory officer, Steve Franklin, is revealing. In May 1967, in answer to a written enquiry from an Otago resident interested in planting grapes, the representative of the research station replied:

[Handwritten signature and initials]

Penfolds, I am told, looked at the South Island for wine production but settled on the North Island. My advice to you is to do likewise; or at least go into your venture with the knowledge that you may come across insuperable problems.

The local view was more informed and less extreme. For a start, Franklin showed more intimate knowledge of Central Otago's sites:

Heat trap areas... are known to ripen stone fruit somewhat earlier than the average for the district. Such heat trap areas could be ideal for production of early to early-mid-season grape varieties. One has to live in Central Otago for several years, and spend time poking round the district, to get to know these spots or to realise their extent.

He added the following:

As vines do not normally come into growth before October only the last half of the frost fighting season would be a worry. In many seasons there would be no damaging frosts within this period, and in fact there were none in the season just past. Apples are at their most frost tender over the same period and it is not often necessary to light frost pots in an apple block.

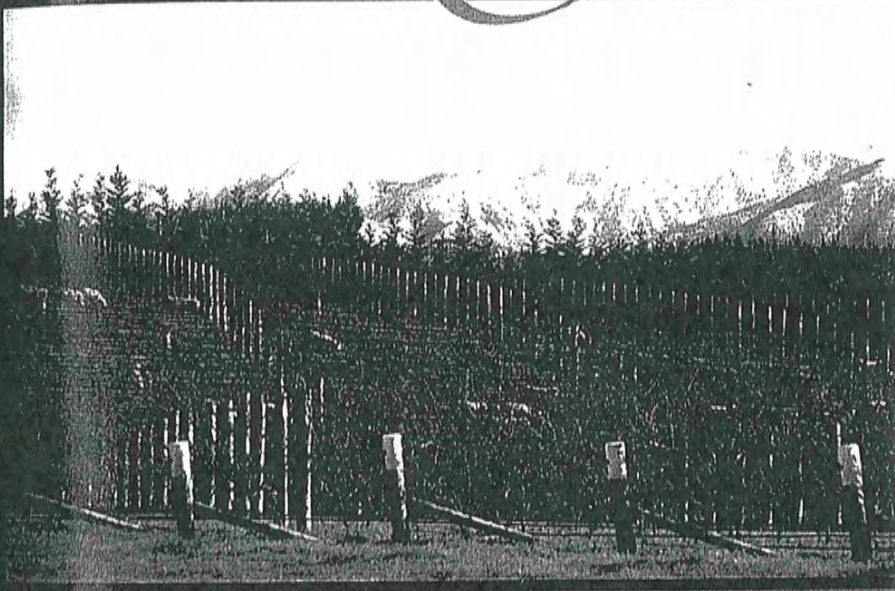
Central Otago residents who knew the history of the region could also point to successful cultivation of the vine in the past. Even during the growing seasons of these debates, fruit from small parcels of vines in the region were being successfully ripened. As Scott implied, local winegrowers were likely to treat the debate as a challenge to prove the North Islanders wrong. Rolfe and Lois Mills of Rippon Vineyard certainly adopted this stance by planting a kaleidoscope of varieties before recognising that in their environment, a few kilometres from Wanaka, Pinot Noir performed best.

The mix of varieties in Central Otago has changed dramatically in the two decades from 1989 when the New Zealand Wine Institute collected the first reliable information on the varietal mix of regions. Pinot Noir has always been the dominant variety in this region. Its dominance has increased decade by decade and most noticeably in the twenty-first century. In 1990, Pinot Noir made up 22 per cent of the Central Otago vineyard; by 2000 it was 49 per cent; and by 2010 it was 78 per cent (Table 8.1). Marlborough, with 76 per cent of its vineyard planted in Sauvignon Blanc, is the only other region where a single variety is almost as dominant.

Two other varieties, Riesling and Sauvignon Blanc, have always been among the top five varieties in Central Otago during the last 20 years. Pinot Gris appeared as one of the five main varieties in the late 1990s and has since become the second most important variety, although, at just 9 per cent of the regional vineyard, well behind

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Otago

Otago's growers – mostly in Central Otago, but also in the Waikati Valley of North Otago – grappled with a challenging season, from an unusually cold spring to early snowfalls in mid-April.

Spring was 'one of the coolest we have experienced', reported Grasshopper Rock, at Alexandra, but dry in November. 'December warmed up and provided a small but perfect window for the critical flowering period.' In the Waikati Valley, Oster had warm, dry weather over flowering and an above-average fruit set. In the Cromwell Basin, Lowburn Ferry reported 'a very good fruit set'.

Towards the end of a notably dry, warm January, soil moisture had fallen to levels normally not seen until February or March. 'Lack of water is turning parts of the region into dust bowls', reported the *New Zealand Herald*. However, in late summer, February brought above-average rainfall and a cold snap saw frost machines swing into action.

After snowfalls in mid-April, the *Otago Daily Times* found many growers were 'in a race against time to finish harvesting'. Frost was the big worry. 'It is the most compressed harvest I've ever done,' declared James Dacey, of Mc Difficulty.

On 17 April, a winemaker for a big company based outside the region was 'looking forward to receiving the last of the fruit from Central Otago this weekend. The cold snap hurried my decision in terms of when to harvest. Quality is quite good.'

Others were more upbeat. Mishas Vineyard reported that 2015 was 'one of our warmer seasons. ... Harvesting the fruit, it looked to be in the best condition we've ever seen, with the acids slightly lower than usual and sugars slightly less than average.' Burn Cottage enthused: 'After a really fantastic summer we are really happy with this vintage.'

Best Buys of the Year

Best White Wine Buy of the Year

Starborough Family Estate Marlborough Sauvignon Blanc 2015

*****, \$20.00

A five-star wine at a three-star price, this is benchmark stuff, hard to resist in its youth. Highly aromatic, it is mouthfilling, with fresh, penetrating melon, lime and slight capsicum flavours, showing very impressive delicacy and vibrancy, and a dry, lasting finish. Yet this impressive wine is widely available at \$20 and when sold on promotion at \$16.99 it's an absolute steal.

When I first tasted this wine in September, I jotted down: 'Awatere Valley style – with style'. In fact, it was estate-grown in three vineyards, of which two are located in the Awatere Valley, but the third lies over the hills, closer to Blenheim, in the Wairau Valley.

From the start, this classy wine has attracted high awards. At the International Aromatic Wine Competition 2015, held in Christchurch, it won a gold medal. Raymond Chan, the Wellington-based wine writer and consultant, also rated it 19/20, enthusing about the 'intricacy and completeness of its aromatics', plus its 'rich flavours of passionfruit, gooseberries, tropical fruits, herbs and limes', that 'fill the palate with layers of interest'.

The quality of the latest release is no fluke – almost all the vintages I've tasted since 2008 have deserved a four-star rating or higher. The 2014 vintage won gold medals at the Air New Zealand Wine Awards, Royal Easter Show Wine Awards and the Bragato Wine Awards, where it also scooped the trophy for champion Sauvignon Blanc.

Named after a sheep run founded in the Awatere Valley in 1849, Starborough Wines is owned by Bill and Lynette Jones and their sons, Andrew and James.

The Jones family has farmed in Marlborough since 1865; James manages the company's vineyards and marketing, while the wines are made by David Clouston, who also grew up in the region and has his own highly regarded label, Two Rivers of Marlborough.

The Best Buy White Wine of the Year is a lovely marriage of the ripe tropical-fruit flavours of Sauvignon Blanc grapes grown in the Wairau Valley, and the more herbaceous, mineral notes achieved in the slightly cooler Awatere Valley. Half of the grapes were estate-grown at O'Dwyers Farm Vineyard, at Rapaura, in the heart of the Wairau Valley; the rest were sourced from the company's two sites, Long Lane and Starborough Terrace, in the Awatere Valley.

Cool-fermented in stainless steel tanks and aged briefly on its light yeast lees, Starborough Family Estate Marlborough Sauvignon Blanc 2015 was bottled early and was crafted to be enjoyed young, while it is aromatic, vibrant and tangy. Enjoy it this summer, as an irresistible, bargain-priced partner to poultry, salads and seafood.

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'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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The Oxford Companion to

WINE

Edited by Jancis Robinson

Fourth Edition

Assistant Editor: Julia Harding

Advisory Editor, Viticulture: Richard E. Smart

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Valérie Lavigne & Denis Dubourdieu

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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

Appendix 7 – Extract from LE PAN magazine

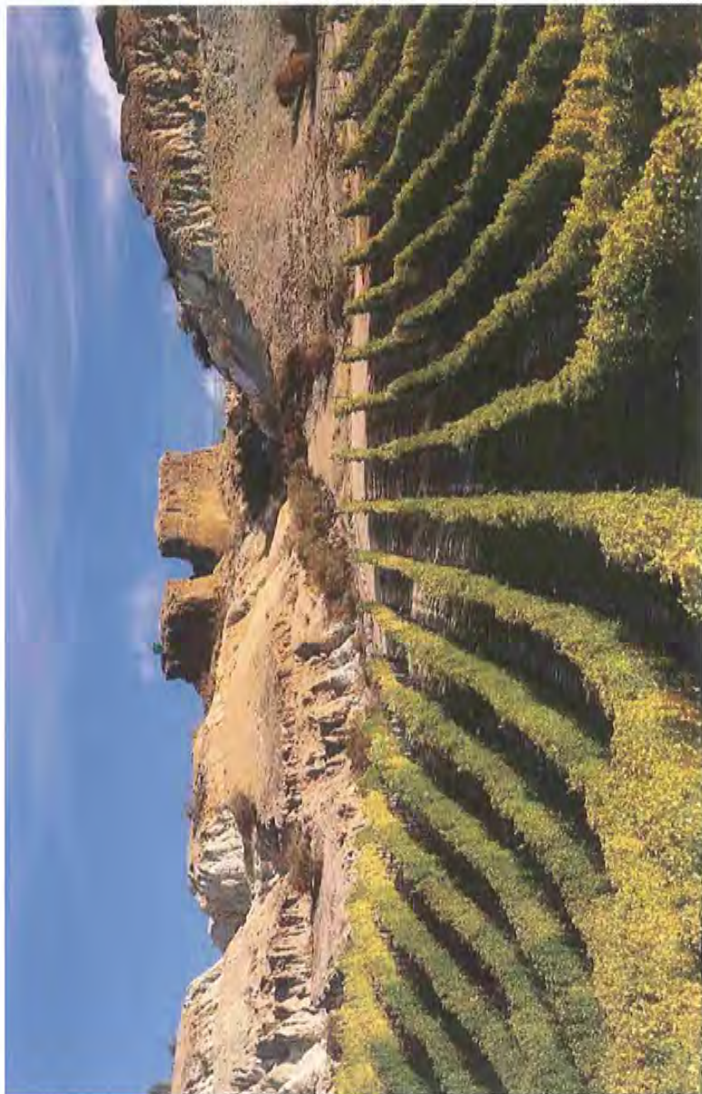
Viewards between
Lake Pukaki and
Carrick Range in
Barnsclough

WINE TALE

GRAND CENTRAL

Central Otago's barren beauty and extreme climate have produced a tenacious bunch of winemakers. EMMA JENKINS discovers how the pioneers of the world's southernmost wine region make Pinot Noir to rival that of Burgundy.

2



Above: It's difficult to see from the distinctive-shaped mountain that overlooks the vineyard below: The spectacular snow-capped Southern Alps lie to the west of the Central Otago winegrowing region



It was the feather earring that did it. Long, black and distinctly fluffy, it hung from the ear of one of Central Otago's pioneering producers, a man revered not only for helping to shape the region and mentoring current winemakers, but also for crafting serious, age-worthy, world-renowned Pinot Noir. Rudolf Bauer of Quartz Reef is a sensible Austrian by birth. Yet there, brushing the collar of his dinner jacket, the earring – not to mention the hint of an impish smile – suggested there might be more to New Zealand's Central Otago winemakers than first meets the eye. As Duncan Forsyth, winemaker of Mount Edward, says: "It's all about having fun... being taken seriously, but not taking yourself too seriously."

Central (as the locals call it) is increasingly being taken very seriously by a great many wine lovers and drinkers – and not just for its wines. Any traveler stepping off the plane in Queenstown cannot help but feel a thrill when first glimpsing that dramatic scenery: the towering immediacy of the snow-capped mountains; the startling glacial blue of the rushing rivers; the poignant bleakness of the crumbling stone gold-miners' huts of centuries past. The place is a veritable treasure trove of travel-writing clichés. There's also no denying that this singular, spectacular landscape produces wines as evocative and compelling as the local environment. Spend some time here, though, and you soon learn it's as much about the people as it is about the place. Indeed, the camaraderie and humor with which the wine community goes about its business are features as defining to the shape of its wines as the landscape and climate.

