

## NZ GEOGRAPHICAL INDICATION (GI)

### EXAMINATION CHECKSHEET

#### Application information (reg 7) and formalities

<b>Box Reference Number</b>			
<b>1</b>	<b>GI Number:</b> 68	<b>GI Name:</b> WAITAKI VALLEY NORTH OTAGO/ WAITAKI VALLEY	
<b>2</b>	<b>New Zealand GI correctly selected (cf foreign)</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
<b>3</b>	<b>Goods GI for</b>	<input checked="" type="checkbox"/> Wine	<input type="checkbox"/> Spirit

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

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

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

### Examination

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

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

### Reference Searches

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

## Evidence

22	<b>Statutory declaration/ affidavit complies with s9 of Oaths and Declarations Act 1957 (for statutory declarations) or the High Court Rules (for affidavits)</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>
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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	<b>Comment(s):</b> <b>The History and Background section states that the reputation of the GI has been enhanced by the proximity of the region to the major tourist centres of Christchurch and Queenstown. The section also states that due to its success in producing award-winning wines, Waitaki Valley now sits as a region in its own right.</b>
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	<p>The Waitaki Valley is situated in North Otago on the eastern side of the South Island of New Zealand following the Waitaki River roughly along the 45<sup>th</sup> parallel south. The region spreads from the general location of Duntroon approximately 45 km from the river mouth and stretches some 45 km inland to the settlement of Otematata.</p> <p>THE WAITAKI VALLEY REGION IN SOUTHEASTERN NEW ZEALAND'S MOST RECENTLY DEVELOPED WINEGROWING REGION. While viticulture has been suggested by several authors (McIntyre et al. 1988) and spearheaded by several Central Otago wine industry pioneers such as Alan Brady of Glenatou Valley Wines and Bob Mills of Rippon Winery in Wanaka, the GI remained relatively undeveloped as a wine zone until several ventures began in the late 1990s.</p> <p>Dunedin entrepreneur the late Howard Patterson headed up a development company in 1999 to establish vineyards firstly at Doctors Creek and then in the Otekaieke river valley, particularly a development known as Waitaki Valley Estates along Grant's Road. They also drew in interest from Drs John Forrest, a Marlborough winegrower, who made the first Waitaki Pinot Noir in 2004 from grapes planted by the Patterson developers in 2001.</p> <p>The applicant formed their association in 2005 and currently has a small but dedicated membership of growers. Wines from these vineyards began to see the market in the mid-2000's and have been gradually gaining a local and international reputation for their quality, style and individuality. Pinot Noir in particular has become the flagship of the valley with several producers, Ostler, Valli, Forrest and Pasquale winning numerous awards in New Zealand and international wine competitions such as the International Wine Challenges (IWC) in London and Shanghai. The GI now has its own class and trophy in the International Wine Competition and other competitions. Given the initial success (and in some cases failure) of producers the valley now sits as a region in its own right, nestled as it is on the northern boundary of Otago it is entirely within the historical provincial boundary of Otago..</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><b>Comment(s):</b></p> <p>The declarant states that the most readily identifiable geographical feature of the GI is the Oligocene limestones that are linked to high quality wine production. Calcareous soils are considered to contribute positively to the sensory characteristics of wine. For example, the GI white wines grown on limestone are sometimes considered to have a "mineral" character.</p>
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	<p>The geography and soil composition of the WAITAKI VALLEY NORTH OTAGO GI contributes to the distinctive sensory characteristics of wines, affecting factors such as exposure to sunlight, drainage, water availability, microbial population, root penetration and nutrient uptake of the vines. These elements affect vine growth and the ripening of fruit and are associated with particular viticultural aptitudes and sensory characteristics both across the GI as a whole and between different parts of the GI.</p> <p>Probably the most readily identifiable feature of the Waitaki Valley North Otago is its underlying geographical structure. It was the Oligocene limestones, particularly of the Waitakian and Quaternary classes that drew winegrowers to this region. The formation of the limestones in the WAITAKI VALLEY NORTH OTAGO GI are generally of marine origin but are significantly younger in geological terms than our European colleagues. Similar in age to the Te Anau Limestone found in the Southern Hawke's Bay these soils are richly fossiliferous containing mainly shallow water species of brachiopods but also significant deposits of large marine mammal remains such as the ancient dolphin <i>Waipatia Maraewhenua</i> as well as remains of terrestrial species such as Moa, Kiwi and Weka.</p>
