

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

Declaration

I, Peter Joseph Jones, of Auckland

[Name]

[Place of residence]

being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

1. The information contained in and with this application, including appendices and attachments, is true and correct to the best of my knowledge.
2. I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name: Peter Joseph Jones

Signature

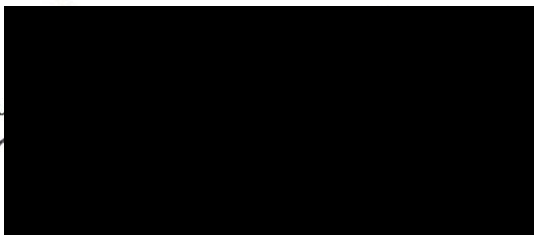


Declared at Auckland this 21st day of July 2017.

Before me: MATTHEW GARY COCKRAM

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

Signature



Evidence in support of application to register a New Zealand Geographical Indication: *NORTHLAND*

Name of the Geographical Indication

The name of the geographical indication (GI) for which registration is sought is *NORTHLAND*.

The Applicant notes that the *NORTHLAND* GI may be used in conjunction with the names of smaller geographical units, including the following: *Karikari Peninsula; Paewhenua Island; Bay of Islands; Tutukaka Coast; Mangawhai; Whangarei*. The Applicant does not seek registration or protection for the names of these smaller geographical units as part of this application.

Quality, Reputation or Other Characteristics

The *NORTHLAND* GI is New Zealand's most northerly wine GI. It has a comparatively small planted vineyard surface across a large area, mostly concentrated in clusters in areas favourable to viticulture. Most businesses are family owned small-medium enterprises producing wines intended for the premium to ultra-premium parts of the market.

The *NORTHLAND* GI has a warm relatively sunny sub-tropical maritime climate with mild winters, accompanied by high rainfall and relative humidity. This is the major influence on the choice of varieties and the wine produced within the GI.

As New Zealand's earliest wine-producing region planted in grapes, it has a reputation stretching back many years, bolstered by awards and critical acclaim, as well as tourism which is a particularly important element of the wine sector in Northland.

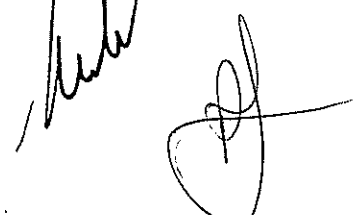
Consequently, wines from the *NORTHLAND* GI have the following quality, reputation or other characteristics that are essentially attributable to their geographical origin:

- *NORTHLAND* GI wines are specialised in a particular suite of classic grape varieties and wine styles suited to both the physical environment and the market including Syrah amongst the red wines and Chardonnay and Pinot Gris amongst the white wines.
- *NORTHLAND* GI wines display recognisable and consistent sensory characteristics across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices.
- *NORTHLAND* GI wines are high quality products produced for the premium to ultra-premium market segments.
- *NORTHLAND* GI wines have a global reputation for the foregoing based on many years of use and recognition by consumers, tourists wine experts and visitors to the GI.

History and background

History

The history of the *NORTHLAND* GI is lengthy, with the country's first known grapes planted in the Bay of Islands in 1819. The 19th century influx of Croatian immigrants to the gumfields cemented the region's winegrowing reputation and there was an especially strong trade in fortified wines, a style well-suited the GI's production of ripe, richly flavoured grapes. However the 1990s licensing changes



to fortified sales saw the number of producers decline. Today, the comparatively small number of producers is more focussed on the production of boutique varietal wines.

The GI's cellar doors benefit from the wider status as a tourism destination. The GI is located a short drive from Auckland and considerable numbers of domestic and international tourists visit the region annually with the Bay of Islands in particular being widely renown. As of the 2014 vintage, there were more than 67 hectares and 20 commercial wineries operating within the NORTHLAND GI. The majority of vineyards and wineries are family owned businesses, run by a small number of full time staff, although in recent years some larger vineyards have been developed with considerable investment in the infrastructure and personnel.

Economic context

Making wine in the NORTHLAND GI is expensive; even within the context of New Zealand which is itself a high-cost producer in global terms.

The geology and climate of the NORTHLAND GI limit the availability of suitable vineyard sites. The high value of coastal land for competing purposes such as lifestyle blocks and tourism means that available sites are expensive. Often these are on sloping sites which can be expensive to work.

Because the GI is effectively a long peninsula at the top of the country there are high costs involved in sourcing and transporting labour and other inputs, and in transporting finished goods to market. Grape yields are generally low, which means that the cost per tonne of grapes is high.

All of these factors dictate that the NORTHLAND GI must operate as a premium wine region; producing to the lower end of the market is not economically viable. Consequently, producers maximise the quality and distinctiveness of wines from the NORTHLAND GI in order to retain their position in the market.

This is an essential element in determining the styles and sensory characteristics of wines from the NORTHLAND GI. In essence, the wines produced must justify their premium positioning by being of corresponding quality and by displaying sensory characteristics that are distinctive of the GI.

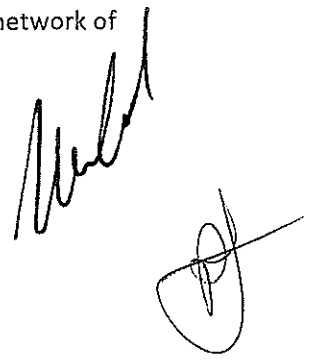
Industry structure

Industry structure also contributes to the distinctive characteristics of wines from the NORTHLAND GI.

The "boutique" nature of winegrowing operations and the cooperative approach adopted between growers are elements of a closely linked winegrowing community. All winegrowers are members of the Applicant and most participate in its activities. The Applicant provides a platform for many cooperative activities from marketing to education.

Many winegrowing businesses within the NORTHLAND GI cooperate in other ways for mutual benefit. Much of the winemaking, although by no means all, occurs at a single centrally located winery and vineyard staff are often shared between growers to enable a sustainable labour force. Regular communal peer reviews and viticultural workshops are well attended and a strong collegial atmosphere is evident.

These factors contribute to the specific characteristics of wines from the NORTHLAND GI by combining a broad collective understanding of the GI and its wines with an underlying network of collaboration and knowledge-sharing to produce wines which fulfil that understanding.