The marginal nature of the Central Otago viticulture is not for the fainthearted. It's intriguing to ponder what those first, "visionary" growers glimpsed here that convinced them of the potential greatness for wine. At 45 degrees south, this is the world's southernmost wine region. The landscape, while incredibly beautiful, is also remarkably barren, verging on lunar in places, and the harsh climate runs from shimmering hot in summer to bone-chillingly icy in winter. That the pioneering producers saw past this to envision a place that could make Pinot Noir that would one day be mentioned in the same breath as the Côte de Nuits' hallowed communes almost beggars belief.

Yet barely 30 years later, one can stand glass-in-hand in a sophisticated tasting room overlooking that glorious vista of vineyards perched between mountains and lakes, and talk to those self-same pioneers. What these dedicated protagonists have coaxed from barren ground in just a few short decades is nothing short of staggering, and one can sense the wonder they still feel at this magical environment. The gold that was once delivered down its rivers now comes in vinous form from hillside vines.

Early names such as the Mills family of Roppon, Alan Brady of Gibbston Valley Wines and Verdon Burgess of Black Ridge were among a tiny group who set up the Central Otago Winegrowers Association in 1987 when there were barely enough growers to justify it. The prevailing industry view at the time was clear: grape-growing in Central was nothing but folly.

Too cold, too barren, too rugged, too remote, too many rabbits... the list went on. Perhaps it was this skepticism that drew the original Central vintners closer together to this day they share a strong sense of solidarity, seeing themselves as competing against the world as much as each other. This cohesion also helped to cement the region's success as a brand.

Rudi Bauer, aka the man with the feather earring, sums up this spirit of community and commitment. "Each of our lands, our sites, our philosophies is different," he says. We couldn't make the same wines even if we tried, so we don't need to compete with each other. It's better that we work together to make the whole region better. There may be something, too, in the rugged isolation, the enduring commitment to overcoming the odds that sees people come together to discuss what has worked, and what hasn't, what they have learnt, and what they still want to discover.

It's no secret that New Zealand's long, cool growing season with plentiful sunshine means a number of other regions produce critically acclaimed Pinot Noir – witness Marlborough, Nelson, Marlborough and Canterbury Waipara. But it was Central that captured the world's attention, providing a remarkably sympathetic and expressive home to that most fussy of varieties. While there is a surprisingly large range of grapes grown here (from Syrah to Gruner Veltliner), Pinot is king, accounting for more than 70 percent of production. This focus may in some respect detract from the impressive array of white wines that emerge here, but it has also made it easier for people to understand and navigate the region.

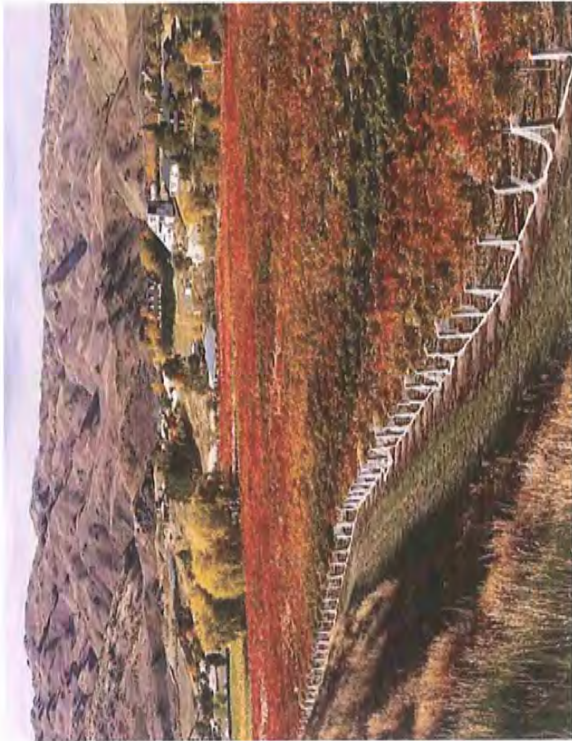
Central Otago Pinot has also delivered surprisingly good value and accessibility, particularly when compared with Burgundy. The vivacity and opulence of the regional style make it an immediately attractive wine, which is generally consumed young. While the best of the 2007 vintage are drinking beautifully now, it is difficult to obtain mature examples of Central Otago Pinot Noir, because there is a culture of releasing and drinking wines young in New Zealand. For the few who have cellared the wines, the optimum drinking window has typically been five to eight years (though that estimate is based on the short history of Central Otago Pinot Noir). The wines are gaining greater depth as the vines mature and winemakers gain experience, and as such that window now seems more likely to stretch for 10 years, possibly more.

The best wines of the region may not have attained the heights of the best Burgundies, but then New Zealand's experience with Pinot Noir spans just three decades, not three centuries. And while the highs may not be quite as high in Central just yet, the lows are generally much more palatable. Central Otago's fruit expression is bolder and sweeter than that of the Côte d'Or and much of its Pinot sits at the ripier end of the variety's flavor spectrum, offering predominantly pure black cherry and damson plum, rather than red fruits. While Central Otago Pinot can display herbal aromas such as rosemary and wild thyme,

"It is a key part of the appeal of any region that the wines will not only hold up but deliver something more if they are cellared for a few years – and the best of Central Otago can certainly do this."

— Jasper Morris, author, *Inside Burgundy*

[Signature]



Left: Domain Road Vineyard, Burnsideburn in the fall
Right: Lake Wakatipu, Queenstown
Far right: Nelson's vineyard in Benlago, Marlborough, New Zealand's largest acreage of Lake Wairarapa



—

Shaping Central Otago's Signature Style

Sunlight: The region has an exceptionally clear atmosphere, and receives 11 percent more solar radiation than the same latitude in the northern hemisphere. The grape skin thickens as a result leading to deeply colored Pinot Noir.

Diurnal variation: Central Otago can see significant temperature fluctuations (up to 20 degrees Celsius is not uncommon), which heightens aromatic expression in the glass.

Inland desert: Hot summers, cold winters and low annual rainfall (typically 350-450mm compared with a national average of 600-1,600mm) means Central Otago is officially classed as a semi-desert. Located in the Southern Alps' rain shadow, it is New Zealand's driest region, encouraging ripeness and concentration.

Long growing season: The period between flowering and harvest tends to be about two weeks longer on average than it is in either Oregon or Burgundy. The extra time on the vine is conducive to aromatic complexity.

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it remains quite unlike the deep mushroomy earthiness of the Côte de Nuits. "Earthiness would be my first comment on what the Côte de Nuits has, and Central Otago does not," says Jean-Christophe Potaz, a Lyon native now selling French wine to New Zealanders through his Auckland-based merchant Maison Vauron. "Central Otago wines like [Pelton Road's] Block 3 have clear-cut fruit characters — they don't have that in Europe, [where] the wines are a lot more mysterious."

It is also fairly typical to read a Central Otago back label stating the alcohol content at 14 percent — a much less common occurrence in Burgundy. While the alcohol is more often than not in balance, it brings an extra richness and body that one seldom finds in most Burgundies. The timing of the harvest has become an increasingly common topic of discussion in Central Otago, with earlier picking dates sought in order to keep potential alcohol levels lower and retain freshness (although this is only possible if the tannins have already shed their green edge).

Both Pelton Road and Burn Cottage are proponents of picking earlier rather than later in a bid to find more elegance and precision. Ted Lemon, best known for his Sonoma venture Littoral, is consultant winemaker at Burn Cottage. "We pick [when the grapes are] considerably less ripe than most producers in Central Otago and we made a commitment not to modify. We feel really strongly that we should seek to avoid acidifying if possible. The wine is a little tighter than many Central Otago wines [as a result]," Pelton Road's winemaker, Blair Walker, explains that his team increasingly finds itself picking up to 10 days before many of its neighbors — pre-harvest discussions between Walker and viticulturist Gareth King center on just how early they dare go.

Looking to the New World, Oregon — and perhaps the cooler parts of Sonoma — rivals New Zealand in the quest for great Pinot Noir while offering a very different expression of the grape. Oregon Pinots are much lighter in color, displaying a pale red-cherry hue, whereas Central's output is striking in its depth, attaining an almost opaque, black-cherry color in some instances. The Oregon palate is generally also much more open in its soft red-fruit flavors, and the wines are not as vibrant as those of Central Otago.



Central Otago has the highest proportion of organic and biodynamic

producers in New Zealand (about 20 percent), assisted by the dry climate and arid landscape. Aligning with the region's focus on terroir-expression and careful land stewardship, these production methods also pay dividends when it comes to maintaining organic matter in the area's barren soils.

PHOTOS: LEFT: KOURTNEY IMAGES; ABOVE: KIRIAN SCOTT; LEFT: DAVID WALL

“Central Otago wines have clear-cut fruit characters... wines in Europe are a lot more mysterious.”

— Jean-Christophe Poizat, wine merchant

However, Oregon has attracted some famous Burgundians to the region to make wine, unlike Central Otago. The New Zealand region may have lured François Millet of Domaine Comte Georges de Vogüé to make a cuvée this year, as well as plenty of young winemakers from Burgundian domains for harvest time, but no Burgundians have invested there. Have the wines failed to impress? It is more likely that the region is too remote, and with domestic consumers numbering a mere 4.5 million, it is not nearly as attractive as the United States, the world's biggest wine market.

Are comparisons of Central Otago with Burgundy really necessary, or even valid? The regions both undoubtedly deliver fine quality and varietal expression with unique characters, but they are also centuries and hemispheres apart in style and structure. It seems reductive and even simplistic to expect otherwise — perhaps instead it's better to regard them as elements of the wider Pinot Noir landscape rather than competitors. Jasper Morris, author of *Inside Burgundy* and Burgundy director of United Kingdom wine merchant Berry Bros & Rudd, isn't convinced of the need to compare the two. “I don't as all follow the line of whether or not New Zealand or Californian Pinot can challenge Burgundy... They are separate animals. However, many of our best Burgundy customers have looked at Pinots from elsewhere, and Central Otago is the number one destination in the UK. It is a key part of the appeal of any region that the wines will not only hold up but deliver something more if they are cellared for a few years — and the best of Central Otago can certainly do this.”

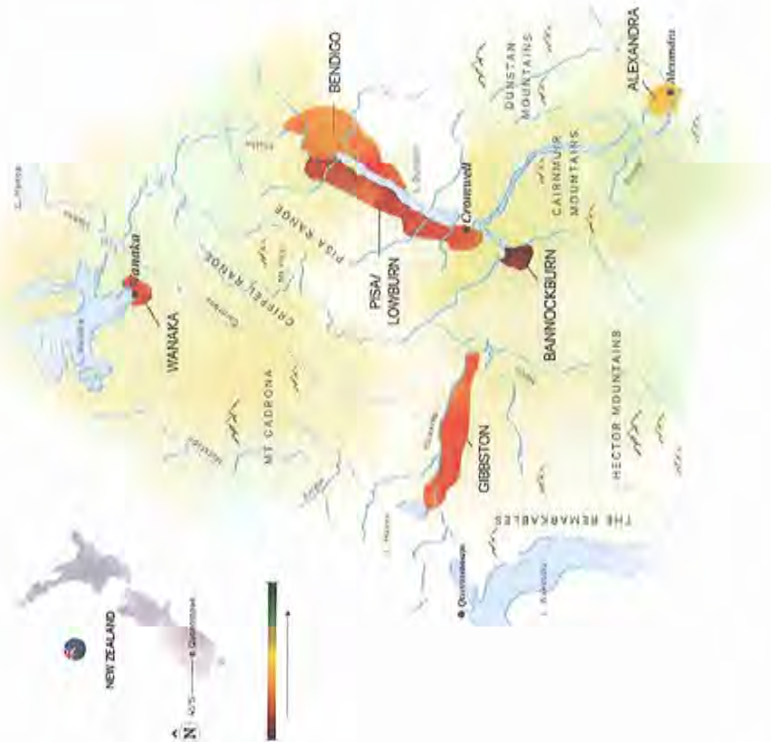
Indeed, the area stands on its own merits as a world-class Pinot Noir region. Its winemakers may have originally borrowed Burgundy's techniques and focus on the land, but these days their wines speak of their own place in the world — and with an increasingly clear voice. The times, too, are changing. Many of today's Pinot Noir drinkers did not cut their teeth on Burgundy and do not necessarily even see the region as their reference point for the grape. Chuck Hayward, wine buyer at key US

Character Study

New Zealand Pinot Noir regions compared with other key producers of the varietal around the world



Central Otago: The Terroir



Sub-regions

Alexandra: The southernmost area. It has a dry climate; marked diurnal temperature variation yields exciting varietal Pinot Noir that is scented and finely structured.

Bannockburn: One of the warmest, driest sub-regions, with diverse soil types. Home to many of the best wineries, such as Felton Road and Mt Difficulty, making complex and age-worthy wines. Outside producers have scrambled to buy land along Felton Road.

Cromwell/Lowburn/Pisa: A relatively large area that runs from the township of Cromwell up the western shore of Lake Dunstan. There is a range of house styles but the wines are generally ripe, soft and aromatic.

