

NZ GEOGRAPHICAL INDICATION (GI)

EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: 1017	GI Name: Canterbury	
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): Note page 9 description of sensory Attributes by Emma Jenkins. "hearsay"
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Quality, reputation or other characteristic

<p>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)).</p> <p>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.</p> <p>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)).</p>
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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): History on GI region explained by Declarant at page 2: <ul style="list-style-type: none"> • Canterbury is one of the oldest grape growing regions in the South Island of New Zealand • Grapes brought by French immigrants to Akaroa on Banks Peninsula in the
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	<p>1840s.</p> <ul style="list-style-type: none"> • Winemaking trials began at Lincoln College in 1973 • Commercial wine came in from 1978 • Vineyards expanded in 1980's-1990's in Waipara Valley <p>The history provided above shows how the reputation for the GI CANTERBURY 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>The distinctive geology discussed by Declarant, including diurnal fluctuation driven by hill ranges close to the sea contributes to the flavour of the GI wines. The wine has character with well-balanced acidity (Page 2).</p> <p>The Declarant confirms the GI contains a variety of local environment suitable for growing vines. The geography of the GI begins between the foothills of the Southern Alps and East Coast contains different terrains, mesoclimates and soils discussed on pages 4 and 5:</p>
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Geographical features in the area / soil composition in the area

Canterbury is the longest region in New Zealand, measuring over 300 kilometres from north to south. Between the foothills of the Southern Alps and the east coast are a variety of different terrains, mesoclimates and soils that contribute to an array of local environments suitable for growing vines.⁷

Ninety percent of the region's vineyards are situated in the Waipara and Waikari Valleys in the northern part of the region, 40km north of Christchurch, where the coastal Teviotdale Hills provide shelter from the prevailing easterly wind. Soils on the floor of the Waipara Valley feature stoney gravels over alluvial subsoils while vineyards on the slopes around this valley and in the Waikari region are planted on limestone derived clays.

Vineyards on the Canterbury plains are mainly clustered around Christchurch with some extending down into south Canterbury. These vineyards enjoy free draining stony soils courtesy of the braided formerly glacial rivers flowing from the Southern Alps. The soils deposited by these rivers have complex layers of coarse gravels, fine sands and clays⁸. While more exposed than their valley counterparts, vineyards in these areas typically have a longer growing season with harvest normally taking place in late April and early May.

Banks Peninsula separates the flood plain draining into Pegasus Bay North of Christchurch from the Canterbury Bight to its south. It was the first locality in Canterbury to have grapes planted in the mid nineteenth century⁹.

Banks Peninsula is dominated by the eroded calderas of the Lyttelton and Akaroa volcanoes which were active some 7-10m years ago. The four commercial vineyards on Banks Peninsula all lie within these two volcanic craters. The widespread production of quartz and feldspar rich silt sized glacial flour in the southern alps and the later transport and deposition by the dominant North Westerly wind, produced an extensive mantle of airborne clayey silt (Loess) on Banks Peninsula. Loessal soils (Aeolian clayey (11-25%); silt (65-80%)) are characterised by an organic rich topsoil; a clayey silt

compact layer of 700-1200mm; parent layer from 1 -2 m; weathered volcanic bedrock. They are low to moderate vigour soils of low friability and moderate drainage.

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	<p>Comment(s):</p> <p>Declarant confirms distinctive soil contribute to the flavour of the GI wines (Page 2). More explanation of the GIs soil see box 24 above.</p>
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Climate in the area

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

26	<p>Comment(s):</p> <p>Declarant confirms at page 2 the low rainfall and moderate climate results in production of high quality wine form a particular suite of grape varieties.</p> <p>The declarant discussed the climate of the GI at pages 5 and 6 (see below). The climate of the GI primary determines the growth and grapes grown in the GI and as such contributes to the sensory attributes in the wine.</p> <p><u>Diurnal shift/ Low rainfall/ Cool climate</u></p> <p>The GI has diurnal shift (variation is the variation between a high temperature and a low temperature that occurs during the same day). This adds to fruits intensity and retaining natural acidity.</p> <p>The GI has low rainfall and possible drought conditions due to the marked rain shadow effect of the Southern Alps. The low rainfall and long dry growing season ensure the ripening of grapes but given the cool climate there is low disease, pressure, and enhanced flavour and phenolic development without excessive sugars, plus excellent retention of natural acids. These factors result in the GI wines, especially the plains vineyards, are usually aromatically intense, display</p>
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high varietal expression and are finely structures with an often racy freshness.