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Geographical features in the area

The geology of the NORTHLAND GI contributes to the distinctive sensory characteristics of wines. The rock formations underlying the soil and subsoil also have an impact on drainage, water availability, microbial population, root penetration and nutrient uptake of the vines. The landform of the NORTHLAND GI affects exposure of vineyard areas to the sun, wind and rain. These elements also affect vine growth and the ripening of fruit and contribute to viticultural aptitudes and sensory characteristics both across the GI as a whole and between different parts of the GI.

Northland has the longest coastline of any GI in the country and it is generally in areas with a coastal influence that the Northland vineyards perform best. The long and narrow Northland peninsula means that coastal breezes are experienced on both coasts and are not influenced by inland mountain ranges. These winds provide a drying influence which helps counter-act the higher than average rainfall experienced in the region.

Soil composition in the area

The soil and subsoil of the NORTHLAND GI contribute to the distinctive sensory characteristics of wines. The structure and composition of the soil and subsoil in which vines grow affect factors such as 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.

Northland's climate, topography, historic vegetation and mixed geology have combined to form a complex pattern of soils across the region. There are more than 220 soil types in Northland, whereas other regions in New Zealand average only 20 soil types per region¹. Not all soil types are suitable for viticulture, meaning that site selection and drainage are particularly important within the NORTHLAND GI.

Within the NORTHLAND GI, there are a number of sub-regions where the combination of soil type and geography provide ideal grape growing conditions. These are generally nearer the coasts and located on undulating or gentle slopes.

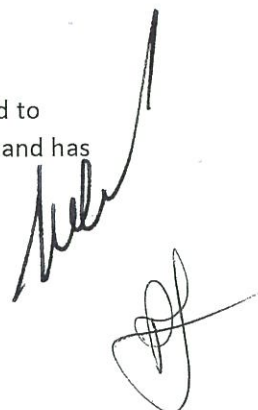
The gley podzol soils of the former gumlands are generally unsuitable for viticulture, unless the soil is well drained. The other Northland soils are mostly a mix of brown soils, free-draining soils from basalt, and poorly drained hill and steep land soils from old andesitic volcanic action. The best free-draining (oxidic) soils are from more recent basaltic volcanism.

The variability of soils, combined with the climatic factors outlined below, means that the relationship between the soil and the characteristics of the wines grown there can be highly site specific. However, in general it can be said that the variability of soil types contributes to the complexity and uniqueness of wines from the NORTHLAND GI.

Climate in the area

The GI's northerly latitudes make it one of the few wine-growing regions within New Zealand to experience a sub-tropical climate. While most of the region is low-lying, the centre of Northland has

¹ <http://www.nrc.govt.nz/Environment/Land/our-soils/>



fairly steep, though not especially high, rugged bush-clad ranges which both attract rain and also provide minor site-specific rain shadow effects (e.g. the Kaitaia area has notably lower rainfall averages than Kerikeri). Overall however, the GI experiences plentiful rainfall year round.

At an average of around 1680mm per annum, the NORTHLAND GI's rainfall is significantly higher than all other New Zealand winegrowing regions, being nearly two-thirds more than the Gisborne GI, and two and three times as much as the Marlborough and Central Otago GIs, respectively. Rainfall occurs regularly throughout the year, being most intense in the winter months; longer, dry spells of up to two weeks are more common around the late summer to autumn (harvest) period.

Combined with the warm temperatures, the GI's mild, moist climate creates a challenging environment for viticulture, both in terms of vigour, concentration and disease-pressure. Rain in the GI frequently occurs as substantial downpours, particularly as NORTHLAND's northernmost location often sees it receive the initial and most intense brunt of Pacific tropical cyclones that reach the country. Producers are therefore adept at site selection – good air movement and free-draining soils in particular – and where possible cultivate grapes that are thicker-skinned and thus more disease-resistant and less prone to dilution.

The NORTHLAND GI records New Zealand's warmest mean annual temperatures. The climate is consistently warm rather than prone to extremes, a result of its northerly latitudes, extensive ocean surrounds and mostly low-lying landmass. The GI's temperature consistency carries on throughout the year with mild winters a notable, and for New Zealand relatively unique, element of the NORTHLAND climate. The NORTHLAND GI therefore has the country's highest Growing Degree Days, greatly aiding physiological ripening grapes, though the flip side is that it can also make retaining natural acidity and balancing alcohol levels a challenge, particularly as there is little in the way of significant diurnal shift.

Despite its markedly high rainfall, the NORTHLAND GI also has relatively high sunshine hours, on par with most other New Zealand GIs. Wind in the NORTHLAND GI can be significant in exposed places, but most vineyard locations are relatively sheltered from the prevailing south-westerlies. Summer sees a shift to more easterly prevailing winds.

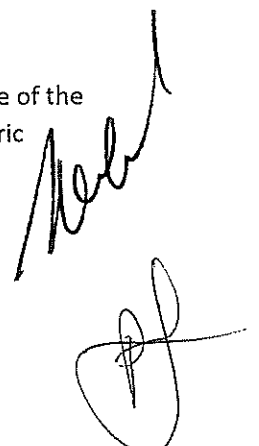
Due to the close proximity of the sea in all directions, all of the GI's winds tend to bring moisture with them, contributing to the high relative humidity of the area and thus higher potential disease pressure, making careful canopy management and vigilant viticulture practices essential. As most vineyards are found in coastal locations, sea-breezes, especially in summer and autumn, are common and assist with moderating warm summer days and promoting airflow to reduce disease-pressure.

Overall, the climate is an extremely important contributing factor in the distinctive characteristics of wines from the NORTHLAND GI. It contributes to intense fruit flavours at the riper end of the various varieties' flavour spectrums, with moderated tannin structures and lower acidity. By extending the growing season, it makes late-ripening and heat-preferring varieties consistently viable. At the same time, the high rainfall and humidity also influence viticultural management and the choice of disease resistant varieties.