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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	<p><b>Comment(s):</b></p> <p>Limestone characterises the nature of the soil in the GI, and the white wines grown on limestone are sometimes considered to have a “mineral” character. There are other soil types however such as alluvial greywacke gravels, and some soils take on more micaceous schist. The availability of these other suitable soil types adds variety and complexity to the wine styles produced within the GI.</p>
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	<p>The relationship between calcareous soils and wine quality is not easy to define but limestone has been strongly associated with high quality wine production. This is at least in part for reasons to do with water availability for the vine, but calcareous soils are considered to contribute positively to the sensory characteristics of wine. For example, WAITAKI VALLEY NORTH OTAGO GI soils are generally composed of calcareous soils consisting of a mixture of "hyaline" and "cherty" soils. While the limestone-based soils in the region of the valley they are by no means the only soil types found. Significant areas of alluvial greywacke gravels are concentrated close to the main Waitaki River and its tributaries, these soils are often overlain with a mixture of alluvial river silts and wind-blown loess of varying depths. As the valley progresses west toward the lakes of Waitaki, Aviemore and Benmore the soils take on more micaceous schist as the Waitaki river has cut through various strata and exposed the metamorphic parent material of the Southern Alps. The availability of these other suitable soil types adds variety and complexity to the wine styles produced within the GI.</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><b>Comment(s):</b></p> <p>The climate of the GI is strongly influenced by the maritime influence of the South Pacific. The prevailing wind is easterly which exerts a cooling influence on the GI. It is this coolness that has been identified by several international commentators as a key contributor to the GI's wines, Pinot Noir in particular.</p> <p>The climate of the WAITAKI VALLEY NORTH OTAGO GI is one of the primary determinants of the growth and ripening of the grapes grown within the GI, which in turn contributes to distinctive sensory</p>
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	<p>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.</p> <p>The climate of the WAITAKI VALLEY NORTH OTAGO GI is strongly influenced by the maritime influence of the South Pacific. Being situated in the east coast of the South Island with the large inland McKenzie basin acting as a venturi the prevailing wind is easterly which exerts a cooling effect on the GI. It is this coolness that has been identified by several international commentators (Kramer, 2013) as a key contributor to the GI's wines, Pinot Noir in particular.</p> <p>Even though it sits within the same province as its sibling region Central Otago and occupies the same latitude (45'S) the GI exhibits quite different climatological characteristics. The region is not a continental as "Central" in that the mean annual temperature range is lower, meaning the difference between mean summer and mean winter temperatures is closer.</p> <p>This moderation effect caused by the region's proximity to the South Pacific Ocean is seen as a key contributor to the regional wine style. While it doesn't get as hot in mid-summer as Central Otago it also remains slightly warmer in the late autumn, giving it significantly different conditions in which to ripen grapes. Several producers in the region (eg. Forest &amp; Hill) also make wines from outside the region and claim this effect a significant differentiating factor in their wines. It also has a much lower frost risk than central, particularly in early spring and in late autumn. The most successful vineyards within the GI do employ some form of frost protection to mitigate the risk.</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.

<b>27</b>	<p><b>Comment(s):</b></p> <p>For reasons of quality and due to the relative isolation of the region, there is no mechanical harvesting within the GI, with all harvesting carried out by hand. Due to low rainfall some supplementary irrigation is given to the vines. In order to ensure that grapes are of the highest quality within the GI, and as a result of the maritime climate yields are typically restricted to between 2.5 and 6 tonnes per hectare for red grape varieties and 4 to 7 tonnes per hectare for white grape varieties. Wines are made in small batches, often from single vineyards or</p>
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vineyards owned by the winery.  
 Given the lack of winemaking infrastructure in the GI, most fruit is transported out of the region for vinification.  
 In most cases, premium winemaking techniques are used.  
 Grape growers and winemakers within the GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification.

Viticultural and winemaking practices within the WAITAKI VALLEY NORTH OTAGO GI are adapted to the production of ultra-premium wines from specific grape varieties in the range of physical environments that exist within the GI. While the practices themselves may not be unique, they are a result of growing the distinctive characteristics of wines from the WAITAKI VALLEY NORTH OTAGO GI.

Particular features of viticulture and winemaking practices within the WAITAKI VALLEY NORTH OTAGO GI are as follows:

- For reasons of quality and due to the relative isolation of the region, there is no mechanical harvesting within the WAITAKI VALLEY NORTH OTAGO GI. Instead, all harvesting is carried out by hand. Due to the low yields and relatively low waterlogging capacity of some of the soils, vines are prepared to be grown with supplementary irrigation. This is especially so for the premium red wine grapes which require irrigation to maintain their ripeness level in some cases on the steeper slopes.
- In order to ensure that grapes are of the highest quality within the WAITAKI VALLEY NORTH OTAGO GI growing environment and as a result of the maritime climate yields are typically restricted to between 2.5 and 6 tonnes per hectare for red grape varieties and 4 to 7 tonnes per hectare for white grape varieties.
- Wines are made in small batches, often predominantly from single vineyards or vineyards owned by the winery.
- Given the relative lack of winemaking infrastructure in the WAITAKI VALLEY NORTH OTAGO GI most fruit is transported out of the region for vinification. In some cases, wines are made &/or bottled in the GI.

	<ul style="list-style-type: none"> <li>• Red wines, particularly Pinot Noir, from the WAITAKI VALLEY NORTH OTAGO GI are slowly gathering a reputation within the international wine community as having unique sensory characteristics that exist not a consequence of winemaking technique but from the underlying climatology &amp; geology.</li> <li>• In most cases premium winemaking techniques are employed such as cool pre-fermentation maceration, hand picking, no sulphites in the fermentations, in small (&lt;4 tonne) tanks, extended post-fermentation maceration, then bottled without sulphites. In small quantities the bottles are not corked.</li> <li>• Winemakers generally agree that even though the same or similar winemaking techniques are employed the resultant wines are distinctive, recognisable and original in their aroma and flavour profile and that these characteristics are as a result of the unique growing conditions (site, climate, cultivar &amp; culture) from within the GI.</li> <li>• These characteristics are observed to be significantly different to other regions within New Zealand which forms the basis on which this application is being made.</li> <li>• Grape growers and winemakers within the WAITAKI VALLEY NORTH OTAGO GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification.</li> </ul>
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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.

<b>28</b>	<p><b>Comment(s):</b></p> <ul style="list-style-type: none"> <li>- The Declarant’s evidence includes descriptions of the sensory attributes typically associated with wines from the Waitaki Valley North Otago 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, I am placing a low weighting on this information (<i>pages 10-11</i>)</li> <li>- That said information about quality attributes of the wines from the GI has also been provided elsewhere in the submitted evidence –See Boxes 25 and 26</li> </ul>
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	<p><b>Sensory attributes</b></p> <p>Master of Wine, Emma Jenkins, has provided the following descriptions of the sensory attributes typically associated with wines from the WAITAKI VALLEY NORTH OTAGO GI.</p> <p><i>Pinot Noir</i></p> <p>The dominant, and only red variety of the WAITAKI VALLEY NORTH OTAGO GI. The GI's short, warm summers and long cool dry autumns with notable diurnal shifts give its Pinot Noir an aromatically intense, fine-bodied, varietally pure character with notable but typically balanced acidity. The long growing season and large diurnal shifts enhance varietal character and aromatic intensity and the GI's wines are generally very perfumed with defined Pinot Noir characters of red cherry, raspberry, strawberry, wild herbs and spice. The long, cool, usually stable growing season allows for good flavour development and tannin maturation, though the overall cool climate and moderate sunshine hours means the wines are typically quite delicate in style with fresh acidity. Wines are typically vinified using French oak, which can range in age to be according to desired style and vintage position. Pinot Noir may also be made. WAITAKI VALLEY NORTH OTAGO GI Pinot Noirs are typically positioned at the ultra-premium end of the market.</p> <p>Wines from the WAITAKI VALLEY NORTH OTAGO GI are typically positioned at the "ultra-premium" end of the wine market, defined as wines priced between US\$15 – US\$50<sup>2</sup> (NZ\$22 – 73) per bottle. The mean retail price of wines bearing the WAITAKI VALLEY NORTH OTAGO GI is NZ\$ 35 per bottle. The range of retail prices is between NZ\$20 and NZ\$73 per bottle, and the median price is NZ\$31.50 per bottle. No products bearing the WAITAKI VALLEY NORTH OTAGO GI on the retail market are priced below NZ\$20 per bottle.</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.

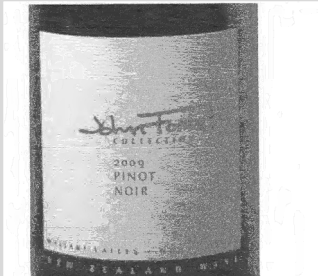
- Evidence of national and international awards won by wines and/or spirits from the relevant geographical area.

**29 Comment(s):**

Do not consider the evidence presented shows that the name WAITAKI VALLEY NORTH OTAGO is recognised as a geographical indication in relation to wine.

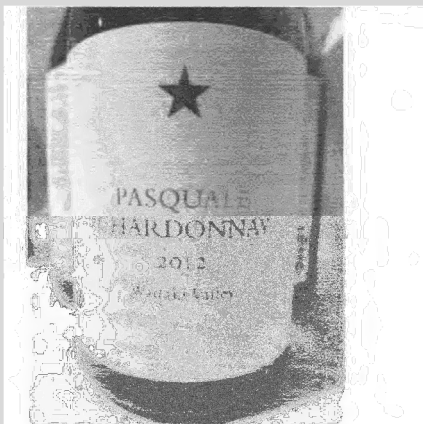
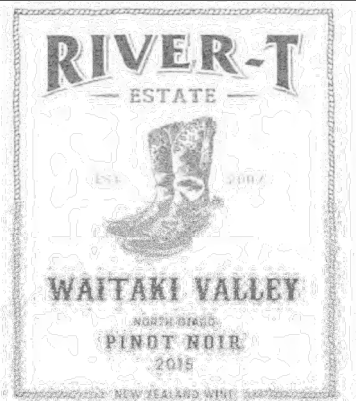
We consider the evidence predominantly shows use of the name WAITAKI VALLEY as a geographical indication, rather than the geographical indication sought.

In the instances where the longer name WAITAKI VALLEY NORTH OTAGO is used, the WAITAKI VALLEY GI is predominantly separated from the NORTH OTAGO GI by way of another element such as a full stop (such as on the Ostler brand, and on the John Forrest Collection brand wine label shown below), or appears on different levels and sizes (such as on the Dragon Bones and River-T Estate brand wine labels shown below), or do not appear together at all (on the Pasquale brand wine label shown below).

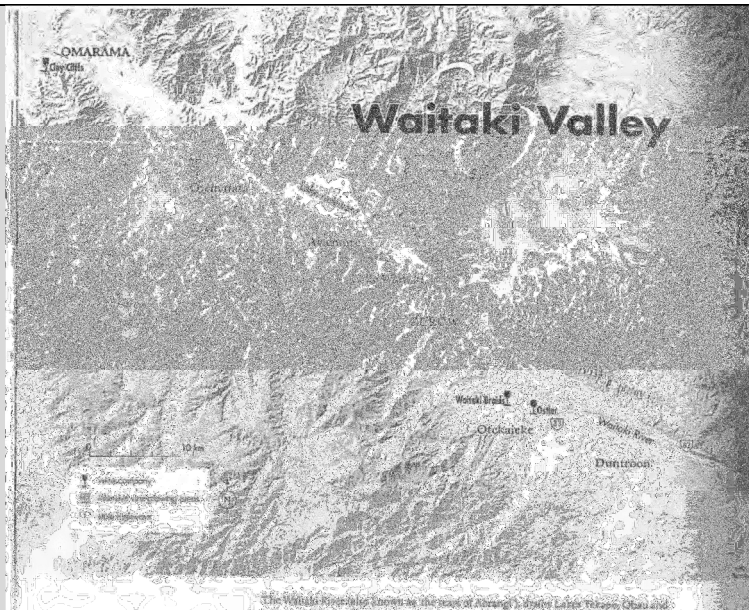




NEW ZEALAND  
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Moreover, the excerpt from The Wine Atlas of New Zealand (shown below) references “Waitaki Valley” as a wine sub-region within the section concerning wine regions of Central and North Otago, rather than “Waitaki Valley North Otago”.



The submissions state that the NZ government has formally recognised the shorter version of the GI name “Waitaki Valley” to facilitate exports, and that the use of the shorter version shows that the GI WAITAKI VALLEY NORTH OTAGO is already recognised by the New Zealand government and the governments of other countries, but no evidence has been provided in support of this view.

Note the applicant also states that only “more recently” have the majority of producers have come to prefer the longer name WAITAKI VALLEY NORTH OTAGO as a geographical indicator, as it serves to clarify that the GI refers to the southern (Otago) side of the Waitaki Valley and distinguish it from the earlier Waitaki Valley GI. The applicant goes on to state that some producers have continued to maintain use of the shorter version of the GI name “Waitaki Valley”.

The lack of continuous use of the GI name claimed for WAITAKI VALLEY NORTH OTAGO, creates uncertainty as to whether the reputation of the GI can be attributed to the shorter or longer version of the GI name.

Note the applicant claims that WAITAKI VALLEY has been used as a GI on 113,929 litres of export wine from the vintages 2006-2017, and this equates to 151,905 750ml bottles or 12,658 x 9L cases of wine available for sale on the international market bearing the WAITAKI VALLEY NORTH OTAGO GI over a 10 year period. The sales figures are

relatively low compared to the sales of wines related to other GIs (see GI number 1016 NORTH CANTERBURY). Also uncertain as to what proportion of the sales figures can be attributed to the shorter name WAITAKI VALLEY and the longer name WAITAKI VALLEY NORTH OTAGO.

In summary, we consider the evidence presented is not sufficient to show that the GI WAITAKI VALLEY NORTH OTAGO has attained a reputation as a GI. We consider the evidence points towards the use of WAITAKI VALLEY on its own as a geographical indicator, rather than the longer name WAITAKI VALLEY NORTH OTAGO. When used in the longer form WAITAKI VALLEY NORTH OTAGO, we consider consumers would view Waitaki Valley as a sub-region within another region (North Otago) rather than referring to a single region.

According to key New Zealand wine writer Bob Campbell on average, wines bearing the WAITAKI VALLEY NORTH OTAGO GI scored 89 points on the 100 point scale<sup>3</sup>, in which scores of between 85 and 89 points are considered: *Very good: a wine with special qualities.*<sup>4</sup> 30% of WAITAKI VALLEY NORTH OTAGO GI wines are scored at an average of more than 90 points on the 100 point scale: *Outstanding: a wine of superior character and style.* Average scores in this range demonstrate that Waitaki North Otago GI wines are perceived in the market as being of ultra-premium or higher quality levels.

In addition to this several key producers have won gold medals and trophies in significant national and international wine competitions such as the Air New Zealand Wine Awards, New Zealand Easter Show and the International Wine (and Spirit) Challenges in London, Shanghai and Hong Kong.

While production is not large and export quantities are comparatively low, export statistics show that Waitaki Valley has been used as a GI on 113,929 litres of export wine from the vintages 2006-2017.

This equates to 351,905 x 750 ml bottles or 17,658 x 9L cases of wine available for sale in the international market under the WAITAKI VALLEY NORTH OTAGO GI name. These wines will appear on price lists and catalogues, advertisements, media and consumer tastings, shelf talkers and on restaurant wine lists.

Producers within the WAITAKI VALLEY NORTH 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 WAITAKI VALLEY NORTH OTAGO GI wines as well as participation from producers within the GI. These

While up until this point this developing region has seen each pioneering producer responsible for its own sales and marketing programmes. In 2012 the WVWA organised and conducted the inaugural Waitaki Wine Week in which 9 producers from the Waitaki Valley travelled to Auckland, Wellington, Christchurch and Queenstown to promote the region's distinctive wines. The region continues to self-fund its own marketing initiatives at events such as the Whitestone Waitaki Wine & Food Festival held each year in the regional principal town of Oamaru. More initiatives are in the planning.

### Supplementary Evidence

Applicant has provided further evidence which supports WAITAKI VALLEY NORTH OTAGO as a variant GI name for use on wine goods (as stated in the stat dec of 24 July 2017)

#### 2. Historical use of the typographical variants of WAITAKI VALLEY CENTRAL OTAGO

To date, because there has not been a formal regime in New Zealand for the registration of wine region names, there has been no need for the winegrowers of our region to standardise on any typographical presentation of our region name. The evidence shows that the one wine region is variously referred to using either the two-word or four-word variant, and in many cases the two component halves of the four-word variant "Waitaki Valley" and "North Otago" are visually separated with a typographical element.

- Declarant states that it is common for a GI name or GI name variant to be composed of two elements with a separator 9 (page 3)
  - See also:





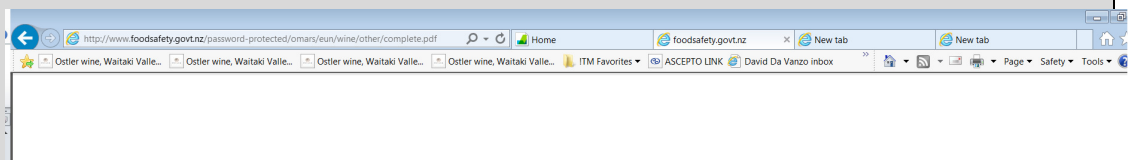


**Other relevant information:**

<p><b>30</b></p>	<p><b>Comment(s):</b></p> <p><u>OMAR List</u></p> <p>The appended EU Omar list for 2009 refers to WAITAKI VALLEY as a GI rather than WAITAKI VALLEY NORTH OTAGO, which supports our view that WAITAKI VALLEY is the GI that has acquired recognition rather than WAITAKI VALLEY NORTH OTAGO.</p> <p>World Wine Trade Group (WWTG)</p> <p>The appended list indicates that the Waitaki Valley GI is a recognised wine region of New Zealand rather than Waitaki Valley North Otago GI.</p> <p><a href="https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf">https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf</a></p> <p><a href="https://www.trade.gov/td/ocg/protocol.htm">https://www.trade.gov/td/ocg/protocol.htm</a></p>
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Waipara Valley or Waipara			<input checked="" type="checkbox"/>	Valley, Cheviot Hills. May be accompanied by the name of a geographical sub-unit.
<b>Waitaki Valley</b>			<input checked="" type="checkbox"/>	
Central Otago			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g.: Gibbston, Queenstown, Wakatipu, Cromwell, Bannockburn, Bendigo, Tarras, Lowburn or Pisa, Wanaka, Alexandra, Roxburgh, Otago.

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



Geographical Indication	Defined Area
North Canterbury	Waimakariri and Hurunui Districts
Waipara Valley	Winegrowing area in Hurunui District <sup>ii</sup>
<b>Waitaki Valley</b>	<b>Winegrowing area in Waitaki and Waimate Districts</b>
Central Otago	Central Otago and Queenstown Lakes Districts

2.1.2 For wines bearing a geographical indication, at least 85% of the grapes from which the wine is produced must be derived from the stated geographical indication. The remaining 15% must be of New Zealand origin. Such wines must display the quality, reputation or other characteristics attributable to their origin.



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	<b>Recommend for Acceptance?</b>	<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*