Gibbston: Home to Central Otago's first commercial winery; this is the highest, coolest sub-region resulting in later ripening. The wines have a distinctive elegance and delicacy, and lifted aromatics.

Wanaka: The most temperate of the sub-regions. It receives a little more rainfall from wet westerly fronts, while Lake Wanaka mitigates the risk of frost. Pinots here are elegant, red-fruited and expressive.

Appendix 8 – Central Otago Wine Map

YOUR COMPLETE GUIDE TO
CENTRAL OTAGO WINE



Photo: Julian Apse courtesy of Tourism New Zealand

CENTRAL OTAGO
NEW ZEALAND

WINE MAP

YOUR COMPLETE GUIDE TO
CENTRAL OTAGO WINE

WINE TOUR ITINERARIES
TASTING ROOMS AND RESTAURANTS
CENTRAL OTAGO WINE MAPS
OTHER CENTRAL OTAGO ATTRACTIONS



Photo: David Wall courtesy of Tourism New Zealand

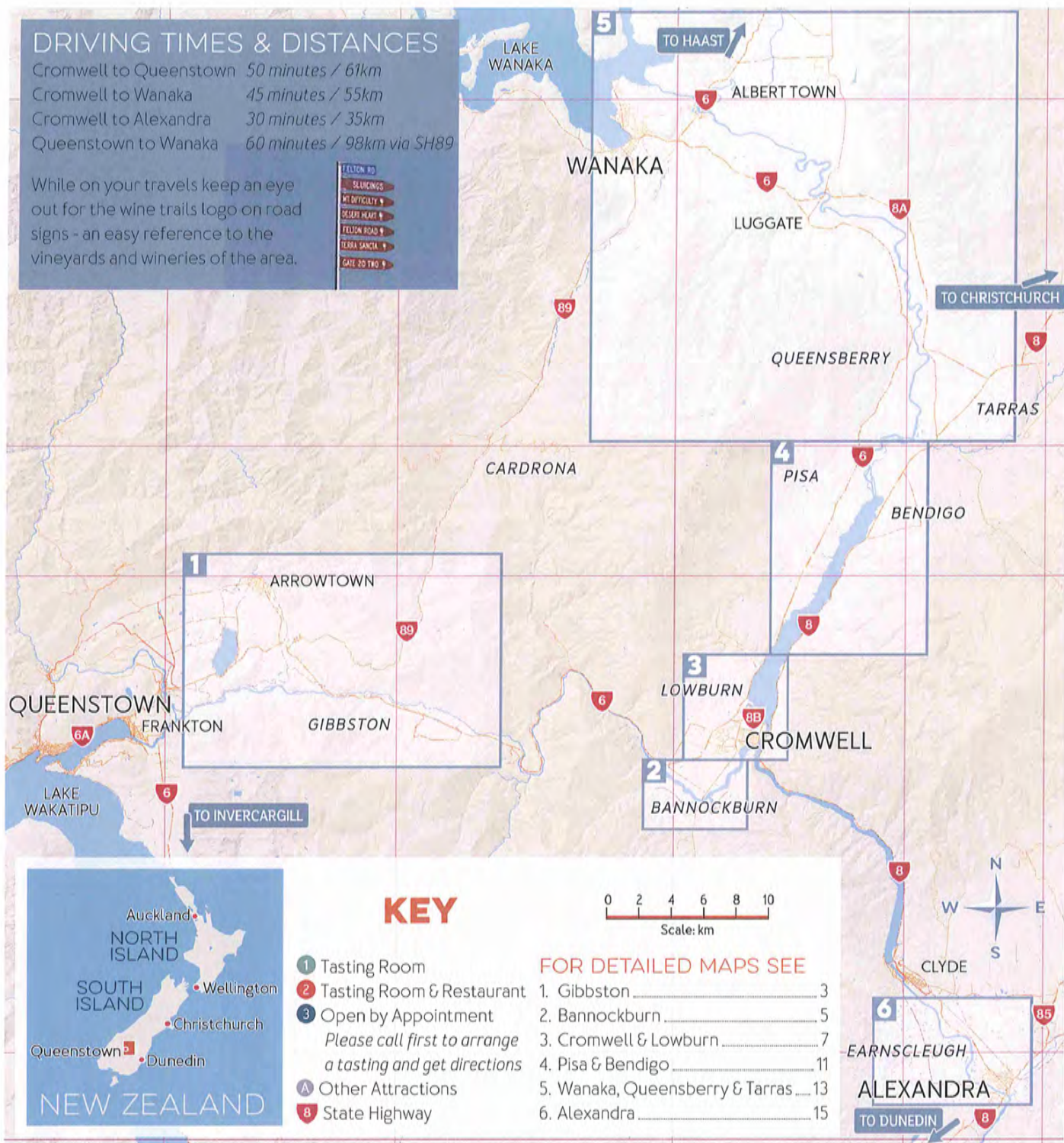


OK \$

DRIVING TIMES & DISTANCES

Cromwell to Queenstown 50 minutes / 61km
 Cromwell to Wanaka 45 minutes / 55km
 Cromwell to Alexandra 30 minutes / 35km
 Queenstown to Wanaka 60 minutes / 98km via SH89

While on your travels keep an eye out for the wine trails logo on road signs - an easy reference to the vineyards and wineries of the area.



OK B

CENTRAL OTAGO WINE MAP

Welcome to the Central Otago wine region and the home of our world renowned Central Otago Pinot Noir. We hope you enjoy your time in our spectacular part of the world, tasting the wines that are the fruits of our labour. We have put this guide together to enable you to plan your time, navigate easily between wineries and sample some great wine and hospitality. Enjoy!

HOW TO USE THIS GUIDE

Where to stay: you'll find a selection of accommodation providers in each of the sub-regions. There are many more, in the first instance visit your local i-SITE who with their local knowledge will be able to advise you of the best place to stay and make a reservation for you. You may also like to use a search engine such as Google or a booking site such as Expedia.

How to get around: you can self-drive at your leisure or book a guided tour with one of our many experienced local wine tour operators. You'll find a list of rental companies and wine tour guides on page 9. The New Zealand legal drink driving limits for a driver 20 years and over is a breath alcohol limit of 250 micrograms (mcg) of alcohol per litre of breath and a blood alcohol limit of 50mg of alcohol per 100ml of blood.


How long do you have: you'll find some suggested itineraries on page 9 based on where you are staying and how much time you have.



Which sub-regions would you like to go and visit: use the main navigation map opposite which highlights the main routes and travel times by car between regions.


Which wineries would you like to visit: to help plan your trip use the guide to read up on the Central Otago wineries and the wines they offer or for something more spontaneous, head to one of the sub-regions and follow the Central Otago Wine Trail signs. Wineries are categorised as *Tasting Room*, *Tasting Room and Restaurant* or *Open by Appointment*. A number of our wineries are small and boutique so be sure to check wineries opening times and whether you need to make an appointment, otherwise you may find your host out in the vineyard instead of the cellar door!


Choose where to have lunch: most wineries with restaurants need to be booked so be sure to call ahead to make a reservation.


Queenstown i-SITE

 Clocktower Building, Cnr Camp & Shotover Streets, Queenstown


 03 442 4100  03 442 8907



 0800 668 888


 info@qvc.co.nz


 queenstownsite.co.nz

Wanaka i-SITE


 100 Ardmore Street, Lake Front, Wanaka



 03 443 1233  03 443 1290


 info@lakewanaka.co.nz


 lakewanaka.co.nz

Alexandra i-SITE


 21 Centennial Ave, Alexandra



 03 262 7999  03 262 7700


 visitorcentre@codc.govt.nz


 centralotagonz.com


Cromwell i-SITE

 2D The Mall, Cromwell

 03 262 7999  03 262 7700

 visitorcentre@codc.govt.nz

 centralotagonz.com

 **SITE**

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Situated east of Queenstown along the spectacular Kawarau Gorge, Gibbston hasn't looked back since the first commercial bottling of Central Otago wine in 1987. The highest sub-region, its cooler climate and north-facing hillside vines ripen later than neighbouring sub-regions, giving lighter though still intense wines.

ACTIVITIES

- (A) Lake Hayes Bike Trail
- (B) Gibbston River Bike Trail
- (C) Kawarau Bungy
- (D) Crown Range scenic drive (to Wanaka)
- (E) Arrowtown Golf Course
- (F) Lakes District Museum
- (G) Arrowtown Chinese Settlement
- (H) Rabbit Ridge Mountain Bike Resort

EAT/DRINK

- (I) Gibbston Valley Cheese

ACCOMMODATION

- (J) Kinross Cottages
- (K) Mt Rosa Lodge
- (L) Pagan Vines Vineyard Accommodation
- (M) Redlands Country Lodge
- (N) Stoneridge Estate
- (O) The Turret Bed and Breakfast
- (P) Millbrook Resort
- (Q) Arrowfield Apartments



Handwritten signatures and initials in black and purple ink.

① TASTING ROOM & RESTAURANT E 15



AMISFIELD

Amisfield Winery & Bistro

10 Lake Hayes Road, Queenstown

Tel (03) 442 0556

www.amisfield.co.nz

Email cellardoor@amisfield.co.nz

Open 7 days. Cellar Door 10am-6pm

Bistro 11.30am-8pm (last bookings at 5.30pm)

A Central Otago specialist producer of pinot noir and aromatic white wines created from fruit grown on their single Estate vineyard. Visit the Cellar Door for informative tastings or dine in their highly acclaimed Bistro.

② TASTING ROOM J 17



Brennan Wines

86 Gibbston Back Road, Queenstown

Tel (03) 442 4315

www.brennanwines.com

Email cellardoor@brennanwines.com

Open daily for tastings 11am-5pm.

Brennan Wines is a family owned and operated vineyard and winery. Come and enjoy a glass of our award winning wine accompanied by a locally sourced cheese platter. Bookings recommended.

③ TASTING ROOM G 16



Chard Farm

Chard Rd, State Highway 6, Gibbston,

Queenstown.

Tel (03) 441 8452

chardfarm.co.nz

wine@chardfarm.co.nz

Cellar door opening hours

Mon-Fri 10am-5pm, Sat-Sun 11am-5pm. Pioneering Central Otago winery focusing on single vineyard Pinot Noirs and elegant cool climate whites. Great shipping rates, especially to Australia.

④ TASTING ROOM & RESTAURANT H 16



Gibbston Valley Wines

State Highway 6, Gibbston, Queenstown

Tel (03) 442 6910 • Fax (03) 442 6909

www.gibbstonvalley.com

Visit NZ's largest wine cave with tours operating hourly. Cellar door, tastings, gift shop, cheesery and restaurant open daily 10am-5pm.

Taste by Gibbston Valley

28 Buckingham Street, Arrowtown

Tel (03) 409 8517

Visit Arrowtown's only Winery Tasting Room.

⑤ TASTING ROOM I 17



HAWKSHEAD

CENTRAL OTAGO
NEW ZEALAND

Hawkshead

Mob 021 541 467

www.hawksheadwine.com

Email info@hawksheadwine.com

Award winning premium Central Otago Wines. Tasting at Kinross General Store 2300 Gibbston Hwy, SH6 Queenstown.

⑥ OPEN BY APPOINTMENT I 17

MOUNT EDWARD

Mount Edward

Tel (03) 442 6113 • Fax (03) 442 9119

www.mountedward.com

Email wines@mountedward.com

Mount Edward is a small privately owned family winery. We focus on small batch estate grown, single vineyard wines. Organically run, our wines are exported worldwide to restaurants and private consumers. We can be found from the UK to Australia, from The French Laundry to the Gordon Ramsay Group. We welcome visits, please contact us prior for an appointment.

⑦ TASTING ROOM J 17



Mt Rosa

CENTRAL OTAGO NEW ZEALAND

Mt Rosa Wines

91 Gibbston Back Road, Gibbston

Tel (03) 441 2493 • Mobile 027 486 2148

www.mtrosa.co.nz

Email office@mtrosa.co.nz

Open 11am-5pm, 7 days

Formerly a high country sheep station Mt Rosa now has a 35 hectare vineyard producing a comprehensive range of wines. Come and enjoy a fun, friendly and down-to-earth wine tasting experience in the converted woolshed. Groups welcome - Functions - BBQ available.

⑧ TASTING ROOM I 17



PEREGRINE

WINE WITH ALTITUDE

Peregrine Wines

State Highway 6, Gibbston, Queenstown

Tel (03) 442 4000 • Fax (03) 442 4038

www.peregrinewines.co.nz

Email info@peregrinewines.co.nz

Open daily for tastings 10am-5pm.

⑨ TASTING ROOM & RESTAURANT E 16



STONERIDGE ESTATE

Lake Hayes • Queenstown
Pinot Noir

Stoneridge Estate

756 SH6, Lake Hayes, Queenstown

Tel (03) 442 1021 • Fax (03) 442 1358

www.stoneridge.co.nz

Email enquiries@stoneridge.co.nz

Tasting room open 11am-4pm-ish November to April.

Overlooking picturesque Lake Hayes, boutique vineyard set amidst beautiful gardens with art gallery and Chapel producing Pinot Gris, Rosé and Pinot Noir.

⑩ OPEN BY APPOINTMENT I 17



VALLI

VINEYARDS LIMITED

Valli Vineyards

Mob 021 554 837

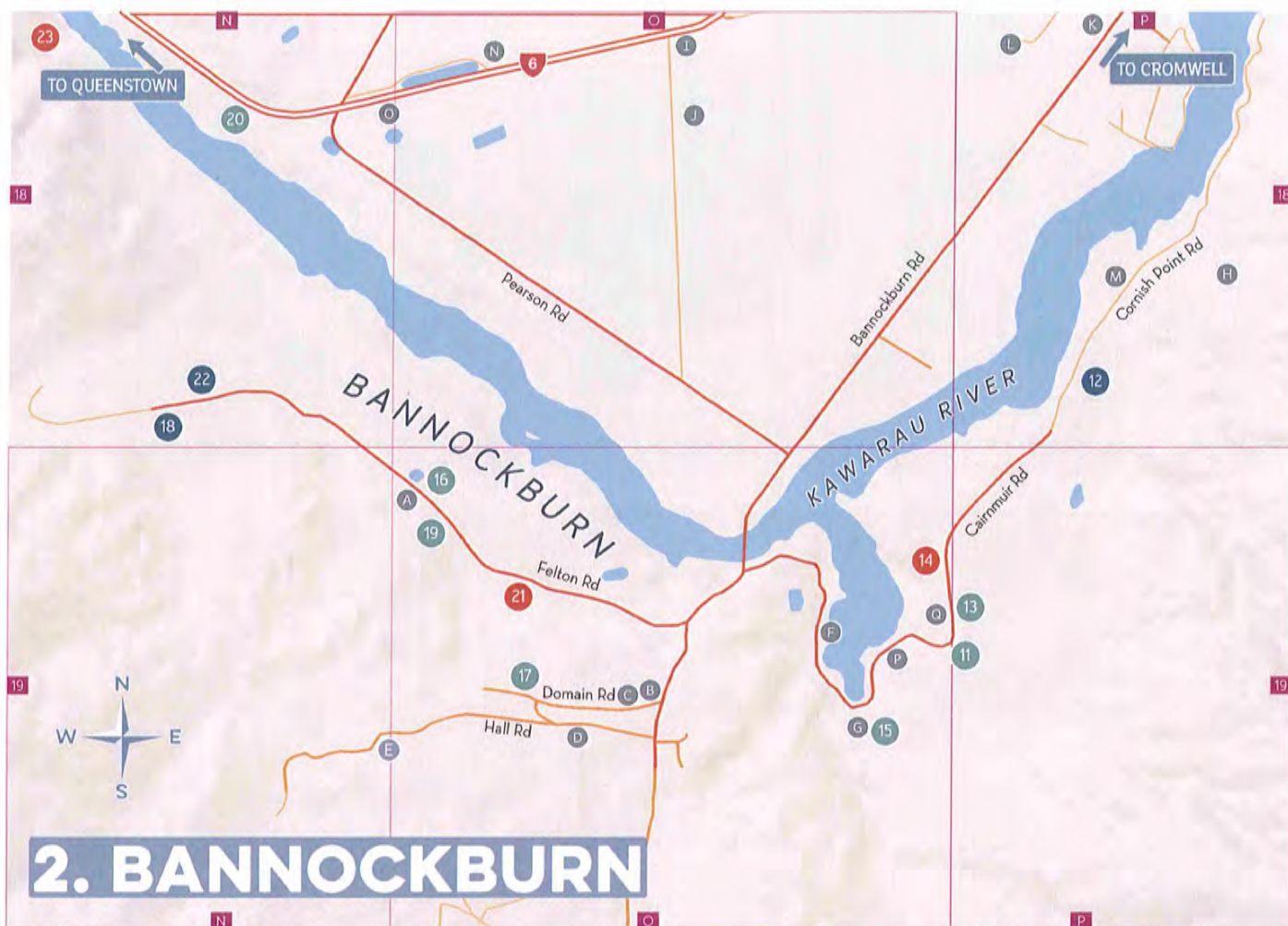
www.valliwine.com

Email sales@valliwine.com

Valli is pioneer winemaker Grant Taylor's private label. Production is very limited and consists solely of premium wines displaying the unique characters of Otago's different grape growing regions.

Tasting is by appointment only by calling the number above.





Bannockburn was first well known for its rich alluvial goldfield and has attracted those seeking their fortune since the late 1800s. Firstly by the miners who sluiced the hills in their search for gold and more recently by those drawn by the beauty of the region and the lure of having their own vineyard. On the southern banks of Cromwell, vineyards occupy one of the warmest, driest sites in the region (harvest can be up to a month ahead of Gibbston) producing highly distinctive and complex wines.

ACTIVITIES

- (A) Sluicings Walking Track
- (B) Bannockburn Bowling Club
- (C) Bannockburn Domain
- (D) Bannockburn Church
- (E) RED Gallery / Megan Huffadine Artist
- (F) Bannockburn Inlet
- (G) Odelle Morshuis Fine Art
- (H) Alan Waters Fine Art

- (I) Highlands Motorsport Park
- (J) Cromwell Speedway
- (K) Cromwell Motocross Park
- (L) Paintball Central

EAT/DRINK

- (M) Cairnmuir Olives
- (N) Sarita Fruit Stall
- (O) Jones's Fruit Stall
- (P) Saffron Olives

ACCOMMODATION

- (Q) Cairnmuir Camp Ground

(11) TASTING ROOM P 19



AKARUA
CENTRAL OTAGO

Akarua
210 Cairnmuir Rd, Bannockburn
Tel (03) 445 0897
www.akarua.com
Email: info@akarua.com
Open: 10:30am-4pm
7 days

Enjoy our range of award winning wines from Central Otago, including our renowned Pinot Noir and Sparkling wines.

(12) OPEN BY APPOINTMENT P 18

BALD HILLS



Bald Hills Vineyard

Tel (03) 442 8502

www.baldhills.co.nz

Email info@baldhills.co.nz

Visitors are welcome all year round by appointment – mobile 027 487 1947
Our cellar door and stunning garden set amongst the vines is the perfect place to taste and talk.

(13) TASTING ROOM P 19

Bannock Brae

Bannock Brae Estate

212 Cairnmuir Rd, Bannockburn

Tel (03) 445 4426 • Mob 027 221 0695

www.bannockbrae.co.nz

Email info@bannockbrae.co.nz

27 Dec–31 Jan daily 12 noon–5pm.
Easter–Oct 31 most weekends 1–5pm.
Other times Thurs–Sun 1–5pm.

Catherine & Crawford and their dog Baxter welcome you to their home for tastings.

(14) TASTING ROOM & RESTAURANT O 19



Carrick

247 Cairnmuir Rd, Bannockburn

Tel (03) 445 3480 • Fax (03) 445 3481

www.carrick.co.nz

Email wines@carrick.co.nz

11am–5pm.

Restaurant and Cellar Door

Wines and Vineyards certified organic.
Bookings recommended.

(15) TASTING ROOM O 19



Ceres Wines

128 Cairnmuir Rd, Bannockburn

Mob 027 445 0602

www.cereswines.co.nz

Email info@cereswines.co.nz

Open Mon–Fri 10:00am–4:30pm, other times when the Open sign is up.
Artisan wine producer and art gallery.

(16) TASTING ROOM O 19



Desert Heart Estate

Felton Road, Bannockburn

Tel (03) 445 3258 • Mob 027 429 3186

www.desertheart.co.nz

Email wines@desertheart.co.nz

Summer Tuesday–Sunday 11am–4:30pm.
Winter and all other hours by appointment.
Crafting premium boutique wines, specialising in classical, award winning Pinot Noir.
Visitors welcome, join us for a tasting – share some pleasure and fun.

(17) TASTING ROOM O 19



Domain Road Vineyard

46 Domain Rd, Bannockburn

Tel (03) 445 4244 • Mob 021 224 7661

www.domainroad.co.nz

Email wine@domainroad.co.nz

Open Nov–April Wed–Sun 1–5pm.
(Open daily between Dec 27 and Jan 10).

Winter hours by appointment.

Relax and enjoy a personal and informative wine tasting at our vineyard cellar door. A variety of wines on taste every day.

(18) OPEN BY APPOINTMENT N 18



Felton Road

Tel (03) 445 0885 • Fax (03) 445 0881

www.feltonroad.com

Email wines@feltonroad.com

By appointment Mon–Fri.

(19) TASTING ROOM O 19



Gate 20 Two Vineyard

143 Felton Rd, Bannockburn

Tel (03) 445 4262 • Mob 0274 741 961

www.gate20two.co.nz

Open 11am–4pm daily.

Boutique, single estate Pinot Gris and Pinot Noir. Available only from vineyard and online. Visitors welcome at house for tastings and sales.

Nigel & Pauline McKinlay.

(20) TASTING ROOM N 18



GeorgeTown Vineyard

583 Kawareau Gorge Rd, SH6, Cromwell

Tel (03) 445 1009 • Mob 021 942 349

www.georgetownvineyard.co.nz

Email wine@georgetownvineyard.co.nz

Open Dec 27th–Easter Tues–Sat 1–5pm

The month of August Mon–Fri 1–5pm.

Other times by appointment.

Personal informative tastings of single vineyard wines in our cosy miners cottage. No buses.

(21) TASTING ROOM & RESTAURANT O 19



Mt Difficulty

73 Felton Rd, Bannockburn

Tel (03) 445 3445

www.mtdifficulty.co.nz

Email cellar.door@mtdifficulty.co.nz

Wine tastings daily from 10:30am–4:30pm.
(Christmas to Easter open until 5:30pm).

Restaurant open daily from midday–4:00pm
(lunch reservations essential).

A relaxed yet dramatic setting with wines that are reflective of where they are grown.

(22) OPEN BY APPOINTMENT N 18



Terra Sancta

Tel (03) 445 1670

www.terrasancta.co.nz

Email wine@terrasancta.co.nz

Open by appointment Mon–Fri; and

27 Dec–5 Feb, noon–4pm.

Closed public holidays.

Discover handcrafted, award winning wines from the oldest vines in Bannockburn.
Top 100 Winery in the World – Wine & Spirits Magazine (USA)

(23) TASTING ROOM & RESTAURANT N 18



Wild Earth Wines

Goldfields Mining Centre,

803 Kawareau Gorge Rd (SH6), Cromwell

Tel (03) 445 4841

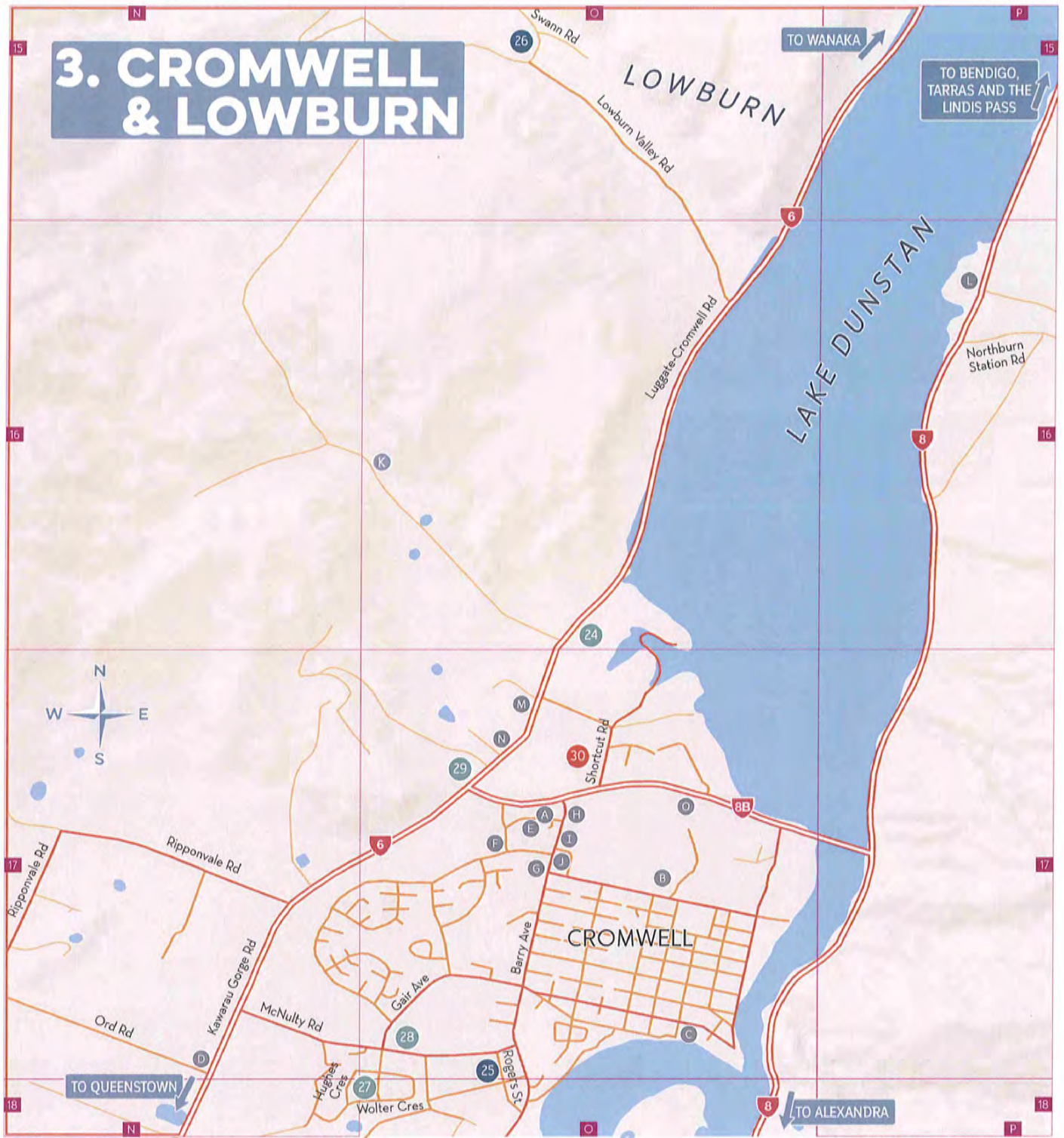
www.wildearthwines.co.nz

Email info@wildearthwines.co.nz

10am–5pm daily

Premium wines, great food, wild stories and good friends. Discover a unique food and wine pairing experience with creative dishes cooked in our famous BBQ Wine Barrel Cookers.

3. CROMWELL & LOWBURN



OK
B

Originally known as "The Junction" due to the confluence of the Clutha and Kawarau Rivers, Cromwell as it's known today is named after Oliver Cromwell. Since the construction of the Clyde Dam and the filling of Lake Dunstan in the early 1990s the river confluence was drowned. The remnants of the old town centre can still be viewed today and are well worth a visit.

Cromwell is now a busy service centre with an extensive farming, fruit and grape growing area.

This winegrowing area is located around the township of Cromwell and stretches towards Wanaka. A huge amount of soil variability and micro-climates between vineyards in this area results in very different interpretations of Pinot Noir and aromatic whites.

ACTIVITIES

- A Big Fruit
- B Cromwell Golf Course
- C Cromwell Heritage Precinct
- D Heliview Flights
- E  Cromwell I-SITE
- F New World Supermarket
- G Cromwell Swim Centre

ACCOMMODATION

- H Golden Gate Lodge
- I Carrick Lodge
- J Colonial Manor Motel
- K Burn Cottage Retreat
- L Lake Dunstan Lodge

EAT/DRINK

- M Jacksons Orchards
- N Webbs Fruit Stall
- O Freeway Orchard



Photo: Tim Hawkins



(28) TASTING ROOM ○ 17

ROCKBURN CENTRAL OTAGO

Rockburn Wines

Cnr Gair Ave & McNulty Rd, Cromwell
Tel (03) 445 0555
Email winery@rockburn.co.nz
Buy online anytime at www.rockburn.co.nz
~ Free delivery within NZ on all orders ~
Summer Hours: Mon-Sun 11am-4pm
Winter Hours: Mon-Fri 11am-3pm
Try and buy some Trophy-winning wines at our contemporary Cellar Door, hidden away in Cromwell's romantic Industrial district. Tour buses by appointment only.

(24) TASTING ROOM ○ 16



Aurum Wines

140 Luggate Cromwell Rd,
State Highway 6, Cromwell
Tel (03) 445 3620
www.aurumwines.com
Email sales@aurumwines.com
10am-5pm daily.
Cellar door sales of wines, olive oil and local products in vineyard garden setting. Wines and Vineyards certified organic.

(26) OPEN BY APPOINTMENT ○ 15



LOWBURN FERRY

Lowburn Ferry

Tel (03) 445 0846
www.lowburnferry.co.nz
Email tasting@lowburnferry.co.nz
The cultural history of Lowburn Ferry's soils since the gold rush days has built up organic matter and soil life, underpinning the production of some of the region's most awarded pinot noirs. Tastings by appointment only.

(25) OPEN BY APPOINTMENT ○ 17

BURN COTTAGE



Burn Cottage

Tel (03) 445 3670
www.burncottage.co.nz
Email sales@burncottage.co.nz
Tastings by appointment at our Rogers Street Winery in Cromwell.

(27) TASTING ROOM ○ 18

QUARTZ REEF

Quartz Reef

Winery Cellar Door
8 Hughes Crescent, Cromwell
Tel (03) 445 3084
www.quartzreef.co.nz
Email info@quartzreef.co.nz
Mon-Fri 12 noon-4:00pm (excluding Public Holidays), or by appointment
Specialising in premium Méthode Traditionnelle, Pinot Gris & Pinot Noir.
Winemaker: Rudi Bauer.
Demeter certified biodynamic.

(29) TASTING ROOM ○ 17

SPACE

AT
THE BASE
TASTING ROOM
SCOTT BASE

Space at the Base (at Scott Base Vineyard)

27 McNab Rd, Cromwell
Tel 022 406 8509
Email spaceatthebase@gmail.com
Wed-Sat 10am-4pm (or by appointment)
A cosy and relaxed tasting room, with views overlooking the town of Cromwell, Lake Dunstan and the Pisa Range. Very close to Cromwell, and with a children's play area.

(30) TASTING ROOM & RESTAURANT ○ 17



Wooing Tree Vineyard

Shortcut Rd, opposite the big fruit sculpture, Cromwell
Tel (03) 445 4142 • Fax (03) 445 4152
www.woointree.co.nz
Email cellar@woointree.co.nz
Summer 10am-5pm • Winter 11am-4pm
Winter - tasting and sales only
Relaxed child friendly environment with sand pit and slide. Walking distance from town, we are open for wine tasting, sales, light lunches, platters, functions and weddings.

Back

45° SOUTH

SUGGESTED ITINERARIES

We recommend that you allow around 45mins - 1 hour per winery to allow enough time to enjoy the stunning landscapes, learn about the winery and the people behind the wine, taste (and buy) wine and travel between wineries. We have put down a few sample itineraries below based on the amount of time you have available.

½ DAY TRIP (EXCL LUNCH)

From Queenstown: Gibbston is your best choice. 20 minutes by car from Queenstown will get you to the valley where you have a choice of 7 wineries open the majority of the year (check individual listings for opening times) and 4 by appointment.

From Wanaka: although a bit more spread out there are 3 wineries open the majority of the year and 3 open by appointment.

From Cromwell: try Bannockburn (12 wineries open, 1 by appointment) or around Cromwell there are 4 open for the majority of the year and 4 open by appointment.

From Alexandra: 5 wineries open, 5 wineries by appointment.

1 DAY

By adding in a lunch booking there are more than enough wineries and winery restaurants open in either Gibbston or Bannockburn/Cromwell to each occupy a full day. Make sure you call to make a reservation for your lunch.

3-5 DAYS

Visit the Alexandra Basin wineries and the historic town of Clyde one day. Spend a day exploring Bannockburn and walk the Sluicings track. Then on another day take a drive round Lake Dunstan with a detour to visit Wanaka. On your final day enjoy the dramatic landscapes and wines from Gibbston.

ACCOMMODATION

We have listed either vineyard/winery accommodation providers in each of the sub-regions or when they are not available alternative options. In Queenstown we recommend you stay at the excellent St. Moritz.

RENTAL CAR COMPANIES

INTERNATIONAL

Avis
Budget
National
Europcar
Hertz
Thrifty
Maui (Campers)

NATIONAL

Jucy
Go
Omega
Apex
Rent-a-Dent
Ace
About New Zealand
Nationwide
Scotties
Pegasus

LOCAL

Queenstown
A2B
Discount
Act Now
Phil's
Wai

GUIDED TOURS

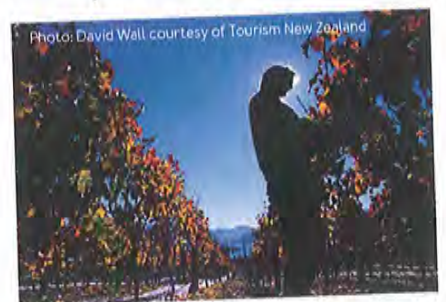
Funny French Cars
Appellation Wine Tours
Queenstown Wine Trail
Pinot Thyme
Skippers Canyon
Walk and Wine
Private Twilight Food and Wine

Offroad 4x4
Around the Basin
Black ZQN
Wanaka Wine Tours
Odyssey
Buckley Transport
Alpine Connections

SOMETHING A BIT DIFFERENT

Heliwine Flight
Over the Top Helicopters
KJet Wine Sampler

Off The Rails Cycle Tours
Cycle de Vine

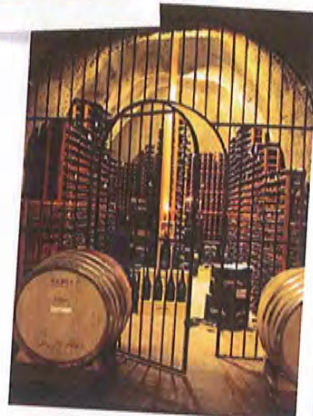
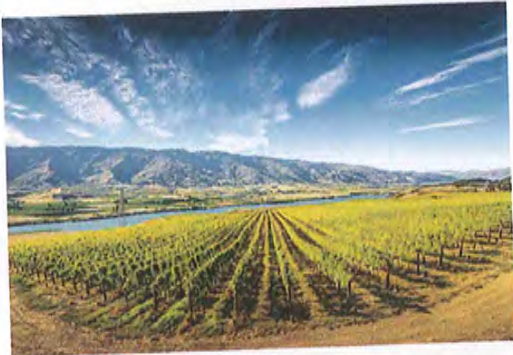


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Photo: Chris Sisarich courtesy of Tourism New Zealand

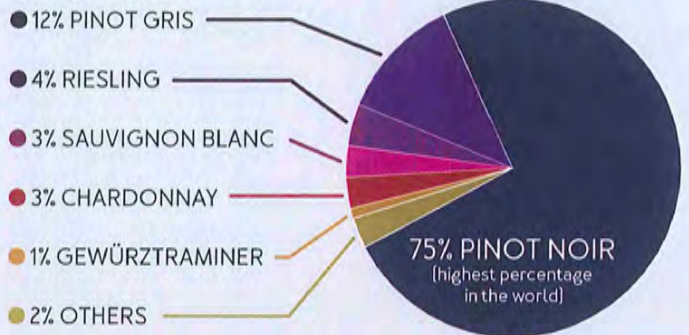


Photo: Tim Hawkins



KEY CENTRAL OTAGO FACTS

1,750 hectares [4,324 acres] planted (5% of New Zealand planted area 34,269 hectares/84,680 acres)



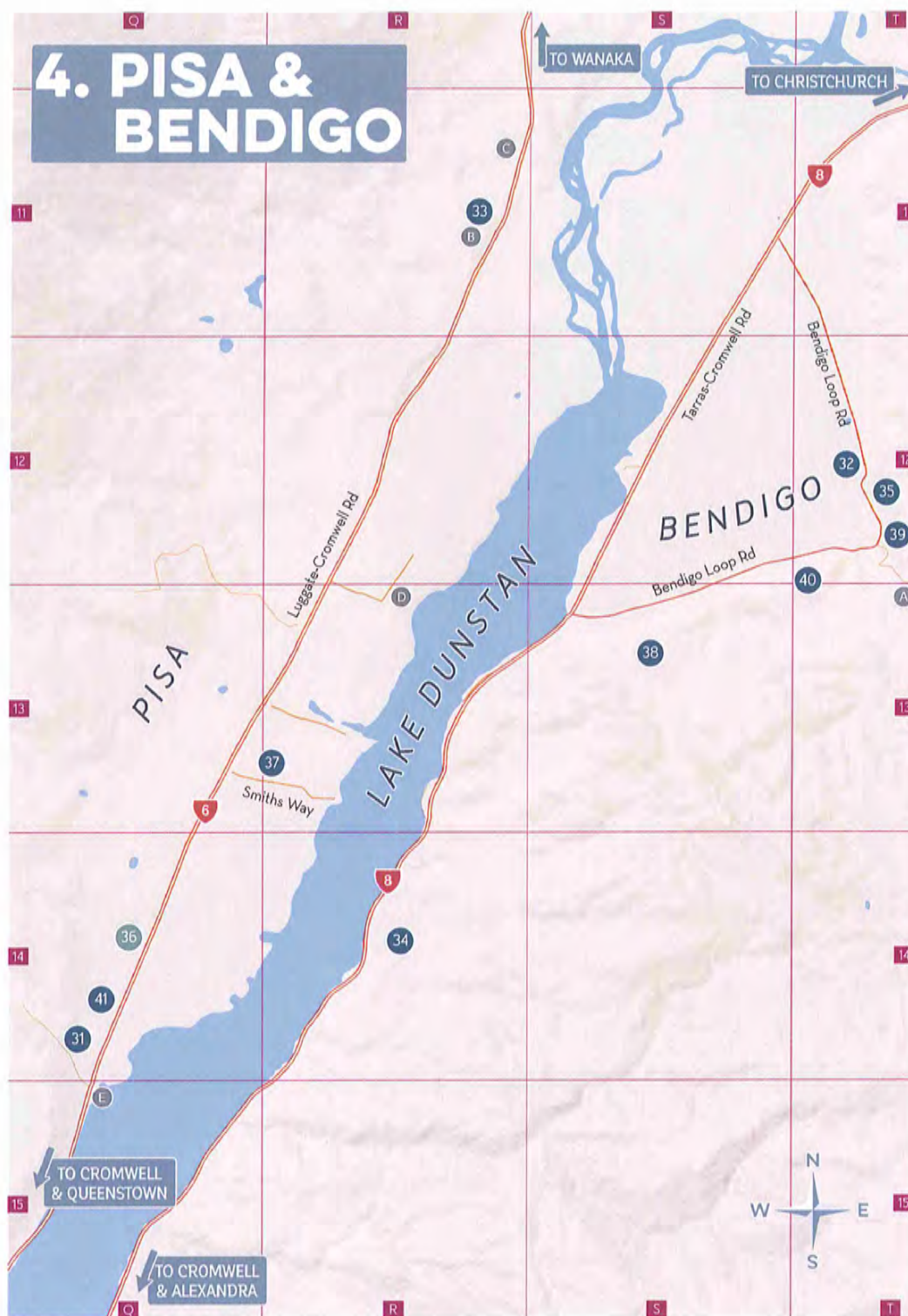
- First commercial release of wine – 1987 (Pinot Noir from Gibbston Valley Wines)
- Grapes first planted: 1864 - see "History" on page 17
- Number of Vineyards in Central Otago: 175
- Average vineyard size: 9.6 hectares (24 acres)
- Average vine age: 14 years
- Number of people employed in the Central Otago Wine industry: Winter approx 300, Summer approx 600, Harvest approx 1,200
- Total tonnes grown: approx 8000–10,000t (560,000–700,000 cases)

OTHER INTERESTING CENTRAL OTAGO WINE FACTS

- Vine Age: 3 years before first crop, 6 years until in full production, approx 100 years of economic life (compare this to some of the oldest vines in production for over 400 years old in Slovenia)
- Grape bunches in bottle: 4-5
- Grapes in a bottle: 500–600
- Bunches on a vine: 20
- Grape berries in a bunch: 75–100
- Grape bunches in one glass of wine: 1–2
- Vines per hectare: 1667–10,000 (mostly between 1667–3000)
- Kilograms of grapes produced by one vine: 8–12
- Tonnes per hectares: 3–12 (average 5.5 tonnes per hectare, although this can vary greatly)
- Litres of wine per tonne of grapes: 650
- Litres of wine per hectare: 1950–7800 (3500 average)
- Burgundy barrel size: 220 litres
- Barrels per hectare: 8–35 (average 16)
- Bottles per vine: 3
- Bottles per tonne: 850
- Bottles per hectare: 4600
- Cases per barrel: 24
- Glasses (150ml) per hectare: 30,600
- Glasses (150ml) in a bottle: 5
- Bottles (750ml) per 220 litre barrel: 290
- Calories in a 150ml glass of dry wine: 100–125
- Fat in a 150ml glass of dry wine: 0
- Carbohydrates in a 150 glass glass of dry wine: 1–2g
- Cost of French oak barrel: NZD\$1000–1500
- Average age of a French oak tree used to make barrels: 170 years
- Number of years an oak barrel is used: 5–8

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4. PISA & BENDIGO



The Pisa and Bendigo sub-regions make up the Cromwell Basin. The majority of the Pisa plantings are situated on the lower terraces and valley floor running parallel to the snow-capped Pisa mountain range producing silky seductive wines. Bendigo is northeast of Cromwell, at the top of Lake Dunstan and is possibly the sunniest of all the sub-regions with vines planted on gentle north facing slopes. Wide-scale plantings (in the context of the region) on stony soils capture the extreme climate's hot summer sun and cold clear nights producing intensely flavoured wines.

ACTIVITIES

- A Gold mining trail
- B Jenny Hill Artist
- C Höglund Art Glass Studio

ACCOMMODATION

- D Smoothwater Haven B&B
- E Heritage Boutique Lakeside Resort



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(31) OPEN BY APPOINTMENT Q 14



DOMAINE-THOMSON

Domaine Thomson Wines

Tel 03 445 4912

www.domainethomsonwines.com

Email info@domainethomsonwines.com

Domaine Thomson Wines is a family owned pinot noir producer, with vineyards and homes in Central Otago and Gevrey-Chambertin, France. We are dedicated to making the finest, organic pinot in two hemispheres and our crest symbolises our commitment to this unique journey. One grape, one vision, two hemispheres.

(32) OPEN BY APPOINTMENT T 12



**FOLDING HILL
WINE COMPANY LTD**

Folding Hill Wine Company

Mob 027 321 4256

www.foldinghill.co.nz

info@foldinghill.co.nz

(33) OPEN BY APPOINTMENT R 11



Locharburn Estate Vineyard

Tel (03) 445 3510 • Mob 0274 455065

www.locharburnwines.co.nz

Email chris@locharburnwines.co.nz

Wine tasting and sales at the Lazy Dog Restaurant & Cellar Door, Cnr SH6 and Gladsmuir Rd, Queensberry.

A family owned and operated Vineyard producing truthful wines that reflect care in the vineyard, a lovely site, and winemaking that focuses on these essentials.

(34) OPEN BY APPOINTMENT R 14



Misha's Vineyard

Tel (03) 445 4456 • Mob 021 500 904

www.mishasvineyard.com

Email info@mishasvineyard.com

Twitter @MishasVineyard

Facebook Misha's Vineyard

Spectacularly located on Lake Dunstan Misha's Vineyard produces world-class Pinot Noir and aromatic white varieties. Named as one of New Zealand's Top 20 Producers (Decanter, UK).

(35) OPEN BY APPOINTMENT T 12



Mondillo Vineyards

Tel (03) 442 6641 • Mob 027 428 2214

www.mondillo.com

Email wines@mondillo.com

Mondillo Vineyards 22-hectare (56 acres) property specialises in the production of multi-award winning Pinot Noir, citrus dry, food-friendly Riesling and 'Nina' dessert wine. Tastings are by advance appointment only.

(36) TASTING ROOM Q 14



**PISA RANGE
ESTATE**

Pisa Range Estate

Rapid #925 Luggate-Cromwell Road - SH6

Tel 027 440 9527

www.pisarangeestate.co.nz

Email info@pisarangeestate.co.nz

Open 2pm-5pm Mon-Sat

or by appointment

Winter - by private arrangement

Visit our cellar door - taste and talk with the owners.

(37) OPEN BY APPOINTMENT R 13



Poplar Estate Vineyard

Mob 0274 325 822 • Fax (03) 455 1120

www.poplarestate.co.nz

Email phillippa@poplarestate.co.nz

Pinot Noir • Rosé • Riesling

(38) OPEN BY APPOINTMENT S 13



PROPHET'S ROCK

Prophet's Rock Wines Ltd

Tel (03) 443 8217

www.prophetsrock.co.nz

Email admin@prophetsrock.co.nz

At Prophet's Rock, we use traditional methods to make wines that give voice to the vineyards they come from.

(39) OPEN BY APPOINTMENT T 12



**ROCK FERRY
WINE OF NEW ZEALAND**

Rock Ferry Wines

Tel 03 579 6430

www.rockferry.co.nz

Email wine@rockferry.co.nz

On our north facing Bendigo vineyard, Trig Hill, we organically farm Pinot Noir, Pinot Gris, Riesling and Tempranillo.

(40) OPEN BY APPOINTMENT T 12



Tarras Wines

Mob 021 10 20 111

www.tarrasvineyards.com

Email info@tarrasvineyards.com

Vineyard tastings by appointment at Tarras "The Canyon" Vineyard.

Trophy winning organic and sustainable wine from Tarras Vineyards and Kuru Kuru Wines.

(41) OPEN BY APPOINTMENT Q 14



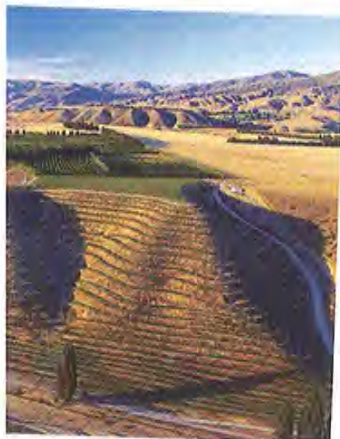
TOSQ Wines

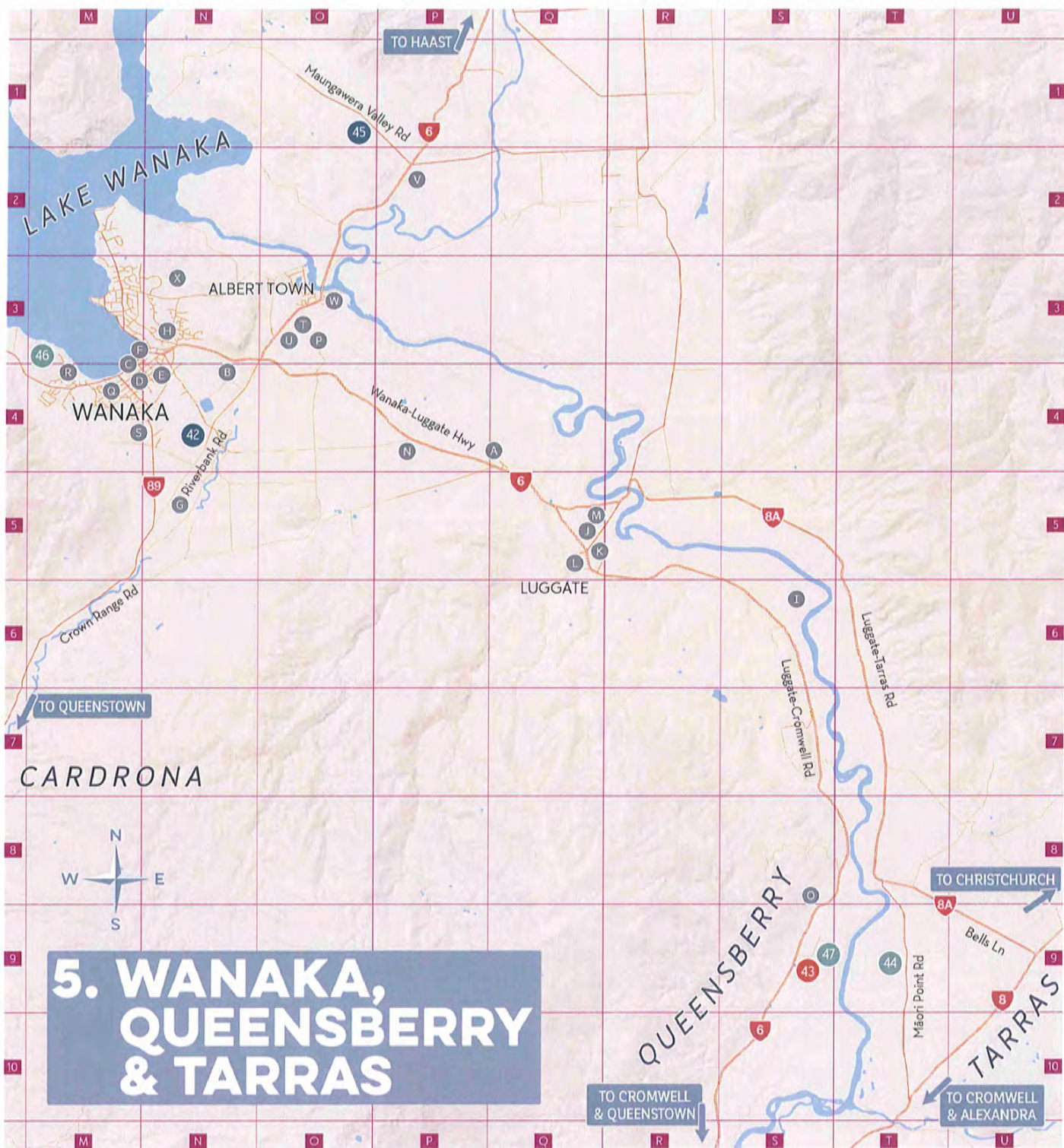
Tel (03) 443 9389 Mob 021 204 4009

www.tosq.co.nz

Email info@tosq.co.nz

TOSQ Wines produce fine estate grown Pinot Noir, Pinot Gris, Pinot Noir Rosé and Flora from their vineyards on the Wanaka-Cromwell road, State Highway 6. Enquiries and internet orders welcomed.





g/c

Early settlement began in the Upper Clutha River Valley in the 1850s with the current township of Wanaka (previously known as Pembroke) surveyed in 1863 with settlement rapidly increasing during the 1870s because of timber milling in the Matukituki Valley and the use of Lake Wanaka for transport. Today the town of Wanaka is a bustling tourist mecca surrounded by towering mountains providing a stunning backdrop for one of the world's most picturesque vineyards.

This sub-region lies 80km and a couple of mountain ranges north of Queenstown. Cooler and slightly wetter than the Queenstown/Cromwell area, beautiful Lake Wanaka provides welcome reflected radiation and mitigates frosts producing delicate and vivid wines.



ACTIVITIES

- | | |
|---|---|
| <ul style="list-style-type: none"> A Wanaka Airport: Wanaka Beerworks Classic Flights U-Fly Wanaka Wanaka Helicopters National Transport and Toy Museum B Puzzling World C Lake Wanaka i-SITE D Wanaka New World Supermarket | <ul style="list-style-type: none"> Warbirds and Wheels Skydive Wanaka Have a Shot Southern Lakes Learn To Fly E Wanaka Golf Club F Wanaka Cruises G Wanaka Paintball H Mediterranean Market |
|---|---|

ACCOMMODATION

- | | |
|--|---|
| <ul style="list-style-type: none"> I Aoturoa Luxury Villa J Luggate Creek B&B K The Dell B&B and Homestay L Flag Inn Lomond Lodge M Kanuka Lodge N Lime Tree Lodge O Queensberry Inn P Maple Lodge | <ul style="list-style-type: none"> Q Wanaka Luxury Apartments R Edgewater Resort S Hotel Mercure Oakridge Wanaka T Wanaka Alpine Lodge U Cameron Creek Lodge V Maungawera Lodge W Zula Lodge X Tin Tub Luxury Lodge |
|--|---|

42 OPEN BY APPOINTMENT N 4



Aitken's Folly
Tel (03) 443 2663 • Mob 0221 849 738
www.aitkensfolly.com
Email ian@aitkensfolly.com
Small boutique family run vineyard on the outskirts of Wanaka producing premium pinot noir and chardonnay. Tasting room open by appointment.

43 TASTING ROOM & BISTRO S 9



Vineyard & Restaurant

Vineyards Tasting:

LazyDog® Vineyard • Lochaburn Estate
Two Degrees Vineyard • Valli Vineyards
Guest Vineyard

2 Gladsmuir Rd, Queensberry
Tel (03) 445 3211 • www.lazydog.co.nz

Open 7 days: 12noon-4:30pm
Open nights for groups - bookings essential
Hours subject to seasonal variation

44 TASTING ROOM T 9



Maori Point Vineyard

413 Māori Point Rd, Tarras
Mob 027 243 2725

www.maoripoint.co.nz

Email info@maoripoint.co.nz

Open 7 days, 11am-5pm

Winter: Thurs-Sun only (or contact us)
Family owned six hectare vineyard and winery, handcrafting a range of fine wines including Pinot Noir, Riesling and 'Gold Digger' sparkling. Tastings and sales at the vineyard house; riverbank walks and picnics.

45 OPEN BY APPOINTMENT O 1



Maude Wines

Tel (03) 443 2959 • Fax (03) 443 2960
www.maudewines.com

Email info@maudewines.com

Maude Wines produce premium Pinot Noir, Pinot Gris & Sauvignon Blanc from their winery in Wanaka, Central Otago. Small quantities of the Mt Maude single vineyard wines are produced exclusively from the family vineyard in the Maungawera Valley and are the pinnacle of the Maude label.

Tastings are by appointment only.

46 TASTING ROOM M 3



Rippon

246 Mt Aspiring Rd, Wanaka
Tel (03) 443 8084

www.rippon.co.nz

Email info@rippon.co.nz

12pm-5pm May-November (June by appointment only), 11am-5pm December-April.
Bookings essential for private tastings and groups larger than six.

Rippon: a unique and distinct parcel of land on the shores of Lake Wanaka. Biodynamic farming, no irrigation and some of Central Otago's oldest vines on their own roots. Come feel the difference.

47 TASTING ROOM S 9



Two Degrees Vineyard

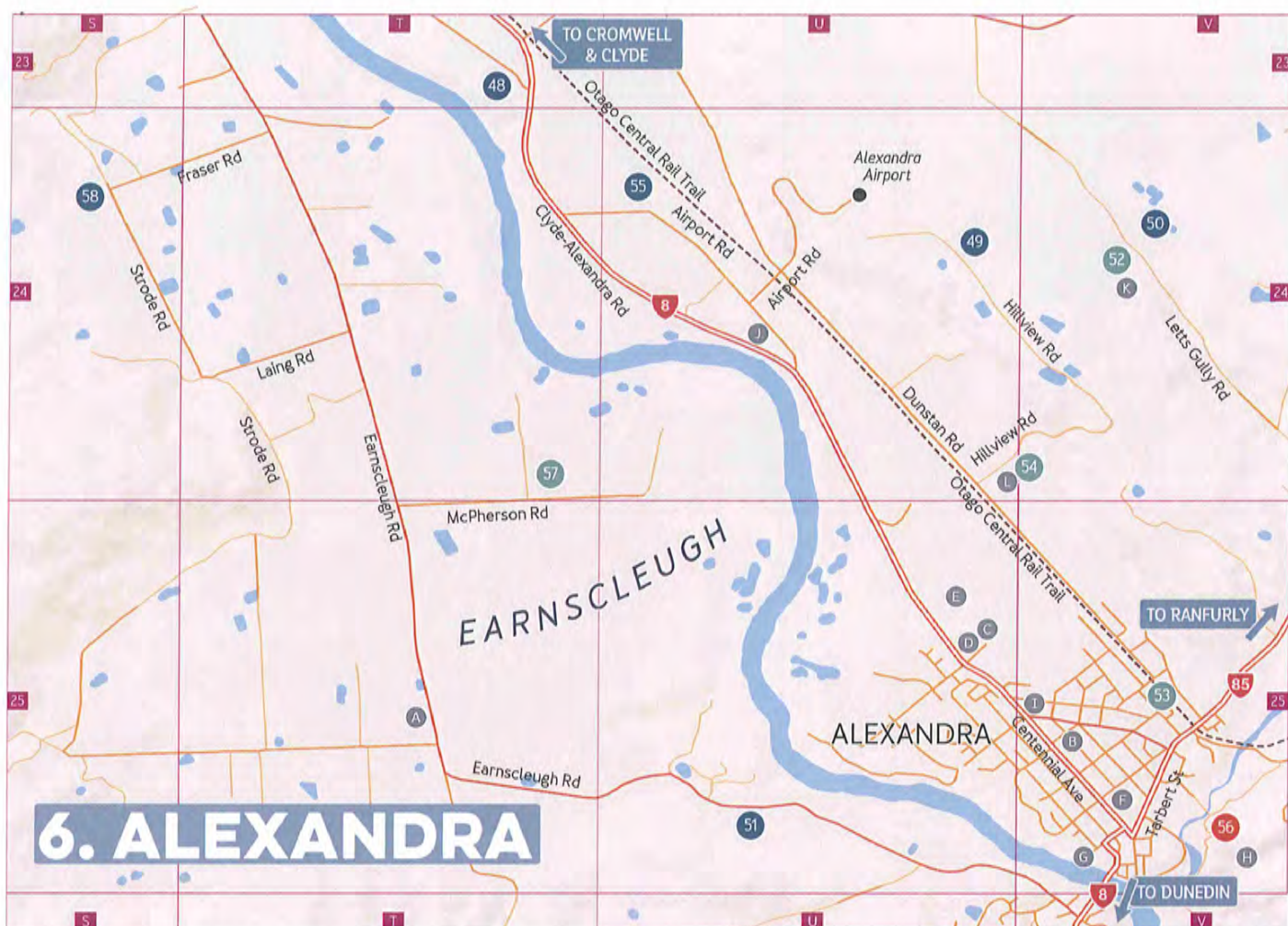
At the LazyDog® Restaurant & Cellar Door, cnr SH6 & Gladsmuir Rd, Queensberry
Tel (03) 445 3211

www.twodegrees.co.nz

Email info@twodegrees.co.nz

Open 7 days 12noon-4:30pm. Subject to seasonal variation.

Single vineyard high quality Pinot Noir and Rosé from carefully nurtured vines and hand-picked grapes. Our cellar door is located at the LazyDog® Restaurant.



Feraud's 1864 plantings were in this area, and his stone winery still stands within its spectacular schist landscapes. The most southerly sub-region, incorporating vineyards in and around Clyde, Earnscliffe and Alexandra the climate is dry and runs to extremes in both summer and winter. The marked diurnal variation right up to harvest gives vividly varietal, aromatic and finely structured wines.

ACTIVITIES

- A Rob's Rural Market
- B Alexandra New World Supermarket
- C Molyneux Aquatic Centre
- D Alexandra Bike Park
- E Alexandra Golf Course
- F Central Stories Museum and Alexandra i-SITE
- G Clutha River Cruises
- H Clock on the Hill

ACCOMMODATION

- I Alexandra Heights Motel
- J Mirabel Chalets
- K Hawkdun Rise Accommodation
- L Judge Rock Cottage Accommodation



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(48) OPEN BY APPOINTMENT T 23

B BARRINGTON

CENTRAL OTAGO

Barrington Wine
Tel 027 226 3875
www.barringtonwine.co.nz
Email sales@barringtonwine.co.nz

(49) OPEN BY APPOINTMENT U 24



Drumsara Wines
Principle Cellar Door & Tasting at The Nose
Restaurant, Highlands Motorsport Park, cnr
SH6 & Sandflat Rd, Cromwell
Tel (03) 445 2277 • Mob 02722 47447
www.drumsara.com
Email info@drumsara.com
www.facebook.com/drumsarapinot
Pinot Noir - Pinot Gris - Pinot Rosé.

(50) OPEN BY APPOINTMENT V 24



Grey Ridge
Tel 03 448 7660
Sue 022 370 3159 • Paul 022 413 3292
www.greyridge.co.nz
vineyard@greyridge.co.nz
Come and visit our boutique vineyard.
Hand-tended vines and hand-picked
grapes are used to make our award winning
Pinot Noir and Rosé.
Enquiries and Internet orders welcome.

(51) OPEN BY APPOINTMENT U 25

Grasshopper Rock

CENTRAL OTAGO
Pinot Noir

Grasshopper Rock
Mob 021 853 908
Email sales@grasshopperrock.co.nz
www.grasshopperrock.co.nz
Consistently one of Alexandra's finest examples
of Pinot Noir.
Tastings by appointment only.

(52) TASTING ROOM V 24

HAWKDUN RISE

Vineyard Accommodation

**Hawkdun Rise Vineyard
& Accommodation**
241 Letts Gully Rd, Alexandra
Tel (03) 448 7782
www.vineyardstay.co.nz
Email hawkdunrise@xtra.co.nz
Open for tastings and sales
Nov-Apr 11am-4pm.
Other times by appointment.
Come and try our award winning Pinot Noir
and Gewürztraminer.

(53) TASTING ROOM V 25



Hinton Estate Vineyard
19 Chicago St, Alexandra
Tel (03) 448 8231 • Mob 0274 367 416
www.hinton.co.nz
Email wine@hinton.co.nz
Summer 10am-5pm daily.
Winter by appointment.
Closed statutory holidays.
Located right on the Otago Rail Trail, call in for
wine and fresh seasonal fruit.

(54) TASTING ROOM V 24



**Judge Rock Pinot Wines
& Cottage Accommodation**
36 Hillview Road, Alexandra
Tel (03) 448 5059 • Mob 0274 279 108
www.judgerock.co.nz
Email wines@judgerock.co.nz
Open 7 days 11am-5pm
Closed Statutory Holidays
5 stars and Gold Medals Decanter, Air New
Zealand Gold Medals, 96 points Gourmet Wine
Traveller, 90 points e-Robert Parker.
Elegant Sensuous Intimate

(55) OPEN BY APPOINTMENT U 24

PERSEVERANCE

ESTATE

Perseverance Estate
Tel (03) 449 2434 • Mob 027 431 8293
www.perseverance.co.nz
Email info@perseverance.co.nz
Perseverance Estate is a family owned
boutique vineyard, producing single vineyard,
award winning Pinot Noir, Pinot Gris and
Pinot Noir Rosé wines - handcrafted by our
French winemaker.

(56) TASTING ROOM & BISTRO V 25



Shaky Bridge Wines & Bistro
65 Graveyard Gully Road, Alexandra
Tel (03) 448 5111
www.shakybridge.co.nz
Email admin@shakybridge.co.nz
Cellar Door: 11am-5pm.
Other times by appointment
Bistro: 11am-9pm Wed-Sat. 11am-5pm Sun.
Extended hours during peak seasons.
Reservations highly recommended.
Sample award winning wines while enjoying
delicious platters and bistro cuisine beside the
historic Shaky Bridge.

(57) TASTING ROOM T 24

Three Miners

VINEYARD



Three Miners Vineyard
89 McPherson Rd, Alexandra
Tel (03) 449 3373 • Mob 021 281 7732
www.threeminers.com
Email kirstin@threeminers.com
Open for tastings and sales Oct-Apr
10am-4pm daily. Other times by appointment.
Three Miners is a family owned 19ha estate in
Eamsclough Valley that produces quality wine.
Our special wines take their names from Central
Otago's goldmining history with Warden's Court
Pinot Noir, Miner's Right Pinot Gris, Herringbone
Riesling and Chinaman Stone Gewürztraminer.

(58) OPEN BY APPOINTMENT S 24

TWO PADDOCKS

Two Paddocks
Tel (03) 449 2756 • Fax (03) 449 2755
www.twopaddocks.com
Email sales@twopaddocks.com
Pinot Noir for both gentry and rat bags.
The Proprietor, an itinerant actor, is also an
addictive blogger - visit the website for his
updates and a chuckle.





HISTORY

The first wine-making grapes were planted in Central Otago in 1864 by Frenchman John Desire Feraud. Coming from a wine-making family, he made his fortune in the Dunstan gold rush of 1862 and quickly recognised the region's outstanding potential for grape growing which was affirmed by the region's first gold medal for 'Burgundy' in Sydney in 1881. Feraud's stone built winery – Monte Christo in Clyde – still survives today. However, stonefruit plantings dominated until renewed interest and commitment by the 1970's Central Otago winemaking pioneers whose dream became reality with the first modern commercial production of a Central Otago wine in 1987.

Rapid growth of the industry through the 1990s and 2000s has seen the Central Otago wine growing region expand to an area of 1,750 hectares (New Zealand wine stats 2014), with over 100 wine brands producing approximately 700,000 cases of Central Otago wine annually.

EVENTS

PINOT CELEBRATION

The Central Otago Pinot Celebration has established itself as one of the world's premier wine events, its international flavour brings together wine enthusiasts, leading wine writers, commentators, sellers and wine makers from throughout the world. Next event January 2018.

www.pinotcelebration.co.nz

CROMWELL WINE AND FOOD FESTIVAL

On the first weekend in January the Cromwell Wine and Food festival is held in the picturesque grounds of the Old Cromwell Town precinct.

www.centralotagonz.com

CLYDE WINE AND FOOD FESTIVAL

Held on Easter Sunday each year the main street of Clyde comes alive with wines from the region's most southerly vineyards.

www.promotedunstan.org.nz

QUEENSTOWN GIBBSTON WINE AND FOOD FESTIVAL

Held annually in March the Queenstown Gibbston Wine and Food festival showcases a variety of local food and wine and is a great day out.

www.gibbstonwineandfood.co.nz

CUISINE@CLYDE FOOD FESTIVAL

The historic precinct at Clyde is the perfect setting for this annual festival that focuses on the areas abundance of local produce from wild game to the region's local wines. Next event October 2016.

www.historicclyde.co.nz

DOWN TO EARTH WINE CELEBRATION

A 12 day celebration of Central Otago wine. This hands-on celebration gives wine enthusiasts the chance to be immersed in uniquely interactive experiences only on offer during the celebration. Next event October 2016.

www.downtoearthwinecelebration.co.nz

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Photo: © Gilbert van Reenen www.cleangreen.co.nz

CENTRAL OTAGO WINE MAP

A GUIDE TO WINERIES & VINEYARDS

Edition 6 • Printed January 2016



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P.O. Box 155 Cromwell 9342, Central Otago, New Zealand
Telephone 021 104 2513 • Email info@cowa.org.nz
www.cowa.org.nz

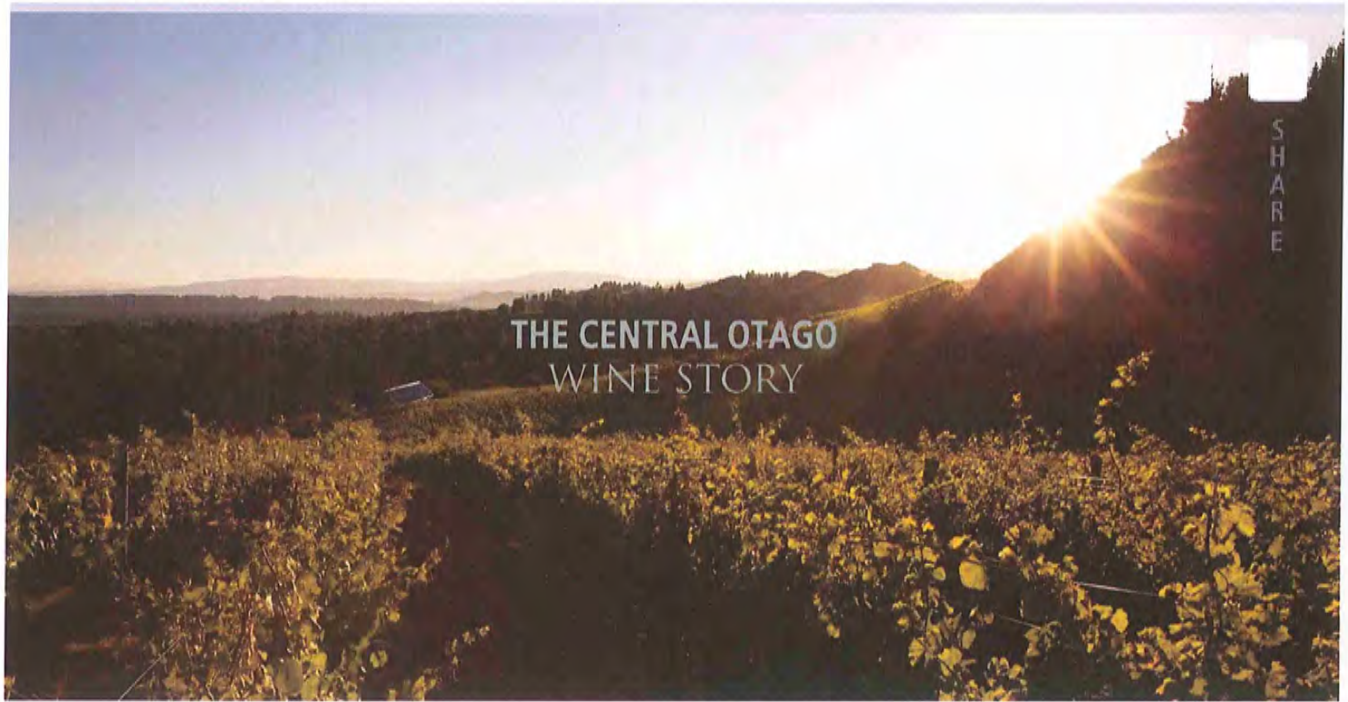
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Appendix 9 – Central Otago District Council Regional Wine Story


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"THERE WAS NO COUNTRY ON THE FACE OF THE
EARTH, WHICH COULD PRODUCE BETTER"

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On May 2, 1895 Romeo Bragato, an Italian viticulture expert assessing winegrowing potential throughout New Zealand, gave a speech to the Chamber of Commerce of Otago impressing his listeners that Central Otago was an ideal site for growing of wine grapes. He was astonished at how well grapes of the Burgundy type grew here. "There was no country on the face of the earth", he said, "which could produce better".

It would take a further 100 years before anyone commercially was game enough to seriously try. The climate and soils, which provide production advantages, create some of the biggest risks. These include frosts in late spring and early autumn, limited access to water, low amounts of sunshine and the cool southerly winds virtually uninterrupted from the Antarctic. Yet the prize without doubt has attracted some of the most adventurous winemakers in the world.

CENTRAL OTAGO IS THE ONLY REGION IN NEW ZEALAND WITH A CONTINENTAL CLIMATE

Its pioneers in the early 80s and 90s most certainly were up for the challenge. Alan Brady Gibbston Valley, Rolfe Mills Rippon, Verdun Burgess Black Ridge, Ann Pinckney Taramea and an intrepid handful of others, completely untrained, shared a passion to do something new because of their love of the region.

Becoming noticed on the world stage in the mid-90s the industry owes a great deal to these first-generation pioneer winemakers, who put up a formidable fight against difficult conditions to establish a fledgling industry. Winemaking in Central Otago is not for the fainthearted. It's taken a dogged arrogance and a "can do" attitude to grow these spectacular wines in rugged mountain valleys 45° south; the world's most southern vineyards.

Its second generation of investors and winemakers have brought international skills to the region, which is now becoming recognized, in wine awards and food service networks worldwide. The area enjoys the advantage of a large well-established tourist industry whose Queenstown gateway treats visitors to one of the world's most scenic vineyard journeys through Central Otago.

THERE IS A BEAUTIFUL SENSE OF UNIQUENESS BEGINNING TO EMERGE

Now entering its third generation there is a growing movement within the industry to go well beyond sustainable land practices, venturing into organic and biodynamic methods of growing. These new techniques require hands-on management and significant knowledge of the regional soils and climate conditions, which is shared through a closely networked strong industry association and local infrastructure. Today the Central Otago Pinot Noir is recognised as some of the finest in the world.

Rudi Bauer of Quartz Reef, a highly respected winemaker, believes the dedication to Pinot Noir in the region principally has fast tracked the region, and established a reputation of a seriously committed high-quality group of producers. Bauer quotes, "there is a beautiful sense of uniqueness beginning to emerge. The energy of this region is very special, its striking landscapes are raw and you have to be alert",



HERE YOU ARE DRINKING THE LAND THE PEOPLE AND THEIR STORY, INEXTRICABLY LINKED ACROSS A MAGNIFICENT LANDSCAPE

Talk to any winemaker in Central Otago and you will be struck by their unanimous passion for the landscape. Each conversation will return to the region's beauty, yet it's a treacherous unkindly beauty, which excites these winemakers. It's far from gentle.

HANDS-ON WINEMAKERS IN A CONSTANT, OFTEN UNFORGIVING, DANCE WITH NATURE

Like blue ocean yachtsman, they simply love the challenge of taking what nature throws at them, and they share the same deep respect for the narrow margins nature presents.

This third-generation of winemakers is shaping up to the ultimate challenge of "nursing" nature rather than conquering it. Looking to work alongside nature brokering a marriage between vine and soil, equally foreign to each other.

No one talks of myths or nature's mysteries, there seems to be a growing depth of knowledge of nature's capability in the region, which is being shared freely between these passionate and committed winemakers.

A 20-year association with France's Burgundy winemakers has resulted in many exchanges of people and knowledge between these two premium regions, contributing greatly to high ideals and standards.

There is an impressive camaraderie and a desire to lift the bar between them. Connoisseurs and lovers of wine are already coming to know and appreciate this region and its wines by its makers and their shared commitment to quality.

Here you are drinking the land, the people, and their story. Inextricably linked across a magnificent landscape, its tapestry of soil types and boutique plantings precariously cling to cliffs, plateaus and river valleys.

A PLACE WHERE ALPINE DESERT CONDITIONS GIVE UP THE FINEST OF FLAVOURS

Devoid of egos it seems there is a workmanlike humility between winemakers and their acknowledgment of nature, which after all does 90% of the work.

Like characters in a theatre they are all different and have their own special subtleties.

AKB

In a way nature
has selected the
people who live
here, they are
people who
prefer to live at
the edge rather
than just exist.



gpc
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WINE EXCELLENCE AGAINST THE ENORMOUS
BACKDROP OF A POWERFUL UNFORGIVING NATURE

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The Central Otago wine region is difficult to generalise about and is better described as a series of sub-regions containing different soils, aspects and microclimates that are already beginning to exhibit distinct characteristics, in terms of the wines produced. There is a complexity of wines across the region as each vineyard discovers, and shares, what it has to offer.

Gibbston, Cromwell, Alexandra, Bendigo, Wanaka, Lowburn, Bannockburn, Pisa.

THE WORLD'S MOST SOUTHERN VINEYARDS

Central Otago's unique climate is the most southern grape growing region in the world. Deep valleys and river terraces surrounded by snow-covered mountains. The vineyards have very low rainfall; which means the air is dry reducing the risk of botrytis and other diseases often present in more temperate climates. Long days and very little cloud provide warmth, with extremes in summer and winter.

The region is possibly one of the cleanest environments on earth to grow wine. The natural health of the vines is a reflection of their isolation. The soils themselves are relatively young, created from glaciers grinding schist rocks to varying degrees, often to fine flour. The challenge for viticulturists is to manage these complexities. New methods in building up organic content and improving soil vigour are now becoming widely practiced in the region to control the stress on the vines and provide optimum fruit quality. There is an impressive commitment to replenish soils naturally creating a "living earth".

The region's growers and producers are more family-owned rather than corporate and hold an intergenerational view towards land management practices.

CENTRAL OTAGO IS A UNIQUE WINEGROWING TERROIR, KNOWN FOR ITS BOUTIQUE PREMIUM QUALITY WINES

Watch a short video

See how the wine story is important to
the Central Otago region

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