Key climate indices and statistics

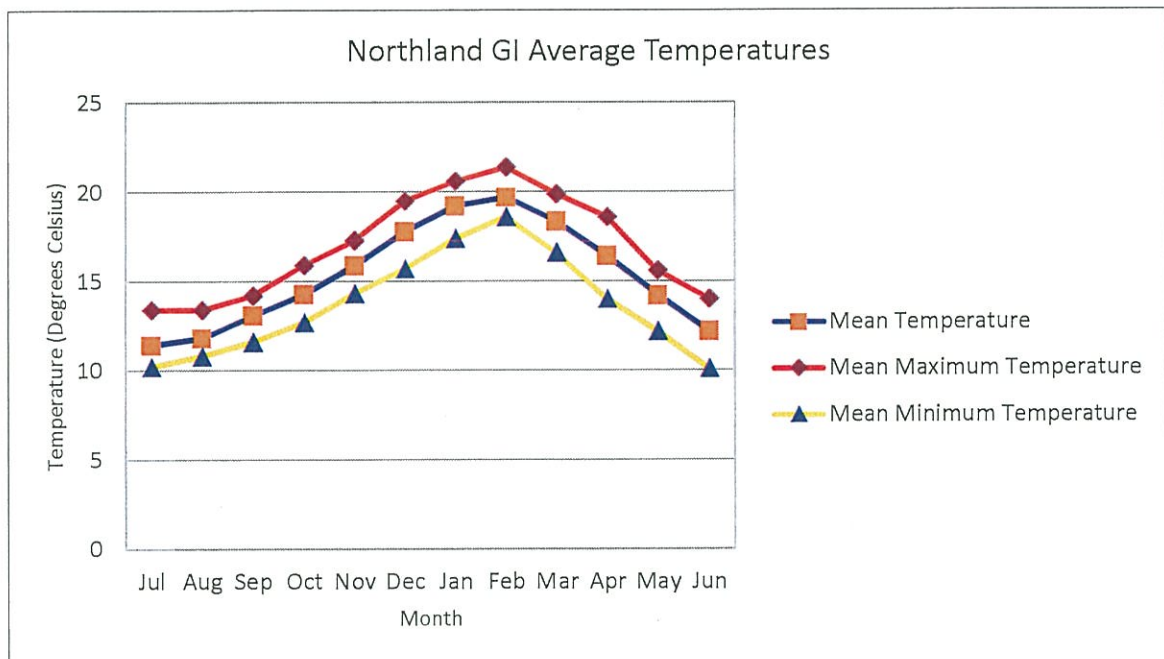
The following tables and charts provide data on key climate statistics relevant to the viticulture of the Northland region². All data were sourced from the National Institute of Water and Atmospheric Research.

² Data sourced from Kerikeri EWS

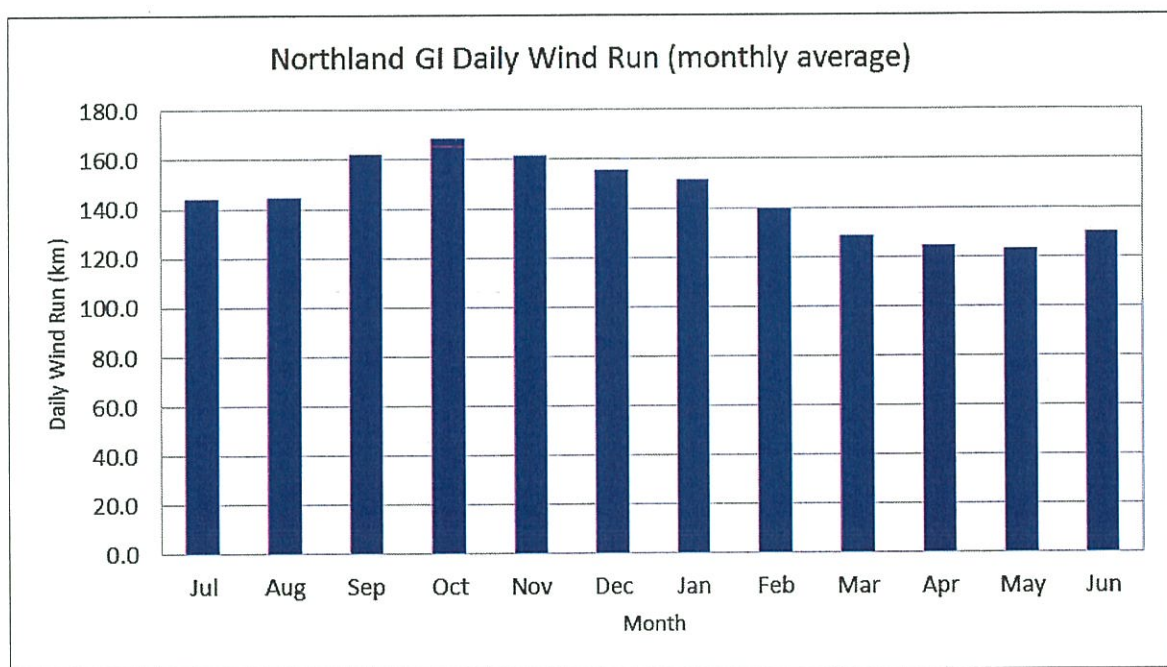
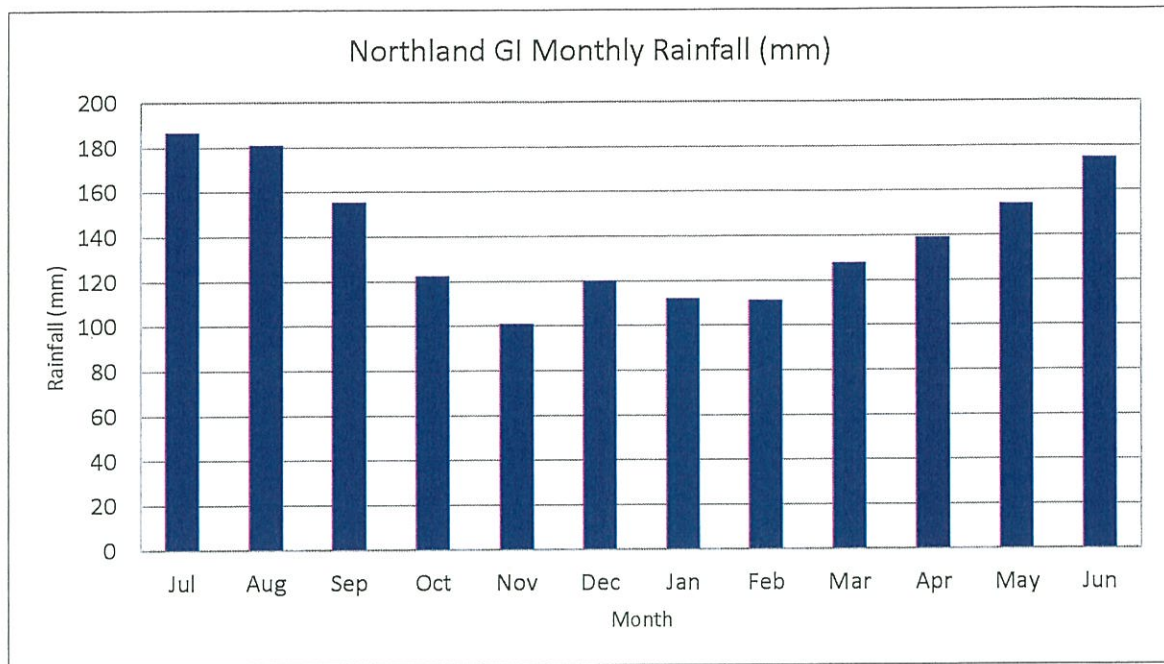