Wines from the more northerly and protected Waipara valley normally have more rounded weight palates but have same fruit-drive intensity and fresh acidity.

Additional detail of climate discussed on page 5 see below:



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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 CANTERBURY GI's key features are its long growing season, distinct seasons with warm summers and cold winters, significant diurnal shift and very low rainfall with drying summer winds. The South Island's CANTERBURY GI is spread across a wide area, sweeping over 300km up the coast from its southern boundary on the Waitaki River, north past Christchurch and Banks Peninsula to its northern boundary near the Conway River, south of the Kaikoura Ranges. It extends westwards from its lengthy Pacific Ocean coastline into the Southern Alps (Main Divide) the defining mountain range spine of the country which exercises a profound effect on the CANTERBURY GI's climate.

The wine-growing areas of the CANTERBURY GI are clustered around the city of Christchurch, where the GI's first commercial winery was established in 1978, and the Waipara Valley some 60 km to the north, adjacent to the seaward Teviot Hills. The extensive Canterbury Plains stretch around 100km inwards to the foothills of the Southern Alps, drained by numerous braided river systems and swept by winds from the south and north. The Plains vineyards are mainly found around the outskirts of Christchurch, scattered across the plains and into the foothills of Banks Peninsula. Vineyards here experience cooler temperatures than those in Waipara Valley, which receives protection from cold southerly flows by the Teviotdale Hills.

Banks Peninsula enjoys a distinct macro/mesoclimate compared to Christchurch and the Plains. Vineyards on the Peninsula are sited on elevated positions with northerly sloping aspect. This provides good natural drainage (which also reduces the risk of frost) and the interception of more solar radiation.

Whilst the CANTERBURY GI has an overall cool climate (its GDD being 1,288 in the WAIPARA VALLEY GI sub-region in the north, and 844 in the Waimate region in the south) it is prone to extremes of temperature in both summer and winter; summer days over 30 degrees Celsius are common and winters are very cold with generally clear skies contributing to frequent frosts that can at times be severe. This effect becomes more notable the further inland one goes, a contributing factor to most of the GI's vineyards being towards the coast. The CANTERBURY GI also experiences significant diurnal shifts, which contributes to its wines' high degree of fruit intensity as well as retention of natural acidity. The GI is moderately sunny with around 2000 hours sunshine per annum; being sunniest further inland and to the north due to the rain shadow effect of the Main Divide, whilst closer to the coast sea moisture brings high, hazy cloud cover at times.

The CANTERBURY GI experiences very low rainfall and has a propensity for droughts due to the marked rain shadow effect of the Southern Alps combined with its free-draining soils. Irrigation is regarded as essential. However the advantage of low rainfall is a long, dry growing season: not only essential for ripening grapes in such a cool climate but also contributing to very low disease pressure, enhanced flavour and phenolic development without excessive sugars, plus excellent retention of natural acids. As a result, CANTERBURY GI wines, particularly those from the Plains vineyards, are generally aromatically intense, display high varietally expression and are finely

	<p>structured with an often racy freshness. Wines from the more northerly and protected Waipara Valley typically have more rounded weighty palates but exhibit the same fruit-driven intensity and fresh acidity.</p> <p>Prevailing winds are from the north-east and south-west. A key feature of the CANTERBURY GI are its exceptionally drying nor'westers: strong, hot winds which blast across the region in spring and summer. Their arrival is heralded by high streaky clouds arching over the Main Divide and their extreme lack of moisture has a significant impact on vines, buffeting shoots and leaves and causing water stress. The Plains is also subject to cold weather systems arriving from the Southern Ocean, bringing rain and causing temperatures to plummet. The Waipara Valley is also receives the blustery nor'westers but is generally sheltered from the cold southerly winds, as such its wines tend to be more weighty and rounded in comparison to the same varieties from the Canterbury Plains. With the GI's long coastline and extensive plains, cooling sea-breezes in summer and early autumn afternoons are also a notable feature, moderating temperatures across the Canterbury Plains.</p> <p>With its cool climate, marked temperature shifts and many vineyards planted on flat land, frosts are a notable threat to the CANTERBURY GI's vineyards at both ends of the growing season; frost protection systems are therefore generally regarded as a necessity¹⁰.</p>
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Methods of producing wines and spirits

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

27	<p>Comment(s):</p> <p>Declarant confirms no unique methods in the GI. However, yields are restricted and small batched. There is also strong commitment to stainable winegrowing. (Page 10).</p>
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	<p><i>Viticulture and winemaking</i></p> <p>Viticultural and winemaking practices within the CANTERBURY GI are adapted to the production of ultra-premium wines from specific grape varieties in the range of physical environments that exist</p>
	<p>within the GI. While the practices themselves may not be unique, they are aimed at promoting the distinctive characteristics of wines from the CANTERBURY GI.</p> <p>Particular features of viticulture and winemaking practices within the CANTERBURY GI are as follows:</p> <ul style="list-style-type: none"> • In order to ensure that grapes are of the highest quality within the CANTERBURY GI growing environment, yields are typically restricted to between 4.6 and 10 tonnes per hectare for red grape varieties for premium bottled production and 6 and 13 tonnes per hectare for white grape varieties for premium bottled production. • Wines are made in small batches, often predominantly from single vineyards sites. • Red wines are typically aged in oak. Red wines are macerated on their skins for extended periods resulting in red wines with significant aging ability. • Grape growers and winemakers within the CANTERBURY GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification. <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 processes 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> <p>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.</p>

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>GI specialise in grape varieties which suit physical environment and market in particular: aromatic varieties, Chardonnay and Pinot Noir (Page 3).</p> <p>The wines produced in the GI have recognisable and consistent sensory</p>
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<p>characteristics across range of varieties and styles (Page 3).</p> <p>These factors result in the GI wines, especially the plains vineyards are usually aromatically intense, display high varietal expression and are finely structures with an often racy freshness. (Page 5)</p> <p>Wines from the more northerly and protected Waipara valley normally have more rounded weight palates but have same fruit-drive intensity and fresh acidity. (Page 5)</p> <p>Sensory attributes: The Declarant's evidence includes descriptions of the sensory attributes typically associated with wines from the CANTERBURY 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 10-11)</p>

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:

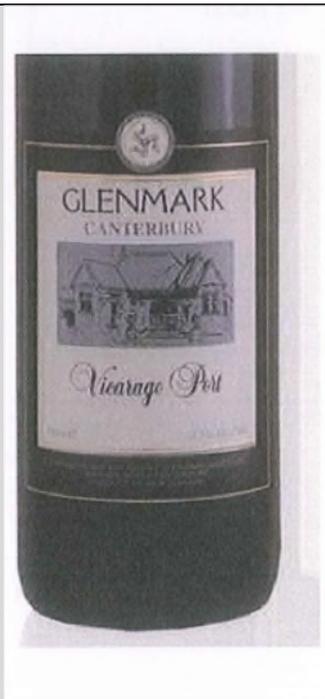
- Evidence that wines or spirits are sold and/or promoted by reference to the GI.
- Statements from chambers of commerce and industry or other trade and professional associations that the wine or spirit has a reputation that is essentially attributable to its origin.
- Evidence that the GI influences 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>The geographical indications boundary claimed appears to fall within what is generally considered to be Canterbury. Kaikoura district is usually part of Canterbury, but we note has been claimed as part of this GI.</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> <p><u>Low production/ “boutique” producer/ Premium to ultra-premium product</u></p> <p>Declarant confirms while large land area, small producing vineyard area. Therefore, the region is still a “boutique producer” (Page 2).</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>The CANTERBURY GI is New Zealand’s largest GI, covering most of the Canterbury local government region - excluding the districts of Waitaki and Kaikoura. While it covers a large land area, producing vineyard area is comparatively small at 1419 hectares.¹ The region features 91 vineyards, eight winery restaurants, over 20 cellar doors. With a harvest tonnage of 12,170 tonnes in 2016,² it is still predominantly a region of boutique producers.</p> </div> <p><u>Use of the GI in relation to the goods</u></p> <p>First use of the GI on the goods in 1982 and further examples 1980, 1990, 2000s and 2000 onwards- (appendix 1)</p>
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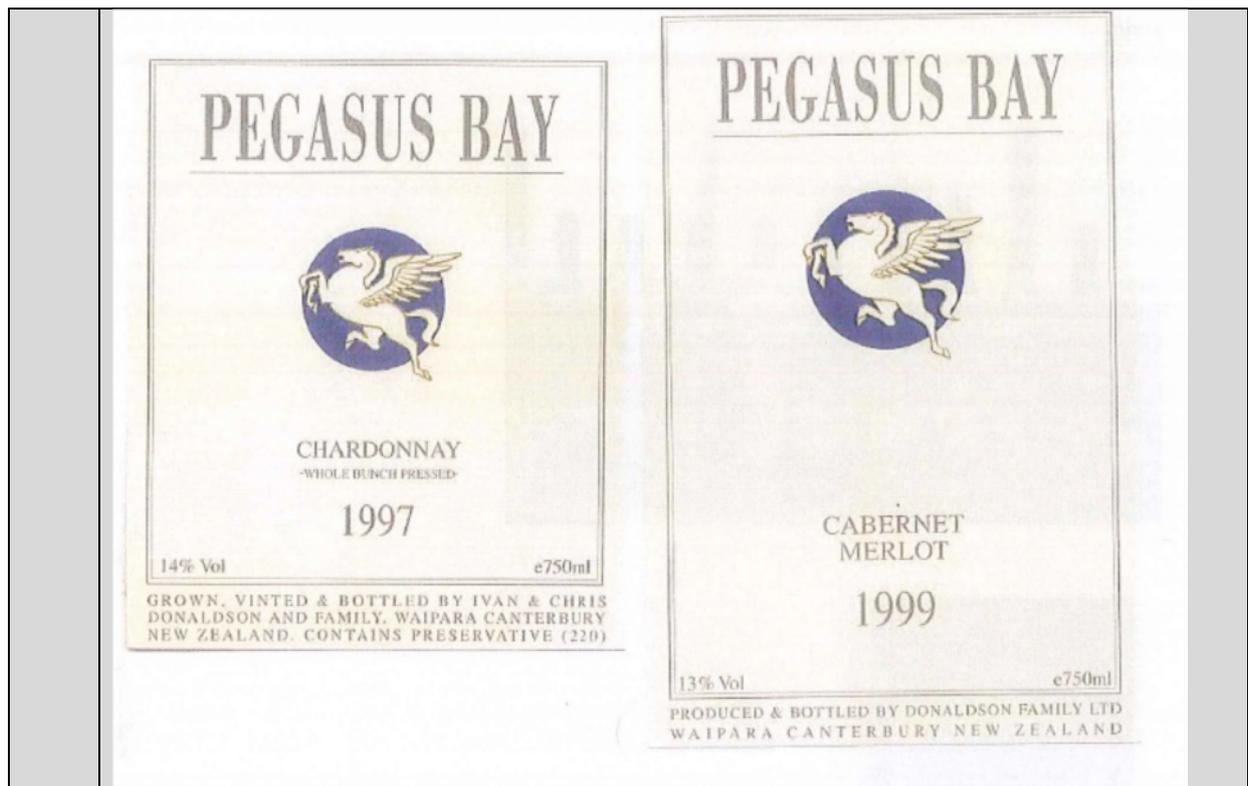


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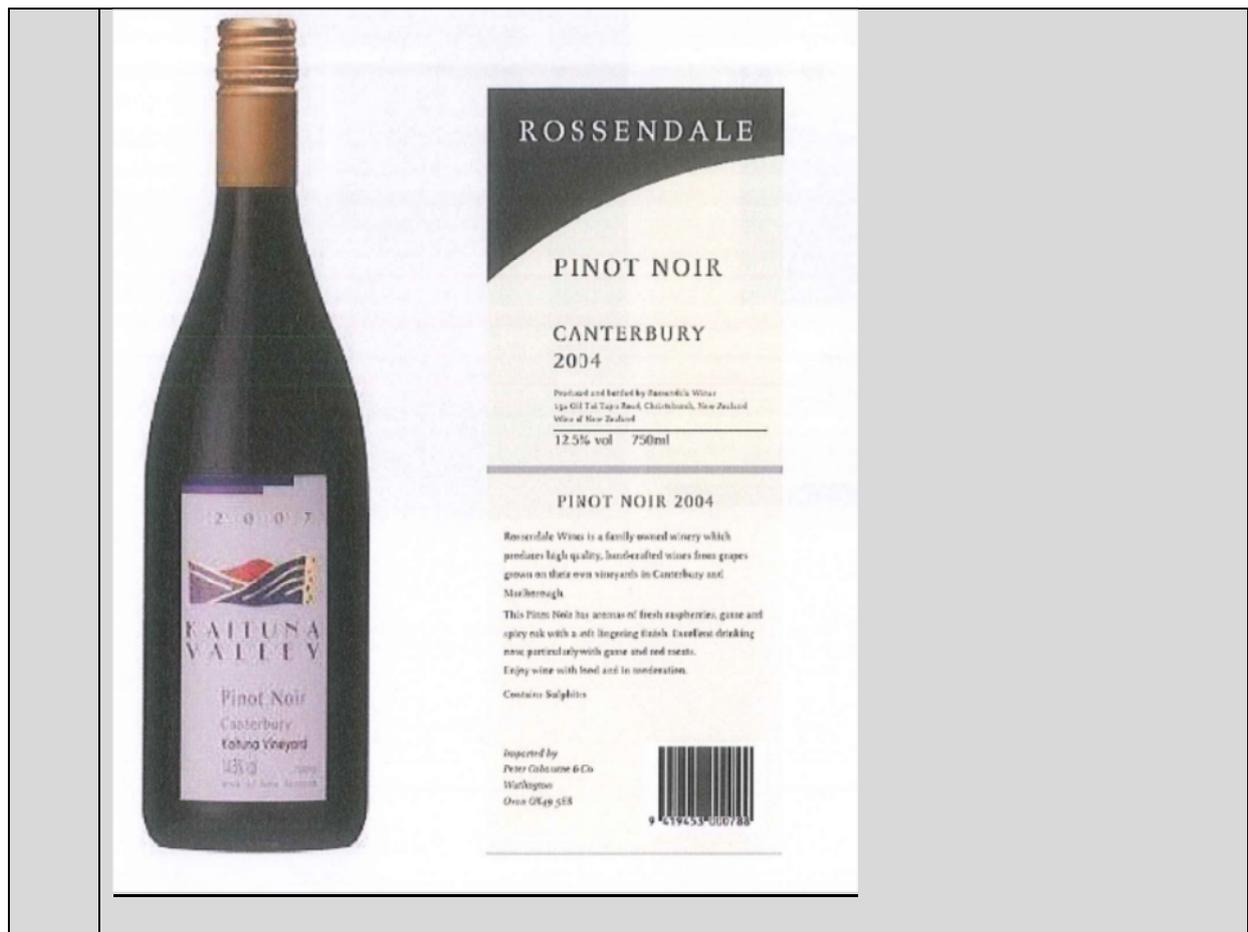


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Export/ international reputation

The declarant confirms that 928,000 litres of wine from the 2010-2015 vintages have been exported using the GI. (Page 11)

Wines from the CANTERBURY GI are also exported around the world. Data from the Ministry of Primary Industries indicates that 928,000 litres of wine from the 2010-2016 vintages have been exported using the CANTERBURY GI. It is likely that many wines using the NORTH CANTERBURY or WAIPARA VALLEY sub-regional GIs will also have used the CANTERBURY GI.

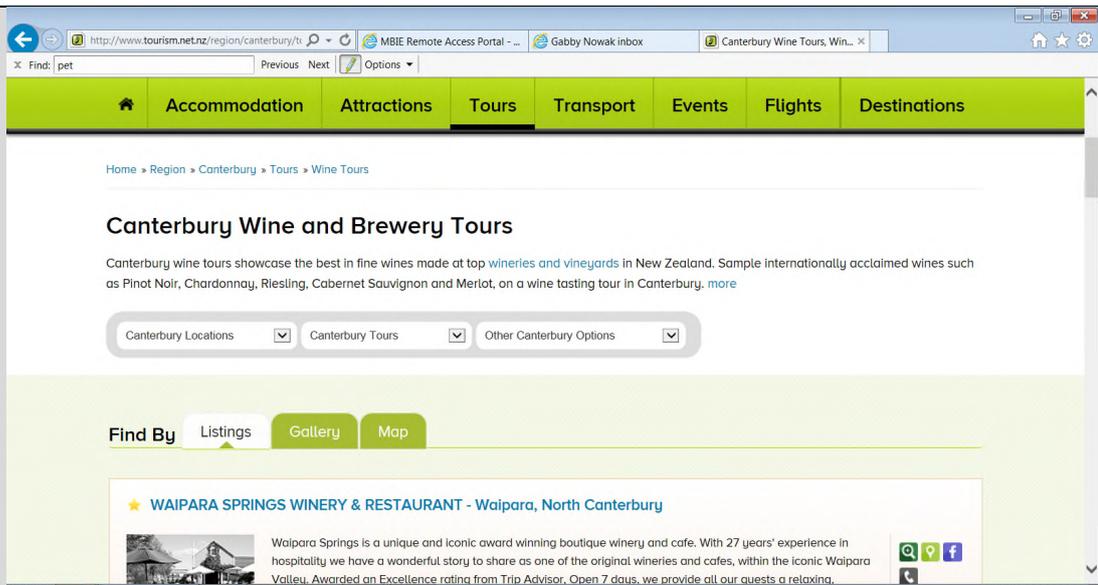
Marketing and Promotion

The GI has been used in the promotion of wine for many years. The GI is used online since 2003 (www.canterburywine.co.nz). 2012 the Canterbury wine awards were started. The GI is also feature in national and regional tourism material.

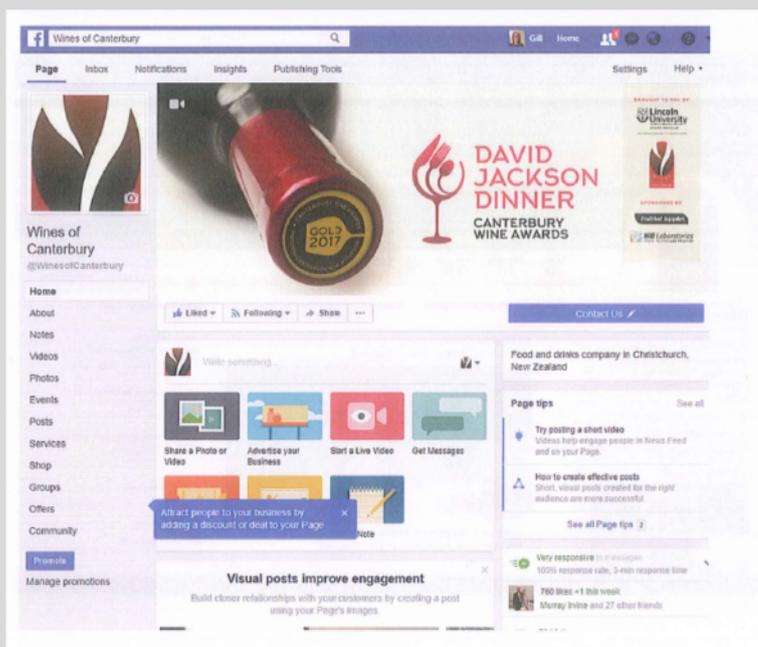
<http://www.christchurchnz.com/what-to-see-and-do/canterbury-vineyards>



<http://www.tourism.net.nz/region/canterbury/tours/wine-tours>



The declarant has provided examples of recent marketing initiatives from the website, Facebook and Twitter (appendix 2)



Formal recognition of GI

Declarant confirms (page 13) NZ government has recognised CANTERBURY for export purposes including:

- CANTERBURY included as vinicultural region on European Union's official list of "geographical ascriptions".
- CANTERBURY 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
- Canterbury is listed in OMAR- European Union Wine: Overseas Market Access Requirement Notice

References to GI in media

The declarant provides examples in Appendix 3 where the mark has been referenced in national and international wine reference works. Examples below:

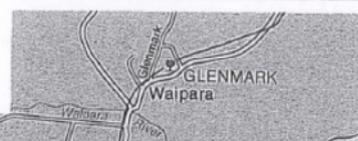
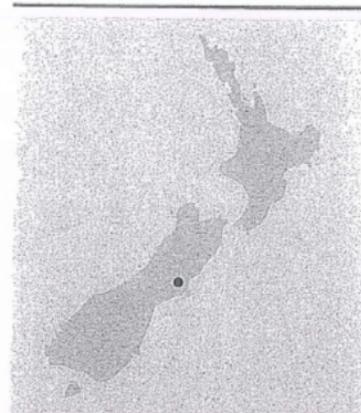
Ten years after the planting of the province's first commercial vineyard, Canterbury has emerged as a fully fledged wine region with half-a-dozen wineries up and running and a cluster of auspicious Pinot Noirs and Rieslings safely ensconced in bottles.

The climatic hazards for viticulture in Canterbury are more severe than for districts further north. Canterbury, although nearer the equator than many European wine regions, in cooler years can fail to accumulate the heat readings necessary to fully ripen grapes. In this respect it parallels parts of Germany. October spring frosts are a risk and April frosts can retard ripening.

Canterbury, however, like Marlborough, enjoys one vital advantage over most North Island winegrowing regions – low rainfall. During Canterbury's long dry autumns, the warm days and cool nights enable the fruit to ripen slowly, with high levels of acidity and extract. Müller-Thurgau is usually harvested in mid-April – a month or more later than in the North Island – and Riesling and Pinot Noir hang on the vines until May.

Most of the vineyards are located in two areas: south of Christchurch and at Waipara in North Canterbury. The soils in both districts are typically silty loams – shallower in the south – overlying river gravels, free-draining and in most seasons needing to be irrigated.

CANTERBURY



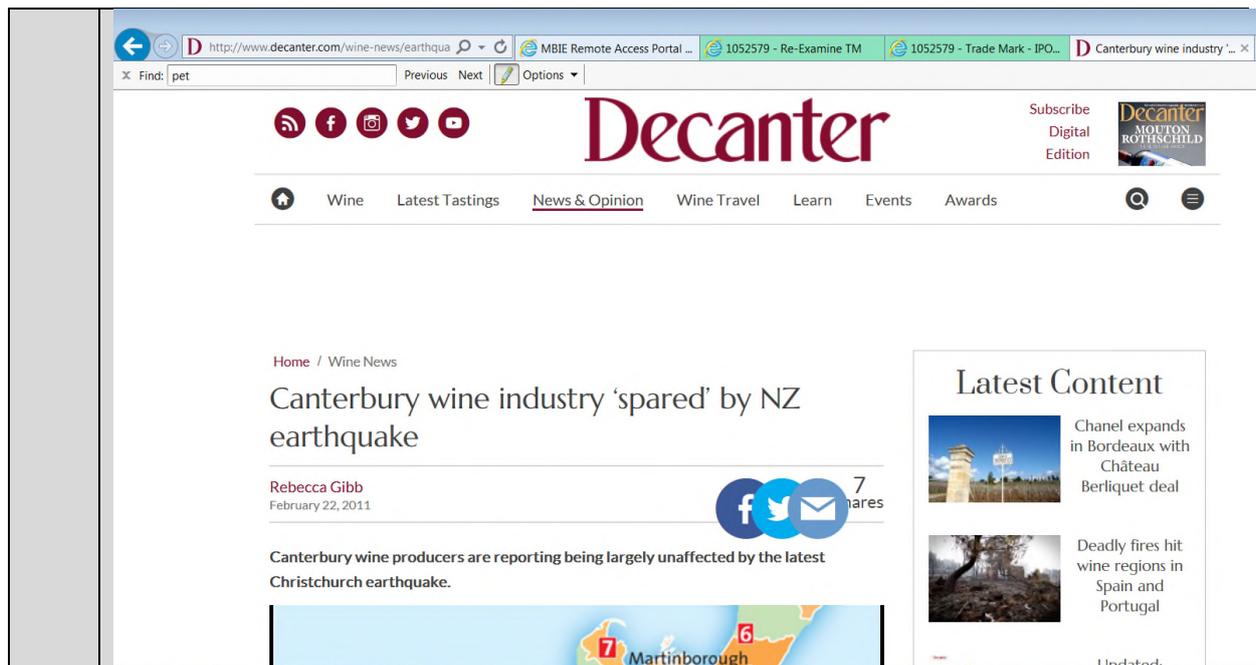
Canterbury/Waipara Canterbury, around Christchurch on the central east coast of the South Island, represents a collection of mostly small and very diverse subregions. Waipara, one hour's drive north of Christchurch, is by far the largest while each of Banks Peninsula to the east of the city, the plains 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

The GI has been mentioned in a number of national media articles online. URL addresses set out in Appendix 4. Examples below:



http://www.stuff.co.nz/life-style/food-wine/79333613/eight-wines-are-competing-to-be-named

<http://www.stuff.co.nz/life-style/food-wine/79333613/eight-wines-are-competing-to-be-named>



The screenshot shows a web browser window with the URL <http://www.decanter.com/wine-news/earthquake>. The page features the Decanter logo and navigation menu. The main article is titled "Canterbury wine industry 'spared' by NZ earthquake" by Rebecca Gibb, dated February 22, 2011. It includes a map of New Zealand highlighting the Martinborough region. A "Latest Content" sidebar on the right lists other articles, such as "Chanel expands in Bordeaux with Château Berliquet deal" and "Deadly fires hit wine regions in Spain and Portugal".

<http://www.decanter.com/wine-news/earthquake-spared-canterbury-wine-industry-41377/>

Awards and Competitions

Nationally and internationally wine from the GI has won a number of awards for their high quality. Discussed by the declarant at page 14. Some of the awards which have been won listed below:

Air New Zealand Wine Awards

- Canterbury House Noble Riesling 2000: Champion Wine of the Show 2001, Champion Sweet Wine 2001
- Canterbury House Noble Riesling 2004: Champion Sweet Wine 2005

Location/ Tourism

Canterbury is near to the major urban centre of Christchurch and tourism hubs such as Hanmer Springs and Kaikoura. This allows for wine tourism.

Other relevant information:

30	Comment(s):
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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