

NZ GEOGRAPHICAL INDICATION (GI) EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: 1014	GI Name: GLADSTONE	
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 checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s): Identical to TM 224922. Note consent has been provided by the owner of the cited mark.

	(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):
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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.

23	Comment(s): Small, emerging region. First vines planted in 1985.
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	<p>History</p> <p>The Gladstone GI was identified in 1985 by Wellingtonian Denis Roberts, who whilst driving through the region, and thinking that eastern hills “looked promising”, planted the first vines in the Gladstone area, establishing Gladstone Vineyard. As of 2016, there are eight producers within the Gladstone GI that are exporting wine bearing the Gladstone name, globally.</p> <p>Below is a brief summary of key moments in the evolution of the Gladstone GI.</p> <ul style="list-style-type: none"> • 1883 - The vines are planted within the Wairarapa GI by French wife of early Masterton settler and landowner William Beetham, Marie Zelie Hermanze Frere. • 1981 – David Bloomfield establishes Bloomfield Vineyards just south of Masterton <hr/> <ul style="list-style-type: none"> • 1985 – The first vines in Gladstone are planted by Wellington-based Denis Roberts – now Gladstone Vineyard • 1990 – First commercial vintage from Gladstone Vineyard • 1994 – Gladstone Vineyard receives the TROPHY for Sauvignon Blanc at the Air New Zealand Wine Awards • 1996 – The Wairarapa Wine Harvest Festival (Wine, Food & Entertainment) is established to become an annual sell-out event on the banks of the Ruamahanga River in Gladstone • 2016 – Nine of the Wairarapa GI’s 13 northern vineyards are located in Gladstone <p>The Gladstone GI is a strongly emerging sub-region within the Wairarapa GI. A unique setting is provided that is a draw-card for both tourists and the wine reputation of New Zealand. This reputation is attributable to the geographical origin of wines bearing the Gladstone GI.</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.

<p>2</p> <p>4</p>	<p>Comment(s):</p> <p>As a sub-region of the Wairarapa GI, the Gladstone GI sits on the banks of the Ruamahanga River which over 20,000 years ago has carved out dramatic cliffs and escarpments to expose stony sub-soils and built up layers of alluvial river terraces. Soils are predominantly silt loam over free-draining gravels, some of which can be up to 15m deep due to rivers criss-crossing the region.</p> <ul style="list-style-type: none"> • The ancient river terraces are covered by 20-50cm of silt loam soils with loess in places • Generally, very deep alluvial deposits up to 15m deep give very free draining soils <hr/> <ul style="list-style-type: none"> • The Wairarapa GI and its sub-regions (Martinborough and Gladstone) broadly share similar soils and geology based on river gravels cast over thousands of years. However, differences in the flavour profiles are provided by the each of the three GI’s due to distinctions in geology <ul style="list-style-type: none"> ○ Upstream, Masterton’s gravel river beds offer local limestone, Gladstone’s more variable silt loam has clay pockets whilst the shallower river terraces of Martinborough offer broken down, fine alluvial beds. ○ The variance in geology produces discernible nuances in the breadth, texture and elegance of wines produced from each sub-regions of the Wairarapa GI.
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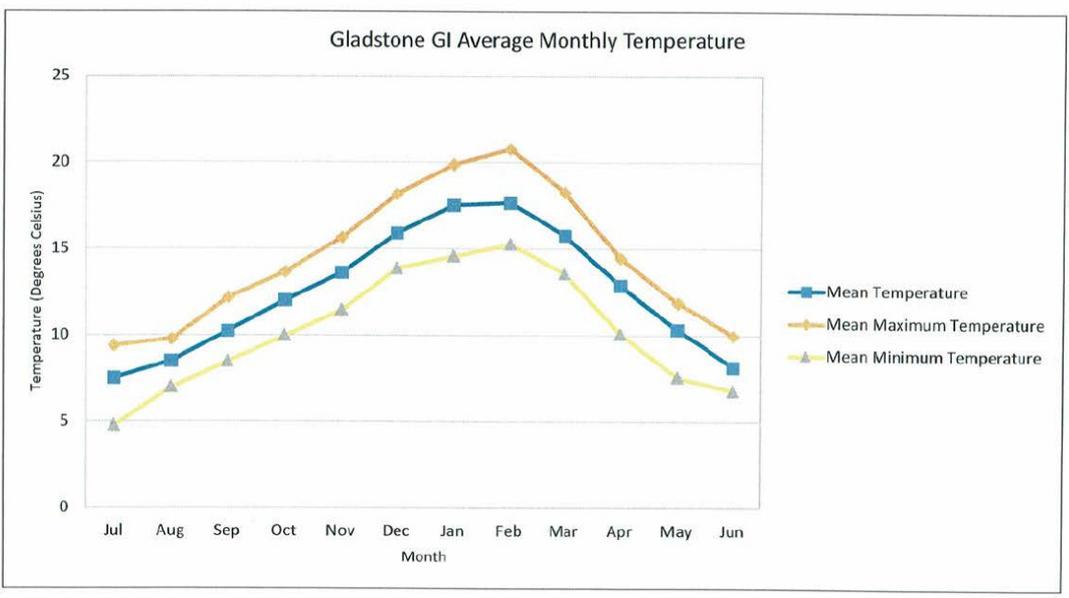
Soil composition in the area

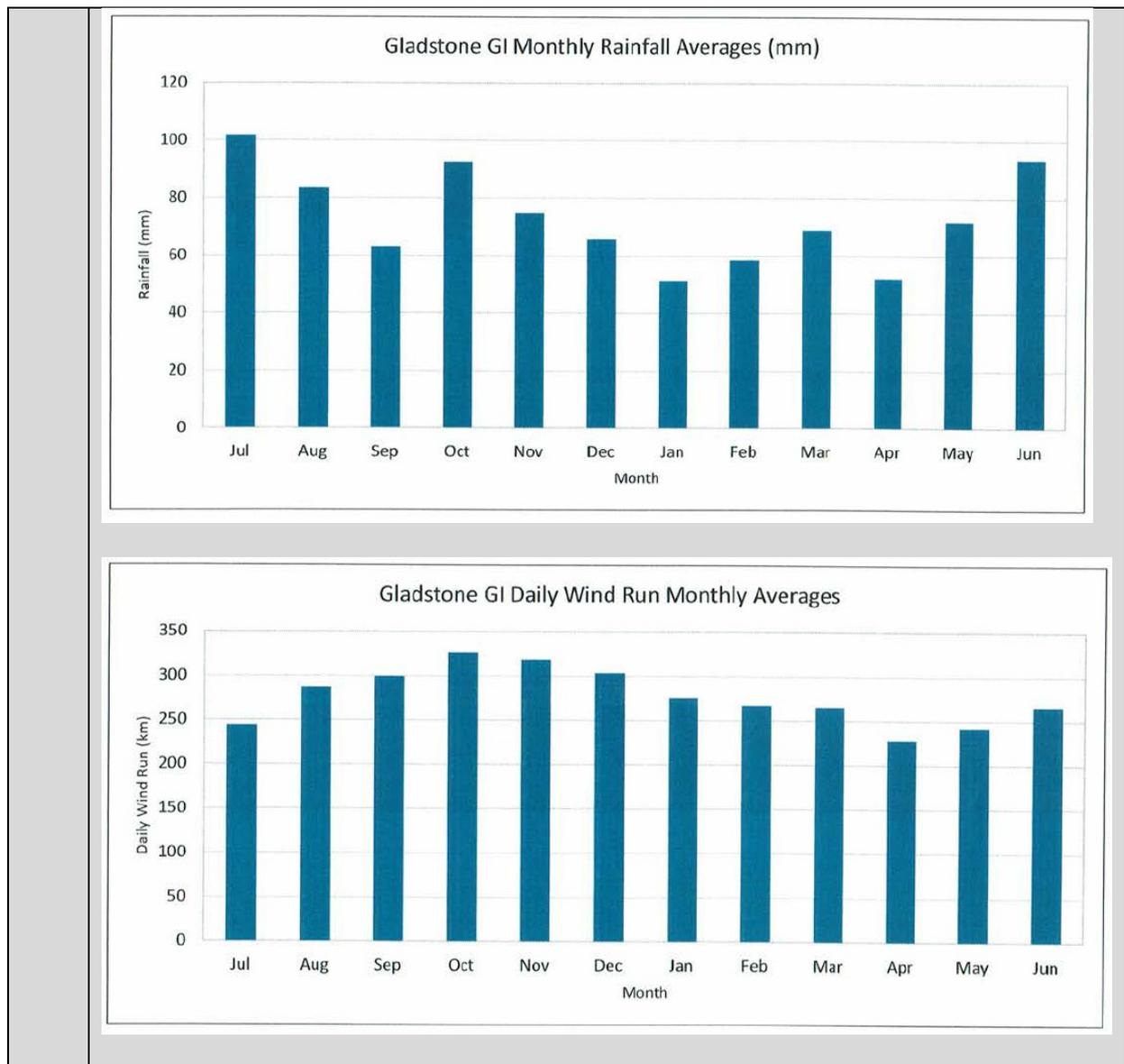
Soil composition in the area may include the soil type or types (such as sandy, clay, silt or loamy soils), and the presence of particular rock (such as gravel, schist or slate). The characteristics of the soil such as its temperature, pH, drainage, salinity and nutrient/mineral profile may also be relevant.

25	Comment(s): See above
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Climate in the area

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

26	<p>Comment(s):</p> <p>The Gladstone GI's key features are its high sunshine hours, particularly over the harvest period, and long, dry, relatively warm growing season with marked diurnal shifts, subject to significant wind impact, notably in spring. The Gladstone GI is within the Wairarapa region, the coolest and driest of all the New Zealand North Island regions.</p> <div style="text-align: center;">  <table border="1"> <caption>Gladstone GI Average Monthly Temperature Data</caption> <thead> <tr> <th>Month</th> <th>Mean Temperature (°C)</th> <th>Mean Maximum Temperature (°C)</th> <th>Mean Minimum Temperature (°C)</th> </tr> </thead> <tbody> <tr><td>Jul</td><td>7.5</td><td>9.5</td><td>4.5</td></tr> <tr><td>Aug</td><td>8.5</td><td>10.0</td><td>7.0</td></tr> <tr><td>Sep</td><td>10.0</td><td>12.5</td><td>8.5</td></tr> <tr><td>Oct</td><td>12.0</td><td>14.0</td><td>10.0</td></tr> <tr><td>Nov</td><td>13.5</td><td>15.5</td><td>11.5</td></tr> <tr><td>Dec</td><td>15.5</td><td>18.0</td><td>13.5</td></tr> <tr><td>Jan</td><td>17.0</td><td>19.5</td><td>14.5</td></tr> <tr><td>Feb</td><td>17.5</td><td>20.5</td><td>15.0</td></tr> <tr><td>Mar</td><td>15.5</td><td>18.0</td><td>13.5</td></tr> <tr><td>Apr</td><td>12.5</td><td>14.5</td><td>10.0</td></tr> <tr><td>May</td><td>10.0</td><td>12.0</td><td>7.5</td></tr> <tr><td>Jun</td><td>8.0</td><td>10.0</td><td>6.5</td></tr> </tbody> </table> </div>	Month	Mean Temperature (°C)	Mean Maximum Temperature (°C)	Mean Minimum Temperature (°C)	Jul	7.5	9.5	4.5	Aug	8.5	10.0	7.0	Sep	10.0	12.5	8.5	Oct	12.0	14.0	10.0	Nov	13.5	15.5	11.5	Dec	15.5	18.0	13.5	Jan	17.0	19.5	14.5	Feb	17.5	20.5	15.0	Mar	15.5	18.0	13.5	Apr	12.5	14.5	10.0	May	10.0	12.0	7.5	Jun	8.0	10.0	6.5
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Methods of producing wines and spirits

Human factors such as viticulture, winemaking or spirit-making practices may also be relevant. These factors are likely to be linked closely to natural factors such as steep,

inaccessible terrain which can mean that less mechanisation is feasible. This in turn may mean that the wines or spirits from that area must be premium goods that are sold at a high price point in order to be profitable.

27	<p>Comment(s):</p> <p>Methods of producing wines</p> <p><i>Grape varieties and wine styles</i> The Gladstone GI produces red, white, rosé and sparkling wines from the following grape varieties: Pinot Noir, Sauvignon Blanc, Riesling, Pinot Gris Syrah, Chardonnay, Viognier, Cabernet Blends</p> <p><i>Viticulture and winemaking</i> Viticultural and winemaking practices within the Gladstone GI are adapted to the production of super-premium to ultra-premium wines from specific grape varieties in the range of physical environments that exist within the GI. Whilst the practices themselves may not be unique, they are aimed at promoting the distinctive characteristics of wines from the Gladstone GI.</p> <p>Particular features of viticulture and winemaking practices within the Gladstone GI are as follows:</p> <ul style="list-style-type: none"> • The natural river terraces that rise steeply from the stony riverbed create a challenging environment for grape growing and winemaking. Coupled with moderate rainfall and vigorous winds, vines are naturally low yielding • All producers within the Gladstone GI small plots (less than 40ha) family-owned and run - with much collaboration between producers, sharing of equipment and skills • At small sizes per ha, most vineyards are hand-picked and wines are typically aimed at the premium or higher end of the market • Wines are made in small batches, usually from single vineyards or vineyards owned by the winery • Red wines are typically aged in oak – which combined with the low yields, enhance the savoury characters, structure and longevity of Gladstone GI wines <p>Grape growers and winemakers within the Gladstone GI have strong commitments to sustainable winegrowing, with most participating in the Sustainable Winegrowing New Zealand or Organic Winegrowing certification.</p> <p>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.</p>
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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 varietals.

28	<p>Comment(s):</p> <p>Display recognisable and consistent sensory attributes due to the physical environment and viticultural and winemaking practices.</p>
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	The Declarant's evidence includes descriptions of the attributes typically associated with wines from the GI. However, as this information has been provided by a person other than the declarant (Master of Wine Emma Jenkins) and is essentially hearsay, a low weighting has been placed on this information
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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><i>Market Positioning</i></p> <p>Wines from the Gladstone GI are positioned at the Wines from super-premium to ultra-premium end of the wine market - defined as wines priced over USD\$7 (NZ\$10) and USD\$14 (NZ\$21), respectively</p> <p>Ranging from NZ retail prices of \$15 - \$60, the average retail price of wine bearing the Gladstone GI is NZ\$24 per bottle (SOURCE – winesearcher.com)</p> <p>The average rating on the 100-point scale is 89 points.</p>
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Litres exported by Vintage and Region

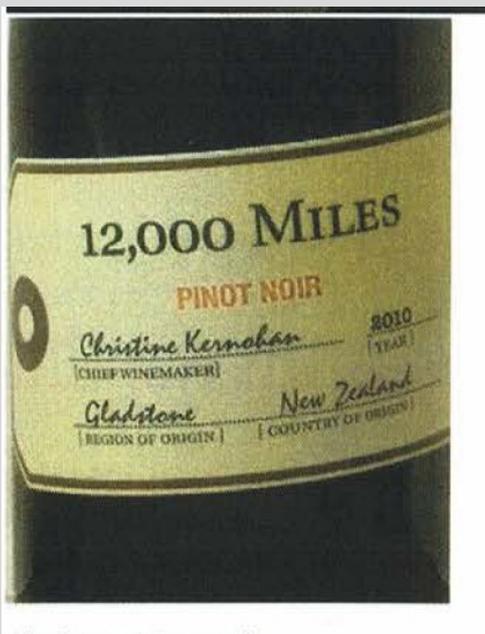
The data below were collected by MPI's FoodNet and Wine E-cert systems. They show the total litres of wine recorded as being "Gladstone" wine that were exported from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

Wine labelled as Vintage...

	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
Gladstone	91,150	83,696	124,611	130,861	139,815	147,366	61,280	28,061	0	497	807,336

SOURCE: NZ Ministry for Primary Industries – June 2017

Labels:



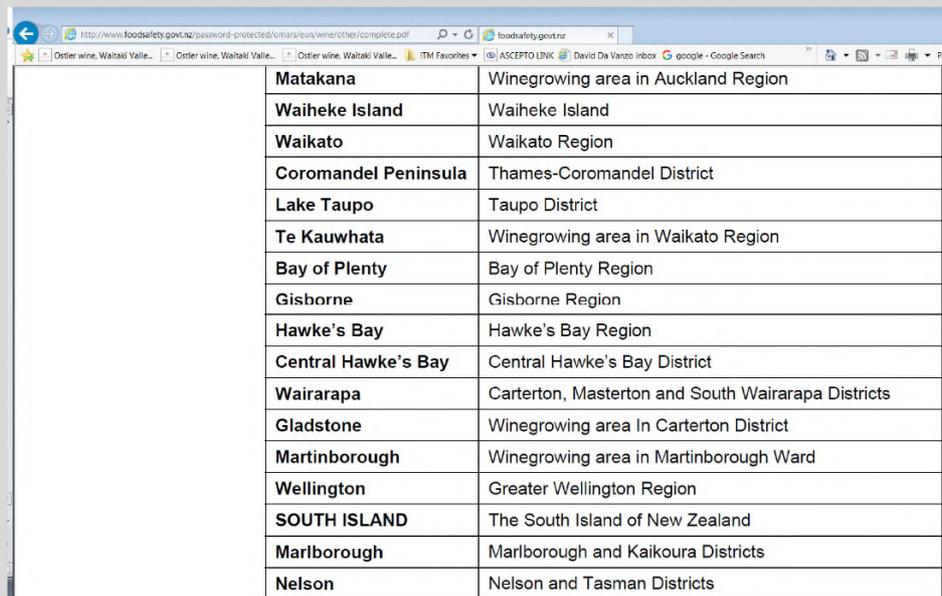
Some of the other labels are not particularly clear but can just make out the GI

Other relevant information:

30

Comment(s):

The EU OMAR list for 2009 (shown below) refers to the Gladstone GI as the winegrowing area in the Carterton region.



Matakana	Winegrowing area in Auckland Region
Waiheke Island	Waiheke Island
Waikato	Waikato Region
Coromandel Peninsula	Thames-Coromandel District
Lake Taupo	Taupo District
Te Kauwhata	Winegrowing area in Waikato Region
Bay of Plenty	Bay of Plenty Region
Gisborne	Gisborne Region
Hawke's Bay	Hawke's Bay Region
Central Hawke's Bay	Central Hawke's Bay District
Wairarapa	Carterton, Masterton and South Wairarapa Districts
Gladstone	Winegrowing area in Carterton District
Martinborough	Winegrowing area in Martinborough Ward
Wellington	Greater Wellington Region
SOUTH ISLAND	The South Island of New Zealand
Marlborough	Marlborough and Kaikoura Districts
Nelson	Nelson and Tasman Districts

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

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 type="checkbox"/> Yes	<input checked="" 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