	Sunshine Hours (sum)	Growing Degree Days (>10°C) (sum)	Rainfall (mm) (sum)	Screen (air) frost (# days per month) (sum)	Ground Frost (# days per month) (sum)
Annual	2,123	1,972	1,685	0.4	11
Season (Sept - April)	1,550	1,656	989	0	1.3
Season % of annual	73%	84%	59%	0%	12%

Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	18.4
Mean Minimum Temperature	15.1
Mean Diurnal Shift	3.3





Methods of producing wines in the area

Grape varieties and wine styles

The NORTHLAND GI produces red, white and rosé wines. The “signature” styles produced in the NORTHLAND GI are Syrah and Chardonnay, but a range of wines are made from the following grape varieties.

- Either in a blend or individually: Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, Tempranillo;
- Syrah;

- Chambourcin
- Chardonnay;
- Montepulciano;
- Pinotage
- Pinot Gris;
- Sauvignon Blanc;
- Viognier.

In 2015, the tonnes harvested within the NORTHLAND GI from each grape variety were as follows:

WHITE		RED	
Variety	Tonnes	Variety	Tonnes
Chardonnay	46	Merlot	30
Pinot Gris	24	Syrah	39
Sauvignon Blanc	8	Pinotage	6
Other white	19	Cabernet Franc	2
Viognier	8	Malbec	2
		Other Red	20
TOTAL	106	TOTAL	99

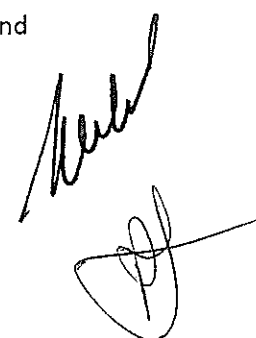
Viticulture and winemaking

Viticultural and winemaking practices within the NORTHLAND GI are adapted to the production of 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 aimed at promoting the distinctive characteristics of wines from the NORTHLAND GI.

Particular features of viticulture and winemaking practices within the NORTHLAND GI are as follows:

- For reasons of quality, scale of operation and due to the difficult terrain, there is no mechanical harvesting within the NORTHLAND GI. Instead, all harvesting is carried out by hand.
- There is very little irrigation of vines; most vines are dry farmed.
- In order to ensure that grapes are of the highest quality within the NORTHLAND GI growing environment, yields are typically restricted to between 2.5 and 6 tonnes per hectare for red grape varieties and 3.75 to 7.5 tonnes per hectare for white grape varieties.
- Wines are made in small batches, often predominantly from single vineyards or vineyards owned by the winery.
- Grape varieties are chosen and managed for their aptitude for warmer climatic conditions as well as their disease resistance.
- Red wines are typically aged in oak. Red wines are macerated in their skins for extended periods resulting in red wines with significant aging ability.
- Grape growers and winemakers within the NORTHLAND GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification.

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.



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

Quality

NORTHLAND GI wines display recognisable and consistent sensory attributes across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices as outlined above. These qualities have been described below by an independent Master of Wine, Emma Jenkins.

Chardonnay

The NORTHLAND GI produces small amounts of richly-flavoured Chardonnay in a variety of styles. The GI's warm growing season means grapes generally ripen into full-bodied, intensely fruited wines expressing ripe melon, fig, stonefruit and citrus notes, though producers may choose to pick earlier in the season to achieve crisper, lighter-bodied styles. Wines may be made in an unoaked manner or with a degree of quality French oak. Lees work and malolactic are also typical. Wines are made for a variety of market positions.

Syrah

Syrah is regarded as one of the more promising red varieties for the NORTHLAND GI, being a mid-ripening variety that responds well to warmth; its relatively thicker skins also assist with disease resistance though rain can still affect colour and flavour concentration. Small volumes of ripe, richly-fruited wines with moderate tannin and acidity are produced, and the quality can be very good with the best wines displaying a floral, spicy complexity. Wines are generally vinified using a degree of quality French oak.

Pinot Gris

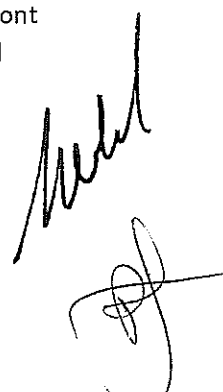
Whilst Pinot Gris's thin skins can make it a challenging grape for a warm, humid climate such as the NORTHLAND GI's, there are small plantings producing richly fruity, spicy, full-bodied styles with peach, spice and gingerbread notes. Pinot Gris can accumulate sugars and thus alcohol readily, and lose acidity in warm climates, so there must be careful management in the vineyard and winery to ensure balanced wines. Winemaking is generally neutral in style to preserve fruit purity but there may also be seasoned oak and/or lees work used for additional texture and complexity.

Viognier

The NORTHLAND GI's warm climate is well-suited to Viognier, a variety that prefers heat across its growing season, with full-bodied, ripe-fruited, aromatic wines produced. However, as Viognier is also susceptible to fungal diseases and has a tendency to drop acid and accumulate high sugar and therefore alcohol levels, it requires careful site selection and viticultural management to ensure not only clean fruit but also balanced wines. Wines may be made with or without oak during winemaking, depending on desired style, but are generally fruit-driven, perfumed styles with ripe stonefruit, tropical fruit, jasmine and spice notes.

Pinotage

The NORTHLAND GI has small plantings of this South African hybrid variety, producing fruity, upfront wines rich in berryfruit and plums with light spice and moderate tannins. Pinotage is vigorous and early-ripening, accumulating sugars quickly; the consistent, warm climate of the NORTHLAND GI allows Pinotage to be picked early in the season minimizing rainfall risks and keeping alcohols in



check. Wines may show evidence of oak influence but would more typically be made to showcase their ripe, fruity suppleness.

Merlot, Cabernet Sauvignon and other Bordeaux varieties (individually, or as blends)

The NORTHLAND GI's extended growing season and warm climate gives these late-ripening varieties good opportunity to fully ripen, though the humidity and rainfall can pose their own challenges via disease pressure and dilution of colour and flavours. The GI's lack of significant diurnal variation means it can also be difficult to retain perfume and acidity. Wines typically show brambly ripe, spicy berryfruit, moderate weight and tannins; usually made with some French oak.

Reputation

The NORTHLAND GI has a strong reputation for the production of boutique premium wines – particularly Chardonnay - in a highly attractive and accessible setting that is a draw-card for tourists. This reputation is attributable to the geographical origin of wines bearing the NORTHLAND GI.

The factors outlined above that contribute to the specific characteristics of wines bearing the NORTHLAND GI also contribute to their reputation. These factors both dictate the necessity for production of premium, distinctive wines, and provide a suitable environment for the production of such wines. The reputation of wines bearing the NORTHLAND GI is built upon and justified by the production of premium, distinctive wines and enhanced by the high amenity and tourism values of NORTHLAND.

Use of the NORTHLAND GI

The NORTHLAND GI has been used on labels of wine originating within the GI at least 25 years. Such use may well date back further, but labels from early wines are difficult to find due to the closure of most of the older wineries in the GI and the lack of suitable styles for cellaring from the early wineries. However, it is clear that the more recent generation of wine producers dating back to the early 1990s have used the NORTHLAND GI on their labels. Examples of some current and past labels are shown in Appendix 1 of this evidence.

Total production in the NORTHLAND GI is estimated at up to 150,000 litres in a big vintage such as 2015. Most of this will be labelled with the NORTHLAND GI and most will be sold on the New Zealand market. Tourism (both New Zealanders and international visitors) is a particularly important part of the market for NORTHLAND GI wines given that the small scale of production means that national access to large distribution chains (particularly supermarkets) is not viable. The added importance of wine tourism is that consumers have a strong geographical association between the GI area and the wines themselves.

Wines from the NORTHLAND GI are also exported around the world. Data from the Ministry of Primary Industries indicates that 5940 litres of wine from the 2010-2016 vintages have been exported from the NORTHLAND GI.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the NORTHLAND GI and reference to the GI has been included in many of NZW's publications which are publicly available and distributed nationally and internationally in hard and soft versions. These include the following examples:

- The NZW Annual Report <https://www.nzwine.com/media/1214/nzw-annual-report-2016.pdf>;
- The NZW Vineyard Register Report: <https://www.nzwine.com/media/4221/2017-vineyard-register.pdf>;



- The www.nzwine.com website;
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
 - Northland: <https://www.nzwine.com/en/regions/northland/>
 - A Land Like No Other: https://www.nzwine.com/media/4906/nzw_intro_guide_2016-low-res.pdf.
- The New Zealand wine regions map A0 size poster which is widely used including in association with all national and international promotional activities. This map also appears as the fifth panel in the *A Land Like No Other* pamphlet.

References to the NORTHLAND GI in various media

The NORTHLAND GI is identified in all of the key national and international wine reference works, and has been for many years. For example:

- Michael Cooper's seminal "Wines and Vineyards of New Zealand" identifies and describes NORTHLAND as a winemaking region in all editions from 1984 - 1996. Extracts from the 1988 and 1996 editions are included in Appendix 2.
- Cooper's subsequent major publication, the "Wine Atlas of New Zealand" identifies and describes NORTHLAND as a winemaking region in both its 1st and 2nd editions. An extract from the 2nd edition is included in Appendix 2.
- Celia Hay's textbook for the New Zealand School of Food and Wine "New Zealand Wine Guide: An Introduction to the Wine Styles and Regions of New Zealand" includes a reference to Northland. An extract is included in Appendix 2.
- The Cuisine Wine Country, an annual publication which is aimed at tourists travelling to wine regions includes a section on the NORTHLAND GI. An extract from the 2015 edition is included in Appendix 2.
- The two biggest selling wine books in the world - Johnson's (subsequently Johnson & Robinson's) "World Atlas of Wine" and Robinson's (subsequently Robinson & Harding's) "Oxford Companion to Wine" - have identified and described NORTHLAND as a winemaking region for many years. Extracts from the 5th and 4th editions of these publications respectively are included in Appendix 2.

The current edition of Michael Cooper's Wine Atlas of New Zealand describes wines from the NORTHLAND GI, saying among other things: "In the best (relatively dry) vintages, some of New Zealand's best white wines flow from NORTHLAND — full bodied, ripely flavoured and soft Chardonnay and Pinot Gris. However, the region is best known for its reds: claret-style and substantial, warm, spicy Rhône Valley look-alikes. Merlot and Cabernet Sauvignon are well established, but the highest hopes are held for Syrah."

Some indicative examples of other commentary from wine experts online are as follows:

<http://www.noted.co.nz/archive/listener-nz-2015/northern-highlights/>

<https://www.therealreview.com/2017/04/25/surprising-syrah-from-the-north/>

Formal recognition of the NORTHLAND GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised "NORTHLAND" on several occasions where this has been necessary to facilitate exports. This provides evidence that the NORTHLAND GI is already recognised

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by the New Zealand Government to the extent possible under the current New Zealand law, and that such recognition has been accepted by the governments of other countries.

In 1981, the New Zealand Government requested that "NORTHLAND" be included as a viticultural region on the European Union's official list of "geographical ascriptions"³ to be used on New Zealand wines exported to that market.⁴

The New Zealand Government included "NORTHLAND" in the list of "Appellations of Origin" submitted to the United States Department of the Treasury Bureau of Alcohol Tobacco and Firearms as the official list for use on wines exported to that market.

In 2008, the New Zealand Government included "NORTHLAND" as a New Zealand geographical indication for use on wines exported to the European Union in the *European Union: Wine: Overseas Market Access Requirements Notice*.⁵

In 2010, the New Zealand Government included NORTHLAND as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.⁶

In 2013, the New Zealand Government included NORTHLAND on the list of New Zealand wine regions⁷ notified pursuant to Article 4(3)(e) of the World Wine Trade Group *Protocol to the 2007 World Wine Trade Group Agreement on Requirements for Wine Labelling Concerning Alcohol Tolerance, Vintage, Variety, and Wine Regions*.⁸

NORTHLAND is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.⁹

Quality reputation of the NORTHLAND GI

Wines from the NORTHLAND GI first came to the attention of the rest of the NZ wine industry in the mid-1990s with Okahu Estate's Kaz Shiraz 1994 being awarded Champion Red of Show at the Royal Easter Show Wine Awards.

Since then, NORTHLAND GI wines have been awarded a number of significant national and international awards, including Chardonnays from Marsden Estate being awarded Champion Wine of Show at the New Zealand International Wine Awards in 2014. Despite the small output in percentage terms of the national crop, wines from the region regularly appear in the medal lists of all the major wine competitions and tastings held within NZ. For example:

The Landing Chardonnay 2011 – Gold Medal NZIWS 2012

The Landing Chardonnay 2012 – Gold Medal NZIWS 2013

The Landing Chardonnay 2014 – Gold Medal NZIWS 2015

³ Note that the terminology of "geographical indications" did not come into use internationally until 1995.

⁴ Commission Regulation (EEC) No 997/81 of 26 March 1981 laying down detailed rules for the description and presentation of wines and grape musts, Official Journal L 106/52.

⁵ <http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

⁶ <http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

⁷ Note that the Protocol does not use the terminology of "geographical indications" although it is understood that GIs fall within the definition of "wine regions" at Article 1(g) of the Protocol.

⁸ [http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

⁹ <http://www.oiv.int/oiv/info/enbasededonneesIG>



The Landing Syrah – Gold Medal Royal Easter Show Wine Awards 2017

Marsden Estate Black Rocks Chardonnay 2007 – Gold Medal NZIWS 2008

Marsden Estate Black Rocks Chardonnay 2007 – Gold Medal Liquorland Top 100

Marsden Estate Black Rocks Chardonnay 2010 – Gold Medal NZIWS

Marsden Estate Black Rocks Chardonnay 2009 – Gold Medal Bragato Wine Awards

Marsden Estate Pinot Gris 2010 – Gold Medal Bragato

Marsden Estate Black Rocks Chardonnay 2014 – Gold Medal Spiegelau Wine Competition 2015

Marsden Estate Black Rocks Chardonnay 2013 – Champion Wine of Show NZIWS 2014

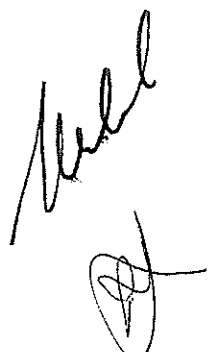
Lochiel Estate Chardonnay 2014 - Gold Medal NZIWS

Okahu Estate Syrah 2014 – Gold Medal San Francisco International Wine Awards 2016

Okahu Estate Syrah 2007 – Gold Medal Bragato 2008

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Appendix 1 – Examples of labels using the NORTHLAND GI

A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to be a name, possibly "Mull" or "Muller", followed by a large, circular flourish.

702785 194348


2017
rose
NORTHLAND
Burne




Handwritten signature

2013
Samstagson Blau
NORTHLAND
Byrne

BRUT 2013 NORTHLAND SAMSTAGSON BLAU
 Flavors of grapefruit, green pea and peach. Textured pulpiness
 Finishes crisp. Brightly hand crafted in Northland.
 More info at www.byrenewine.com
 13% alc. - 350ml - Approx 313 cal drinks
 Contains Sulphites - Fried with wild products
 Byrne Wines, 177 Pictou Road, Kaitiaki, Wine of NZ





AKE AKE

PINOTAGE VINTAGE 2013
NORTHLAND NEW ZEALAND

Pinotage is a cross of Pinot Noir and Cinsault which suits a warmer climate and longer summer than Pinot Noir, such as New Zealand's Far North.

Picked at optimal ripeness the grapes were hand picked in seasoned oak barrels for 10 months producing a rich wine with Pinotage's earthy characters.

Made and bottled at Ake Ake Vineyard without fining so suitable for vegans.

Wine Maker — John Clarke

Produced and bottled by Ake Ake Vineyard
165 Waimate North Road, Kerikeri
www.akeakevineyard.co.nz

Contains Sulphites

11/11/13



AKE AKE

2013

PINOTAGE

NORTHLAND
NEW ZEALAND

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Longview Estate

Est. 1969



NORTHLAND

Barrique
Chardonnay

2012

IMPORTED & BOTTLED
BY M. YULETICH LIMITED.
WAIKARE, NEW ZEALAND

12.5% Alc/Vol

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BUTTERFISH BAY



2015


Northland Tannat

Wine of New Zealand

104

KARIKARI
ESTD



 **CHARDONNAY**
Karikari Peninsula, Northland
2014
14.5% Alc/Vol.

75cl

KAR
EST



PINOTAGE

Karikari Peninsula, Northland

2014

13.5% Alc/Vol

1/1000 P



CALYPSO
MERLOT

Karikari Peninsula, Northland

2014

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AKE AKE

2014
PINOT GRIS

NORTHLAND
NEW ZEALAND

AKE AKE

PINOT GRIS VINTAGE 2014
NORTHLAND NEW ZEALAND

Ake Ake is a boutique vineyard, winery and restaurant situated just outside Kerikeri in the Bay of Islands.

All our wines are hand crafted traditionally in small batches and we aspire to produce honest characterful wines that reflect the terroir and vintage.

Vintage 2014 had a long sunny summer and the Pinot Gris was picked clean and early.

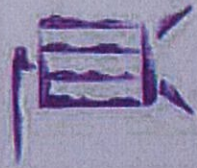
A wine perfect for all occasions.

Bottled without fining, suitable for vegans.

Wine Maker – John Clarke

Produced and bottled by Ake Ake Vineyard
165 Waimate North Road, Kerikeri
www.akeakevineyard.co.nz

Contains Sulphites | Approx. 7.4 standard drinks | 12.5% Vol | 750ml



AKE AKE

2014

PINOT GRIGIO

NORTHLAND
NEW ZEALAND

AKE AKE

PINOT GRIGIO VINTAGE 2014
NORTHLAND NEW ZEALAND

Ake Ake is a boutique vineyard, winery and restaurant situated just outside Kerikeri in the Bay of Islands.

This is a crisp, dry, Italian "Pinot Grigio" style made solely from grapes grown in our second year of conversion to organics.

Audited by Organic Farms New Zealand

All our wines are hand crafted traditionally in small batches and we aspire to produce honest characterful wines that reflect the terroir and vintage.

Bottled without fining, suitable for vegans.

Wine Maker – John Clarke

Grown, Produced and bottled by Ake Ake Vineyard
165 Waimate North Road, Kerikeri
www.akea.kevineyard.co.nz

Contains Sulphites | Approx. 7.7 standard drinks | 13% Vol | 750ml



AKE AKE

2014
PINOT SOLEIL

NORTHLAND
NEW ZEALAND

AKE AKE

PINOT SOLEIL VINTAGE 2014
NORTHLAND NEW ZEALAND

Ake Ake is a boutique vineyard, winery and restaurant situated just outside Kerikeri in the Bay of Islands.

All our wines are hand crafted traditionally in small batches and we aspire to produce honest characterful wines that reflect the terroir and vintage.

For our Pinot Soleil wine we fermented the Pinot Gris grapes with their skins for a week in an open topped vat to extract flavour and colour.

This is the way Pinot Gris was made for centuries in some areas of Europe.

Bottled without fining, suitable for vegans.

Wine Maker – John Clarke

Produced and bottled by Ake Ake Vineyard
165 Waimate North Road, Kerikeri
www.akeakevineyard.co.nz

Contains Sulphites | Approx. 7.1 standard drinks | 12% Vol | 750ml



AKE AKE

2014
THE WILD ROSÉ

NORTHLAND
NEW ZEALAND

AKE AKE

THE WILD ROSÉ VINTAGE 2014
NORTHLAND NEW ZEALAND

Ake Ake is a boutique vineyard, winery and restaurant situated just outside Kerikeri in the Bay of Islands.

The Wild Rosé is a great summer wine made from our Chambourcin and Syrah grapes grown in our second year of conversion to organics.

Audited by Organic Farms New Zealand

All our wines are hand crafted traditionally in small batches and we aspire to produce honest characterful wines that reflect the terroir and vintage.

Bottled without fining, suitable for vegans.

Wine Maker — John Clarke

Grown, Produced and bottled by Ake Ake Vineyard
165 Waimate North Road, Kerikeri
www.akeakevineyard.co.nz

Contains Sulphites | Approx. 7.1 standard drinks | 12% Vol | 750ml

Kerikeri
[Signature]



AKE AKE

2014
LA DOUCE

NORTHLAND

AKE AKE
LA DOUCE VINTAGE 2014
NORTHLAND

Ake Ake is a boutique vineyard and winery.
All our wines are hand crafted in small batches.
We aspire to produce honest characterful wines,
traditionally and naturally to reflect the terroir
and vintage. La Douce "The Sweet One" is a
wonderfully rich fruity sweet wine perfect with
cheese and dessert or just for the hell of it!
Made from a blend of four different grape varieties,
a small portion was oak barrel fermented.

Bottled without fining, suitable for vegans

Wine Maker – John Clarke

Produced and bottled by Ake Ake Vineyard
165 Waimate North Road, Kerikeri
www.akeakevineyard.co.nz

Contains Sulphites | Approx. 6.8 standard drinks | 11.5% Vol | 750ml

Appendix 2 – Extracts from media sources referring to the NORTHLAND GI



THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



HODDER AND STOUGHTON
AUCKLAND LONDON SYDNEY TORONTO

Michael

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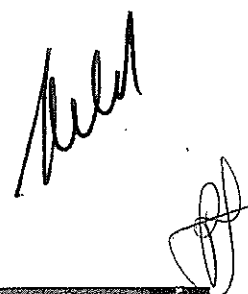
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NORTHLAND

The northernmost region of New Zealand stretches out over 500 kilometres of rolling hill country. Its climate is almost subtropical, with warm humid summers, mild winters and abundant rainfall. Northland's main occupation is pastoral farming, yet from the Kaipara Harbour in the south to Ruawai in the north, there are currently nine licensed winemakers.

Northland was the cradle of New Zealand wine: here Marsden planted the first vines and here, too, Busby made the first wine. After 1840 and the Treaty of Waitangi, however, the region was exploited mainly for its magnificent kauri forests and later for its gum. Descendants of Dalmatian gumdiggers and the sons and daughters of more recent Dalmatian arrivals almost alone have preserved the winemaking traditions of Busby. Few depend on their vines for a living; with a total of eight hectares under vines, in fact, the region has a mere 0.2 percent of New Zealand's vineyard area. Only a rivulet of wine flows in Northland; the vineyards, averaging less than one hectare, are the smallest in the country and their wine is mostly sold locally. Hillside, Te Hana, Château du Brak, Continental and Bryladd are not household names in the rest of New Zealand – or even in Northland for that matter. The Antipodean is another story altogether.

The wines, predominantly sweet and fortified vin ordinaire, are reminiscent of the national wine style twenty years ago.

Continental

The largest grower in Northland is Continental Wines at Otaika, just south of Whangarei, with over five hectares under vines. This vineyard was established in 1964 by Mate Vuletich who, as his widow relates, was born under a grapevine on the family vineyard in Yugoslavia. Vuletich originally planted Baco 22A and Niagara vines, but more recently plots of Cabernet Sauvignon, Pinot Noir, Chardonnay, Gewürztraminer and Müller-Thurgau have been established.

Today the founder's son Mario (37) is the only full-time winemaker in the North. In a small well-equipped winery, about 2000 cases of wine are annually produced, all sold at the gate. Although ports and sherries still form part of the range, Mario Vuletich's 'personal goal is to make two top reds, Pinot Noir and Cabernet Sauvignon'.

My bottle of 1986 Pinot Noir, despite its bronze medal, was not distinguished. However, a Continental Riesling-Sylvaner I tasted in 1987 showed clearcut varietal character, and Graeme Barrow, Northland's resident wine writer, has found the Müller-Thurgau to be 'clean and fruity'.

The Antipodean



The Antipodean blazed onto the wine scene in 1987 like a comet, fuelled by a highly effective publicity campaign. By mid-1988, however, much of the early excitement had faded.

This tiny winery is the brainchild of brothers Petar and James Vuletic, Auckland lawyers who are distant relatives of the Vuletich family at Northland's Continental Wines. At their Matakana winery, near Leigh – an area renowned for its plentiful sunshine – the brothers set out to fashion a single red wine of fine quality.

In Petar Vuletic's words: 'The idea of making a great wine in the tradition of the Bordeaux first growths was conceived by my brother and I, while we were both still in our teens. It was discussed with our father who advised us that if we were ever to do this, we were to go to a particular area north of Warkworth and there establish a vineyard on a particular farm which he first observed in 1928.'

Their two-hectare vineyard, planted in 1979, lies on a steep, north-west-facing clay slope, only two kilometres from the ocean. Apart from the

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THE VINES AND VINEYARDS OF NEW ZEALAND

Text by

Michael Cooper

Photographs by

John McDermott



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NORTHLAND

Northland's current role in the wine industry is only peripheral. The northernmost region of New Zealand stretches out over 260 kilometres of rolling hill country, but its almost subtropical climate – heavy rainfall, high humidity and relatively warm winters – is less well suited to viticulture than the cooler, drier regions to the south. Northland's main occupation is pastoral farming, yet the region currently boasts five licensed winemakers – at Dargaville, Kaikohe, Kaitaia, Kerikeri and Whangarei – with a cluster of new vineyards on the horizon.

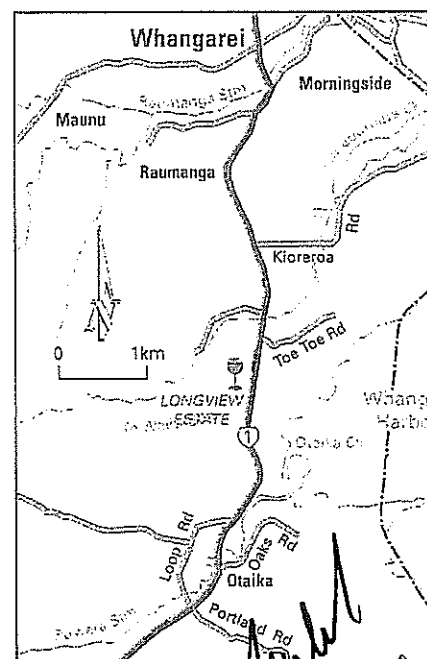
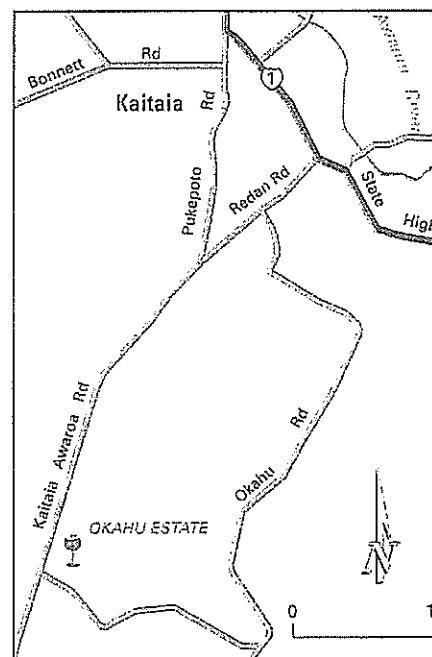
Northland was the cradle of New Zealand wine: here Marsden planted the first vines and here, too, Busby made the first wine. After 1840 and the Treaty of Waitangi, however, the region was exploited mainly for its magnificent kauri forests and later for its gum. Descendants of Dalmatian gumdiggers and the sons and daughters of later Dalmatian arrivals until recently almost alone preserved the winemaking traditions of Busby.

Between 1976 and 1995, as demand for the traditional, fortified wines of Northland declined, the number of licensed winemakers in the region nose-dived from 19 to four. By the early 1990s, the total area under vines – 18 hectares in 1983 – had contracted to seven hectares.

Now a revival is underway. Continental Wines, established near Whangarei since 1964, recently propelled itself into a new era by changing its name to Longview Estate and releasing a stream of chunky, impressively rich-flavoured Cabernet-based reds.

The launch in early 1992 of Okahu Estate Ninety Mile Red 1989, grown near Kaitaia, heralded the arrival of a new, quality-orientated winery in the Far North. Other new vineyards have been planted at Russell and Tutukaka, and the first Cabernet Sauvignon and Chardonnay flowed from Rod McIvor's Marsden Estate, at Kerikeri, in 1995.

Matakana is part of the Auckland province, rather than Northland. However, the high standard of Matakana's full-bodied, ripe-flavoured Cabernet Sauvignon and Merlot-based reds and its recent flurry of vineyard plantings have played a key role in stimulating others to explore the wine potential of districts north of Auckland.



is playing a vital role in the e of winemaking in the north. For a e Continental Wines (as it was until recently) seemed content to sound vin ordinaire, but in recent fruits of a major vineyard replanting ne have come on stream and the of the Cabernet Sauvignon and ased reds has soared.

winemaker Mario Vuletich's is to 'make a really good red, as Goldwater or Morton - it can be e. If we really play hard at it, as good ustralian ...'


retty, terraced vineyard alongside the ghway at Otaika, just south of ei, was established by Mate Vuletich

Longview Estate

State Highway One,
Otaika, Whangarei

Owners:
The Vuletich family

Key Wines:
Scarecrow Cabernet Sauvignon, Mario's Merlot, Pinot Noir, Chardonnay, Gewürztraminer, Müller-Thurgau, Gumdiggers Port



who, as his widow, Milica, relates, was born under a grapevine on the family vineyard in Dalmatia. Vuletich planted his first Baco 22A and Niagara vines in 1964 to produce wine for his own medicinal purposes.

Today, Milica still works in the winery shop, alongside her son Mario's wife, Barbara. Mario Vuletich, the effusive, dark-haired, moustachioed managing director, admits he only 'really got serious about winemaking about 10 years ago - when I got married.'

The original hybrid and native American vines were uprooted and replaced with five hectares of Cabernet Sauvignon, Chardonnay, Merlot, Gewürztraminer and Müller-Thurgau.

The hill-grown clay vineyard, with its 'long view' over Whangarei Harbour to Mt Mania, is mainly laid out in east-west rows that follow the fall of the land. However, the latest plantings, on flatter terrain, run in the conventional north-south direction to maximise the vines' exposure to the sun.

'We get clean fruit here,' reports Vuletich. 'There's a steady breeze from the harbour, which promotes the circulation of air through the vines' canopies, drying them and reducing disease.' