

NZ GEOGRAPHICAL INDICATION (GI)

EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: 1008	GI Name: Gisborne	
2	New Zealand GI correctly selected (cf foreign)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
3	Goods GI for	<input checked="" type="checkbox"/> Wine	<input type="checkbox"/> Spirit

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

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

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

Examination

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

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

Reference Searches

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

Evidence

22	Statutory declaration/ affidavit complies with s9 of Oaths and Declarations Act 1957 (for statutory declarations) or the High Court Rules (for affidavits)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s): description of sensory Attributes by Emma Jenkins. "hearsay"
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Quality, reputation or other characteristic

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

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

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

History and background

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

<p>23</p>	<p>Comment(s):</p> <p>The Declarant sets out history at Page 3:</p> <ul style="list-style-type: none"> - Wine first produced mid 1850's for altar purposes and 1909 for pleasure - First commercial winery began planting in 1921 - By 1950's wines from GI household names "Waihirere and Ormond" - 1960's expanded and focus changed from fortified to still table wines. - 1973 Montana Wines took over vineyards - Mid-1960's rapid growth in planting. - 1970's to mid-1980's Gisborne NZ primary source of grapes for growing cask-wine market. - 1986 1/3 of Gisborne vineyard uprooted (Govt. response to national wine glut and price war) - 1970's smaller boutique wineries created name for themselves also from late 1980's larger producers also created smaller-volume wines. - From late 1990's larger producers started acknowledge GI are region of origin. - In 2000's merger of large Gisborne producers (Montana, Penfolds and Corbans) - Mid-2009 collapse results in cut to Chardonnay production - 2010- Sale of Gisborne wineries back to NZ ownership (Lion Nathan NZ and Indevine) - 2016 GI had 1350ha planted in grapes <p>The history provided above shows how the reputation for the GI GISBORNE has developed over time.</p>
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Geographical features in the area

Geographical features may include general topography, elevation, natural features that provide shelter or that alter wind direction, ridges, valleys, plains, underground waterways

and water tables, proximity to the coast or other bodies of water, slope, aspect and accessibility.

24	<p>Comment(s):</p> <p>Three main inland parts of GI used for vineyards- Patutahi plateau (golden slope), central valley and Matawhero/Manutuke sub regions. Discussed in detail at page 7:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>Vineyards are found in three main inland parts of the GI. The Patutahi plateau, west of the city centre, has deep clay loam and very friable silt soils high in organic matter that drain relatively well courtesy of its slightly sloping aspect. To the north-west along SH2, are the inland plantings of Te Karaka, Ormond Valley, Hexton Hills and Waiherere, the latter also known as 'the Golden Slope' for its clay-based sandy top soiled, elevated escarpment that extends along the foothills.</p> <p>The Central Valley is more productive land and these vineyards are generally found along the banks of old unused streams. To the south-west of the city are substantial vineyard plantings on flatter, sandier soiled Matawhero with its sub region of Riverpoint Road, a cul-de-sac of land from the old Waipaoa river bed, and then the clay loam soils of Manutuke. This sub region was where the region's first vines were planted in the late 1800s by early missionaries.</p> <p>Matawhero and Manutuke sub regions are also closest to the coast, receiving cooling afternoon sea-breezes in the height of summer. Vineyards across the GI are mostly on flat, riverbanks or gently sloping land as the rugged immediacy of the high country and ranges makes hillside areas mostly inappropriate for significant vineyard plantings. However in recent times particular valley sites have been planted in vines, exploring additional microclimates.</p> </div>
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Soil composition in the area

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

25	Comment(s):
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Declarant at page 2 confirms the GI has fertile soils (as well as warm, sunny climate), suited to producing quality grapes.

Different sub-regions contain different soil (discussed by declarant in detail page 8)

Golden Slope

A narrow 10km strip running across Ormond, Waihirere and Hexton, the Golden Slope is made up of small parcels of elevated sloping land. Medium to heavy Kaiti clay base material is overlaid with 20-30cm of light black topsoil, with influences from the limestone foothills. These conditions allow vines to grow with a balance suited to super-premium wine making.

Ormond

This area is a mixture of silt and clay loam soils. Numerous premium wines have been produced from grapes grown here.

Ormond Valley

A mesoclimate of gentle slopes of high-calcified soils within a narrow valley, this area holds a fantastic record for single vineyard wines. Soils are similar to the Golden Slopes, containing areas of Kaiti clay that balance the vines. This appellation is known for producing rich golden wines with broad palate weight and intense fruit flavours.

Manutuke

Gisborne's oldest wine-growing region, with grapes first planted in the late 1890s. Manutuke has mainly silt soils with good drainage and areas of Kaiti clay closer to the hills. The silt loam soils close to the river are varied, light and have high calcium levels - creating wines of finesse. Further from the river the soils become heavy and complex - ideally suited to full-bodied Chardonnay and Viognier.

Central Valley

This area covers Waerenga-o-Hika, Makaraka, Makauri and Matawhero. The northern areas are made up of a mixture of clay loam and silt soils, ensuring consistent qualities across the blocks. The Waipaoa River exerts a profound influence as it meanders its way through the valley, providing deep silt soils on its margins.

Riverpoint

Riverpoint soils consist of free-draining silt loams that allow fruit to ripen well, with consistently high fruit sugar levels.

Patutahi

Patutahi is home to more than one third of Gisborne's vines and produces richly flavoured, award winning wines. Large parcels of consistent Kaiti clay soils allow premium viticulture on quite a large scale. Soils are predominantly a 50/50 combination of silt and clay loam.

Patutahi Plateau

The Patutahi Plateau has Kaiti clay loam soils in this growing area have produced premium, richly flavoured, award winning wines.

Waipaoa

Waipaoa area has clay soils which produce wines with riper fruit flavours and warm honeyed complexity. Vineyards are most situated close to the Waipaoa River on lighter more free draining soils with vines being highly productive.

Climate in the area

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

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Comment(s):

The declarant confirms at page 2 Gisborne is New Zealand's third largest wine region by vineyard area and it has a warm, sunny climate (as well as fertile soils) suited to producing quality grapes.

-Note prior to 1950's when the flood control scheme was established the plains of the GI regularly flooded resulting in plains soils being rich and deep.

-high sunshine hours

-moderately warm temperatures

The climate is further described by the declarant at pages 9,10 and 11:

Climate is one of the primary determinants of the growth and ripening of the grapes grown within 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 GISBORNE GI's key features are its high sunshine hours with cooling sea breezes off the South Pacific Ocean. This temperate climate with its moderating coastal influence and sheltering topography allow vines to flourish in a favourable environment. The adequate rainfall and high moisture holding capacity of the sedimentary soils can allow vines to be dry farmed without any use of additional irrigation, mitigating any external energy requirements.

The GISBORNE GI is situated on the upper East Coast of the North Island of New Zealand. The broad river plain within the valley is hugged by the Raukumara Ranges to the south west. The Waipaoa River and its tributary Te Arai, originates in these foothills and winds slowly down the valley across some of the alluvial soils, out into Poverty Bay and onwards to the South Pacific Ocean beyond.

The wine-growing area extends inland in a roughly triangular shape from the coastal city of Gisborne back towards the steeply rugged high country and ranges. This area is geologically unstable having been derived some of the most recent soils to rise up from the oceans' floor. The heavy clay hillsides with sandstone and limestone foundations are prone to slipping when not covered in native vegetation such as manuka.

Prior to the 1950s flood control scheme being established, the plains regularly flooded depositing fine silt loams of aromatic qualities. While floods are now rare, the rivers remain silty and the complex alluvial clay/fine silt soils of the plains are rich and deep, allowing a wide mix of horticulture, agriculture and viticulture to flourish.

The extensive Raukumara Ranges provide shelter from westerly and northerly winds (the region's prevailing winds are dry warm nor'westers), but also attract rain from easterly and south-easterly weather systems, which generally reduce vine stress. Rains at harvest time have proven to be a challenge for the region, which generally experiences greater rainfall in the February to April harvest months than fellow East Coast GIs Marlborough, Hawke's Bay and Canterbury.

The western (Patutahi plateau) side of the GI is drier than the east (Ormond). The GISBORNE GI remains subject to cooling easterly winds from the Pacific Ocean and these sea breezes are common in the afternoon, but mainly impact the coastal Matawhero and Manutuke plantings, the other growing areas being further inland.

Being the most easterly winegrowing region in the world, the GISBORNE GI's high sunshine hours and moderately warm temperatures give rise to harvest times commencing in the very early stages of autumn, and is typically amongst the first in the country to harvest grapes. This can mitigate harvest rainfall risks by enabling grapes to ripen relatively early in the season while the sun is still high in the sky and the air is clear.

While the GISBORNE GI has also been known to record some of the highest temperatures in the country, and experiences relatively mild temperatures throughout the year, frost can occasionally be a problem for vineyards on the fringe of the Central Valley and Ormond. The viticultural challenge for the GISBORNE GI is not therefore the more typical one experienced in the cooler southern GIs of achieving sugar or phenolic ripeness, but instead harvesting ripe clean fruit with attendant complexity and balanced acidity.

Harvest rainfall has been known to affect fruit intensity and shorten the window for phenological development but with changing viticultural practices including dry farming, vine understory management and increasing health of the receptive soils via humus and organic matter, many environmental challenges are becoming more easily mitigated.

Largely due to the climate, in conjunction with other geographical features, the choices of variety, (either mass selected from older plantings or new and recent imports of selected clones), together with complementary rootstock selections are important for the GISBORNE GI, as are meticulous viticulture practices. Earlier-ripening varieties such as Malbec often do very well in the GISBORNE GI, as do styles such as sparkling wine for which the grapes rely upon being picked early. It seems likely that the emergent style of early-picked lower-alcohol wines will be a successful style for the GI's climate and there are very positive results with the recent plantings of Spanish native, Albarino.

Chardonnay has been a consistently successful variety for the region and is responsible for most of the GI's most critically acclaimed wines. The GI does not experience a particularly high diurnal shift, but the overall high level of fruit ripeness achieved delivers robust flavour across its varieties. The

GI's warmth and sunshine also allow it to ripen fairly high levels of crop, which has made it an attractive region for larger producers seeking to achieve higher volume commercial crop levels allowing adequate returns for growers.

Methods of producing wines and spirits

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

27	<p>Comment(s):</p> <p>There are a number of viticultural and winemaking practices in the GI dependent on wine variety, market positioning of the varieties and the range of environment. These are set out by declarant at pages 13 and 14.</p> <ul style="list-style-type: none"> -Use of vertical shot positioning (VSP) trellising systems- mechanical work practices adopted. -High use of mechanical viticulture and no irrigation requirements (page 6) -Yields depend on market positioning and grape -Stainless steel or oak barrel fermentation depends on price point for wine. -Most GIs vineyards participate in sustainable winegrowing NZ or organic certification.
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Particular features of viticulture and winemaking practices within the GISBORNE GI are as follows:

- Most of the grapes are grown on flat land on the Poverty Bay flats using Vertical Shoot Positioning (VSP) trellising systems. On these sites mechanical viticultural work practices are mainly adopted.
- Some premium wines are grown on hillside sites using VSP trellising systems. On these site more a mixture of mechanical and manual viticultural work practices tend to be adopted.
- The majority of grapes in GISBORNE GI are machine harvested. There is a limited amount of hand harvesting carried within the GISBORNE GI, in particular for wines destined for the premium price points.
- There is no irrigation of vines; all vines are dry farmed.
- Yields vary considerably with the GISBORNE GI dependent on the market positioning and variety of grapes as follows;
 - Yields for Chardonnay & Pinot Noir varieties destined for sparkling wines are typically picked earlier than other varieties with yields typically between 15 tonnes to 20 tonnes per hectare.
 - Yields for Chardonnay, Pinot Gris, Merlot destined for mid-price points are typically harvested at between 10 tonnes to 15 tonnes per hectare
 - Yields for Chardonnay, Pinot Gris, Vlognier, Gewurztraminer, Merlot destined for premium wines are typically harvested at between 6 to 10 tonnes per hectare

- Wines made for mid-price point wines are typically fermented in stainless steel.
- Wines for premium wines are fermented in either stainless steel or oak barrel fermented dependent on the variety and the desired style.
- Grape growers and winemakers within the GISBORNE GI have a strong commitment to sustainable, organic or bio-dynamic winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification. The GI includes one of the oldest biodynamic wine estates in the southern hemisphere and is generally very receptive to embracing organic and biodynamic culture.
- Gisborne has also a strong connection to experimentation with new grape varieties for New Zealand. This includes Mendoza Chardonnay clone and Gewurztraminer by Matawhero wines. More recently Albarino, Arneis and Marsanne have been trialled by Gisborne winegrowers.

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

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

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Quality

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

28	<p>Comment(s):</p> <p>The GI is known for generously fruited Chardonnay wines and aromatic white varieties including Gewurztraminer. The GI is a major centre for sparkling wine production (page 2).</p> <p>Wines from the GI display recognisable and consistent sensory characteristics across range of varieties (page 2)</p> <p>Chardonnay Gisborne greatest assets (page 4)</p> <p>Chardonnays became Gisborne’s greatest asset, its flagship variety. The grapes were the basis of Montana’s huge-selling Gisborne Chardonnay – the first commercially produced chardonnay in the country, first released in 1974; its internationally renowned Lindauer Brut, first produced in 1981; and Lindauer Special Reserve Blanc de Blanc.</p> <p>Sensory attributes:</p> <p>-The Declarant’s evidence includes descriptions of the sensory attributes typically associated with wines from the GISBORNE GI. However, as this information has been provided by a person other than the declarant (namely Master of Wine Emma Jenkins) and is essentially hearsay, we are placing a low weighting on this information (pages 15-17).</p>
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Reputation

Where relevant, applicants should provide evidence that demonstrates the extent of the

reputation of the wines or spirits from the relevant geographical area. This may include, for example:

- Evidence that wines or spirits are sold and/or promoted by reference to the GI.
- Statements from chambers of commerce and industry or other trade and professional associations that the wine or spirit has a reputation that is essentially attributable to its origin.
- Evidence that the GI influences consumer purchasing decisions.
- Evidence of tourism linked specifically to the wines or spirits from the relevant area, such as vineyard or distillery tours.
- Sales figures, export figures and/or market share (may be provided on a confidential basis).
- Marketing spend (may be provided on a confidential basis) and marketing activities such as advertising, tastings and other promotional events.
- References to the GI in books, articles, blogs, social media, websites and menus from restaurants and bars.
- Evidence of national and international awards won by wines and/or spirits from the relevant geographical area.

29	<p>Comment(s):</p> <p>Boundary</p> <p>Research indicates the area included within the geographical indication boundaries is considered to be the greater Gisborne area. See district council jurisdiction map (box 3 below).</p> <p>Reputation</p> <p>In terms of the submitted evidence, we are of the view that the evidence of reputation of the wines from the area to which the GI relates constitutes the strongest case for accepting the GI.</p>
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Mid-price point/ Premium/ ultra-premium product

The warm/sunny climate and fertile soils of the GI allows quality grapes to be produced and wine sold for mid-price point, premium or ultra-premium price point (Page 2). The mixture of different sized operators (large, medium, small) allow for different price points (page 2).

GISBORNE GI wines are high quality products produced either as quality mainstream wines with mid-price market positioning or “boutique” wines with premium market positioning.

Mid-price point:

In large scale production Indevin dominates regions wine output (Declarant confirms 60% page 6), but also smaller wine labels (Page 5). This is further discussed by the Declarant at page 14:

The majority of wines from the GISBORNE GI are quality mainstream wines produced by the larger New Zealand companies. Prices are typically in the NZ\$10 to NZ\$20.

The main wines produced in this category include Chardonnay, sparkling wines and Pinot Gris for wine brands such as Lindauer, Huntaway, Saints, Montana and Villa Maria. However there are many companies producing wines in this bracket such as the ones listed below on wine-searcher.com

Corbans Homestead Pinot Gris, Gisborne	Gisborne	NZ\$9
Millton Crazy by Nature Shotberry Chardonnay	Gisborne	NZ\$18
Ashwood Chardonnay	Gisborne	NZ\$21
Duck Hunter Oaked Chardonnay	Gisborne	NZ\$18
Hihi Chardonnay, Gisborne	Gisborne	NZ\$12
Matawhero Chardonnay	Gisborne	NZ\$19
Matawhero Church House Gruner Veltliner	Gisborne	NZ\$18
Matua Valley Pinot Gris	Gisborne	NZ\$14
Soljans Pinotage	Gisborne	NZ\$19
Thornbury Gisborne Chardonnay,	Gisborne	NZ\$16
TW Wines Gisborne Estate Chardonnay	Gisborne	NZ\$14
Villa Maria Cellar Selection Albarino	Gisborne	NZ\$16

Boutique/ premium and ultra-premium wine:

The remaining production in the GI is at the boutique/premium wine product. As

discussed by Declarant at page 15.

The main wines produced in this category include barrel fermented Chardonnay, methode traditional sparkling wines, Viognier, Gewürztraminer for brands such as Millton, Lindauer special reserves, Vinoptima, Matawhero, Coopers Creek, Villa Maria (e.g. Gisborne Barrique Fermented Chardonnay). For example the following wines are listed on wine-searcher.com

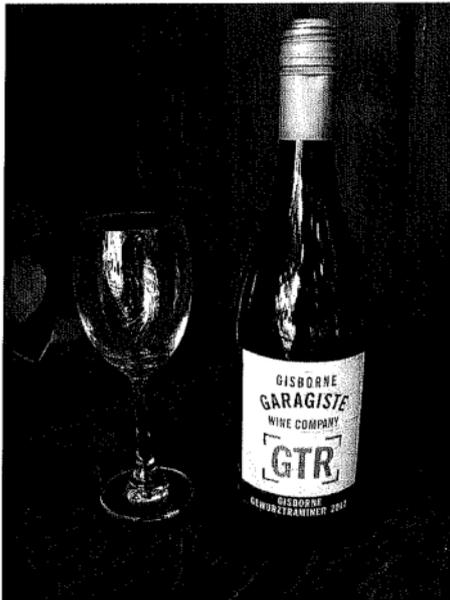
Millton Clos de Ste. Anne Naboth's Vineyard	Gisborne	NZ\$57
Millton Clos de Ste. Anne Les Arbres Viognier	Gisborne	NZ\$51
Millton Clos de Ste. Anne Chenin Blanc	Gisborne	NZ\$60
Vinoptima Ormond Reserve Gewurztraminer	Gisborne	NZ\$74
Vinoptima Estate Noble Late Harvest Gewurztraminer	Gisborne	NZ\$237

Use of the GI on the wine goods

The Declarant has provided use of the GI on the goods at Appendix 1. Note many of these are blurry and the term GISBORNE cannot be read. Additional research by examiner in (box 3) showing use of GI on goods. In Appendix 1 there are sufficient examples below where the term GISBORNE can be seen acting as a GI on the goods:



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Gisborne Garagiste Wine Co
<http://www.garagiste.co.nz/>



HIHI
GISBORNE
MERLOT
NEW ZEALAND



Hihi Wines

<https://hihi.co.nz/>

Export market/ Global reputation

GIs wine are export internationally. From 2009-2016 13.4 million litres of wine exported using GISBORNE GI. (Page 17)

The GI has a global reputation, as discussed by declarant page 2:

GISBORNE 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.

Marketing and promotion

Declarant confirms promotional activities by local winegrowers association and it supports local events such as:

- Gisborne Wine & Food weekend- which has been running for 20 years (Page 18) see below:
- Gisborne regional wine awards and black-tie dinner

<http://www.stuff.co.nz/travel/destinations/nz/85177590/gisborne-wine-and-food-weekend-celebrates-the-best-of-gisborne-and-its-wine>

Awards/competitions

GI has won awards for its Gewurztraminer, Riesling and Chardonnay:

(page 4)

Denis Irwin's 1976 Matawhero award-winning Gewürztraminer put Gisborne on the map with the variety. This was followed by the 1994 Revington Vineyard trophy winner and Nick Nobilo's

Vinoptima, from 2004, by which time Gisborne held a third of the country's gewürztraminer plantings. Revington's 4.5ha vineyard was the former Benson vineyard at Ormond, which had earlier supplied grapes for several gold medal-winning Cooks Chardonnays. Revington vineyard is now owned by Wrights wines. Vinoptima specialises in world class, super-premium Gewürztraminer from the Ormond sub-region.

Millton won gold medals and trophies at Air NZ Wine Awards in 1986 for Riesling, 1987 for Chenin Blanc and 2009 for Viognier

(Page 5)

At the 2017 Royal Easter Show Wine Awards, gold medals were awarded to Villa Maria Reserve Barrique Fermented Gisborne Chardonnay 2014 and 2015 and Te Hana Reserve Cuvee, made with Gisborne Chardonnay and Pinot Noir grapes.

Numerous gold medals have been awarded over the years to Gisborne Chardonnay, Chenin Blanc, Riesling, Viognier, Albariño, Gewürztraminer, Pinot Gris and Malbec.

The further awards and competitions won by the GIs 2005-2016 wines national and internationally are set out by the declarant at page 20 and 21:



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- Millton Vineyard Riverpoint Vineyard Viognier 2009 – Pure Gold & Trophy
- Cooper's Creek Viognier 2005 – Gold & Trophy
- Cooper's Creek Viognier 2007 – Gold & Trophy
- Cooper's Creek SV Albarino "Bell-Ringer" 2012 – Pure Gold & Trophy
- Cooper's Creek SV Albarino "Bell-Ringer" 2013 – Gold & Trophy
- Villa Maria Reserve Barrique Chardonnay 2007 – Gold & Trophy
- Brunton Road Chardonnay 2007 – Gold
- Bushmere Estate Chardonnay 2005 – Gold
- Cardmember Cooper's Creek Limited Release Viognier 2005 - Gold
- Cooper's Creek Limited Release Viognier 2007 – Gold
- Cooper's Creek Chardonnay Unoaked 2008 – Elite Gold
- Kim Crawford SP Tietjen Chardonnay 2005 - Gold
- Kim Crawford Tietjen Chardonnay 2005 – Gold
- Landmark Estate Wines Ltd Chardonnay (Earls) 2004 – Gold
- Montana Ormond Chardonnay 2004 - Gold
- Montana "O" Chardonnay 2004 - Gold
- Montana "O" Chardonnay 2006 – Gold
- Montana "P" Gewurztraminer 2007 – Gold

- Montana Terroir Series Waiherere Chardonnay 2004 – Gold
- Montana Terroir Series Waiherere Chardonnay 2005 – Gold
- Montana Terroir Series Stuart Block Chardonnay 2004 – Gold
- Montana Terroir Series Stuart Block Chardonnay 2006 – Elite Gold
- Saints Chardonnay 2005 – Gold
- Millton Vineyard Growers Series Viognier Briant Vineyard 2006 – Gold
- Verde Brut NV – Gold
- Villa Maria Estate Reserve Barrique Fermented Chardonnay 2004 – Gold
- Villa Maria Estate Reserve Barrique Fermented Chardonnay 2010 – Pure Gold
- Villa Maria Estate Reserve Barrique Fermented Chardonnay 2011 – Pure Gold
- Villa Maria Reserve Barrique Fermented Chardonnay 2015 – Elite Gold
- Villa Maria Cellar Selection Albarino 2014
- Ashwood Estate Chardonnay 2010 – Pure gold
- Matawhero Church House Arneis 2013 – Pure gold

In addition the following blended wines including GISBORNE GI were awarded gold medals at A New Zealand Wine Awards

- Lindauer Classic Rose NV – Gold & Trophy
- Saints Noble Semillon 2004 – Gold
- *Villa Maria Estate Cellar Selection Gewurztraminer 2005 – Gold*
- *Villa Maria Estate Cellar Selection Gewurztraminer 2007 – Gold*
- *Villa Maria Private Bin East Coast Pinat Gris 2012 – Gold*

Reference to GI in the media:

There has been a number of references to GI in national international wine reference books (listed in Appendix 2) as well as websites and blogs (page 19):



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Almost one-third of the country's wine flowed from Gisborne in the 1995 vintage, yet the area does not enjoy the powerful profile of New Zealand's two other key wine regions, Marlborough and Hawke's Bay. Much of the Gisborne crop is utilised for low-priced wines like Montana's Wohnsiedler Müller-Thurgau and Bernadino Spumante, and with only six wineries open to the public, the Gisborne wine trail is remarkably short.

What does Gisborne do best? Chardonnay and Gewürztraminer, above all else. Gisborne's warm, sunny climate produces fragrant, ripe-tasting, well-rounded Chardonnays that can be delicious at a year old, and the best improve for several years.

Zealand's third most heavily planted wine region, with 18.3 per cent of the country's total vines – a steep drop from 36 per cent in 1986, reflecting the recent vineyard expansion in less fertile, drier regions to the south.

Gisborne is white-wine country. Müller-Thurgau and Chardonnay total one-half of all plantings, followed by Dr Hogg Muscat, Reichensteiner, Sauvignon Blanc, Sémillon, Chenin Blanc and Golden Chasselas. Here the later-ripening red varieties have tended to become swollen, at the cost of flavour and colour intensity: with the odd exception, Cabernet Sauvignon has not performed well in Gisborne.

The few established winemakers believe that Gisborne's

Tuaheni Point

Gisborne is New Zealand's third-largest wine region, in recent vintages producing an average of 13 per cent of the country's wine. Chardonnay accounts for over half of all plantings and has enjoyed glowing competition success, and aromatic white varieties such as Gewürztraminer, Viognier and Pinot Gris are also coming to the fore.

The region's wine output, however, is dominated by Pernod Ricard NZ, and there is only a small cluster of quality-focused 'boutique' producers.

The hilly East Cape of the North Island is dominated by the Raukumara Range, leaving limited lowland areas suitable for viticulture. Grapegrowing is largely confined to the Poverty Bay flats near Gisborne city, which at just over 20,000 hectares form the largest of the coastal

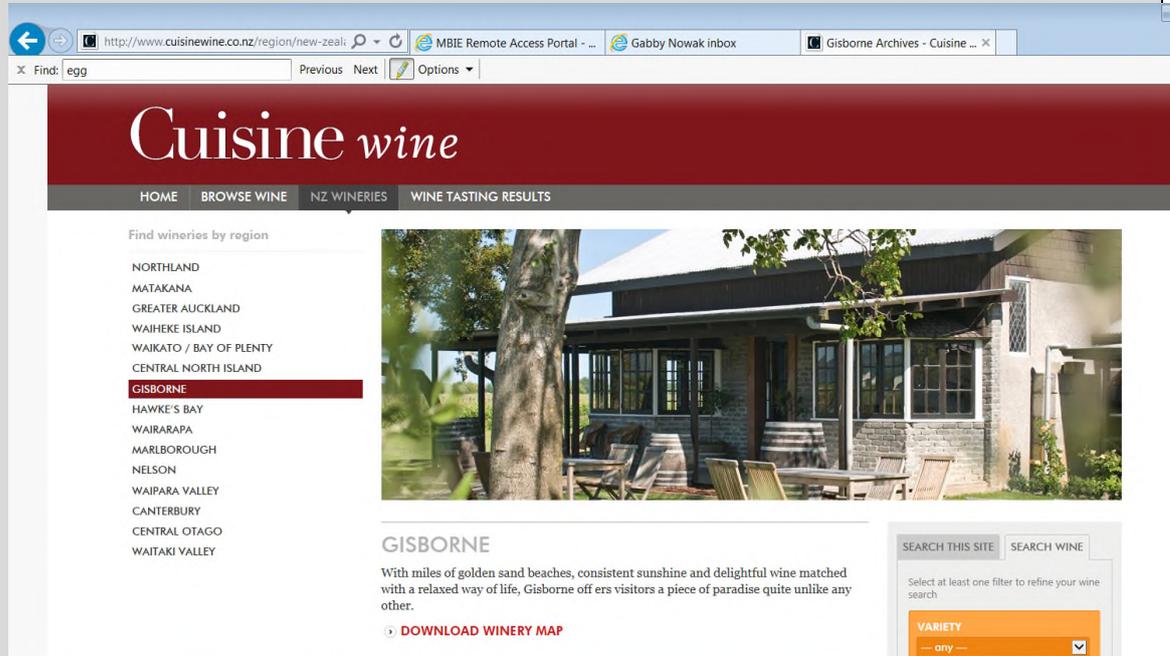
Gisborne

Gisborne produced 6 per cent of the national grape harvest – a significant increase from just 3.8 per cent in 2014.

At the end of a cool but dry spring, the vines' flowering in November was 'short and sharp, due to ideal temperatures', according to *New Zealand Winegrower*. At the start of summer, 'the canopy started to take off. ... The powdery mildew pressure through this period and into January was considered high, with humidity raising the potential risk of botrytis infection.'

January, with average rainfall, was followed by a very dry February. Matawhero enthused that summer had brought 'ideal growing conditions', with 'particularly good weather in January and early February'.

After a dry April, Matawhero reported 'nicely balanced' wines from 2015 with a 'beautiful concentration of fruit flavours'. Wrights, the organic producer, described 2015 as an 'epic vintage. ... Cyclone Pam added extra chaos, taking some crop and pushing vintage back by 10 days.' However, the company harvested Chardonnay for



The screenshot shows a web browser window with the URL <http://www.cuisinewine.co.nz/region/new-zealand/gisborne/>. The page features a dark red header with the 'Cuisine wine' logo and navigation links: HOME, BROWSE WINE, NZ WINERIES, and WINE TASTING RESULTS. A sidebar on the left lists New Zealand wine regions, with 'GISBORNE' highlighted in red. The main content area includes a photograph of a modern winery building with a large tree in the foreground. Below the photo, the heading 'GISBORNE' is followed by a short paragraph describing the region's climate and wine quality, and a 'DOWNLOAD WINERY MAP' link. On the right side, there is a search bar with 'SEARCH THIS SITE' and 'SEARCH WINE' buttons, and a filter dropdown menu for 'VARIETY' set to 'any'.

<http://www.cuisinewine.co.nz/region/new-zealand/gisborne/>

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Gisborne Wine

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Gisborne is a wine-producing region on the east coast of the North Island of New Zealand. The small, seaside city is 80 miles (130km) north of Napier in [Hawkes Bay](#) and is the first wine region in the world to see the dawn. Gisborne is not hugely well known outside of New Zealand but its wines are highly regarded internationally – particularly those made from [Chardonnay](#) and [Gewurztraminer](#).

Gisborne is New Zealand's third most prolific wine region, after [Marlborough](#) and Hawkes Bay. Vineyards stretch inland from Poverty Bay on the east coast, with most viticulture taking place in the Ormond Valley and around the small town of Patutahi. The Waipaoa River snakes its way through the valley on its way to the ocean.

The vineyards are heavily influenced by their coastal location, a sheltered [macroclimate](#) and plentiful sunshine during the [growing season](#) – Gisborne is one of the most reliable areas in New Zealand for growing grapes. Sea breezes during the summer help to moderate the intensity of the region's sunlight and extend the growing season, adding complexity and [acidity](#) to the berries.

Sites on south-facing slopes are generally made up of silty loams with some elements of limestone and run down into flat, riverside vineyards of heavy clay soils. The soils, while

Vineyards among Gisborne's hills
©NZWA/Villa Maria Estate

Critics' choice:
Approximate (ex-tax) price: **NZ\$ 30**
Color: Red White
Based on scores from a range of critics
Available in: New Zealand The World

2015 Milton Opu Vineyard Chardonnay, Gisborne, New Zealand
Avg Price: **NZ\$30** | Score: **87**

Where is it?
Map | Satellite
Map showing Gisborne location in New Zealand.

<https://www.wine-searcher.com/regions-gisborne>

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In Gisborne with Milton

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February 2017
January 2017
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November 2016
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February 2014

Annie and James Milton

Annie Milton was honest enough to admit that she'd read the diary wrong and that her and James weren't expecting me, when she picked me up from Gisborne airport. Despite this, I spent a lovely afternoon and evening with them, when we finally tracked down James in one of his vineyards.

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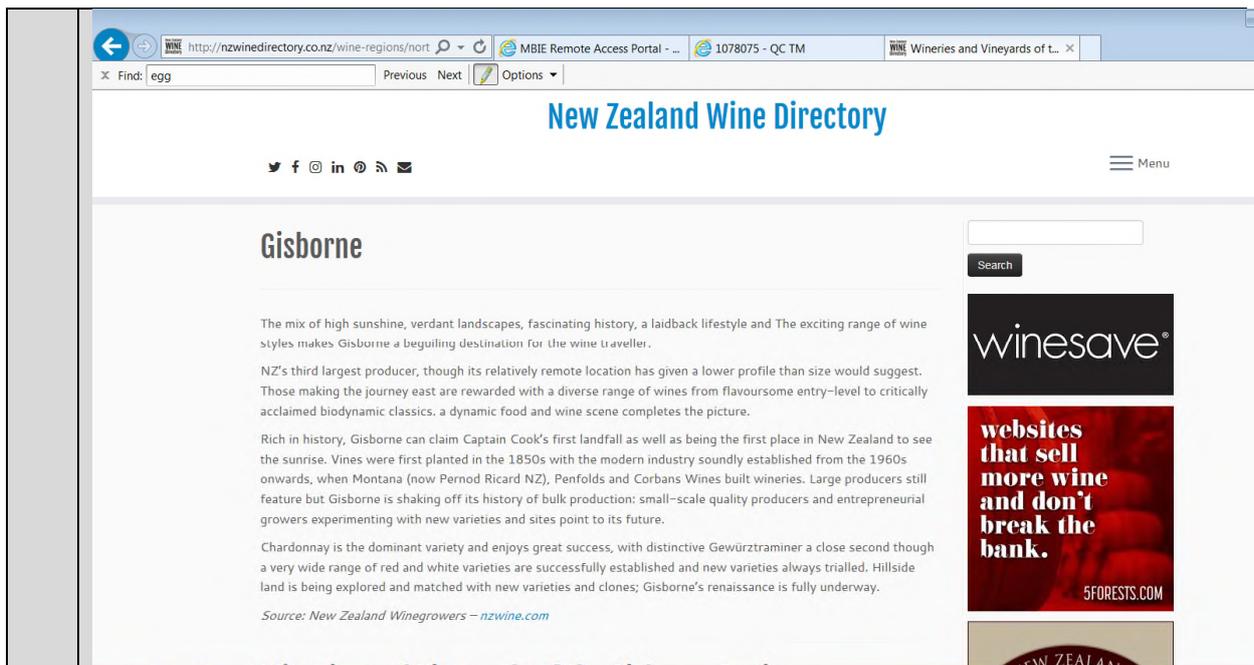
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Jamie Goode, online since 2001. Feel free to nose around; your comments are welcomed.

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my old blog: 2006-2010
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<http://nzwinedirectory.co.nz/wine-regions/north-island/gisborne/>

Formal recognition of GISBORNE

Declarant confirms (page 18) NZ government has recognised GISBORNE for export purposes including:

- GISBORNE included as vinicultural region on European Union's official list of "geographical ascriptions".
- GISBORNE in list of "Appellations of Origin" submitted to United States Department of Treasury Bureau of Alcohol Tobacco and Firearms (list of wines exported to market).
- GISBORNE including as geographical indication on the OMAR (overseas market access requirements) notice

Other relevant information:

30 **Comment(s):**

Examiners research:

Boundary

Confirm that boundary claimed with area considered to be Gisborne. Note District council website includes map of jurisdiction:

<http://www.gdc.govt.nz/maps/>

Use of GI on wine



https://www.google.co.nz/search?rls=com.microsoft%3Aen-NZ%3AIE-Address&dcr=0&biw=1280&bih=598&tbm=isch&sa=1&q=gisborne+wine+label&oq=gisborne+wine+label&gs_l=psy-ab.3...2182.4179.0.4634.6.6.0.0.0.446.1447.2-2j0j2.4.0....0...1.1.64.psy-ab..2.0.0....0.BGePeCbj84#imgsrc=QbDpFp583OPrOM:&spf=1508893301850

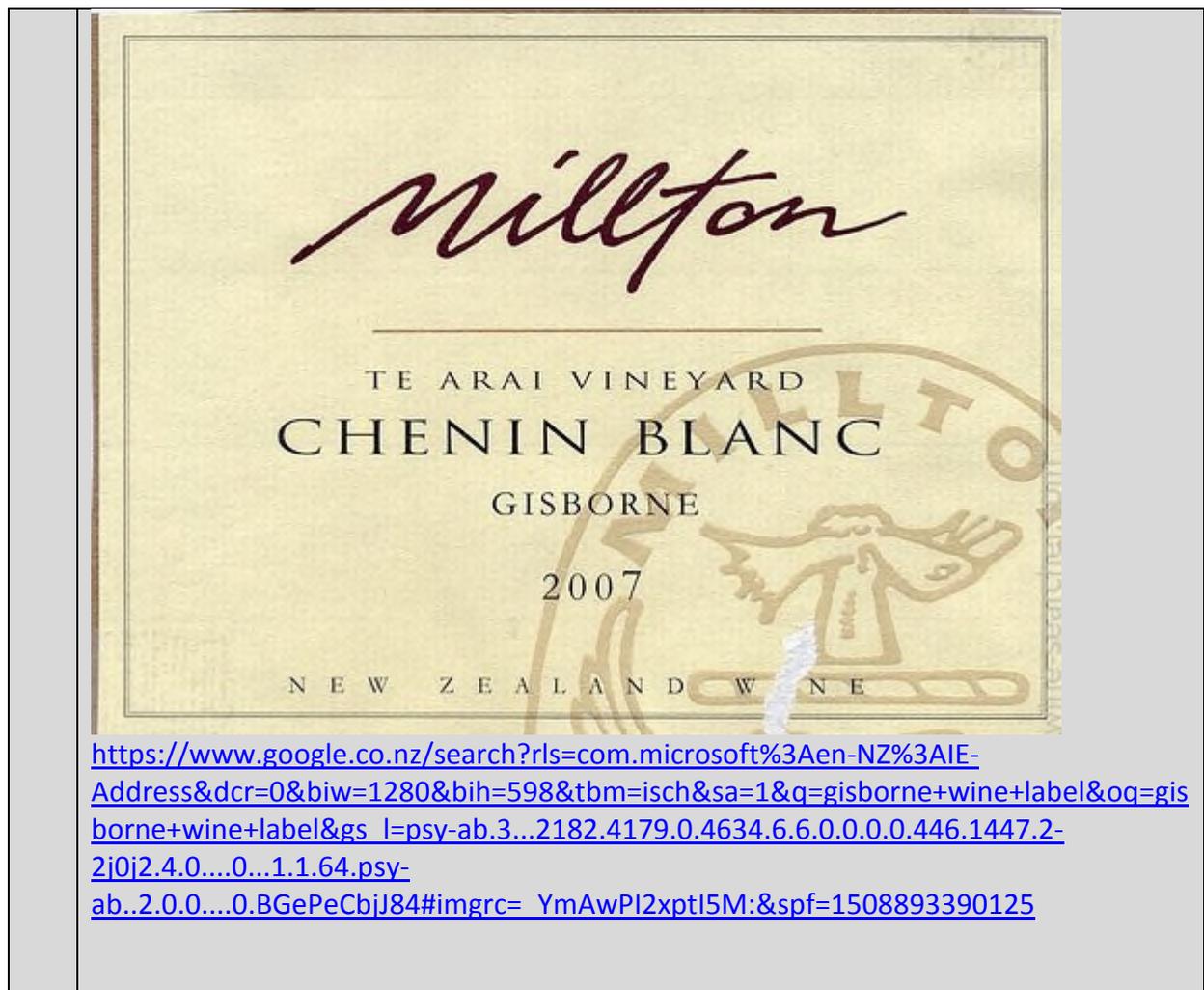


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“Matawhero,
the melding of the
old and the new.”

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



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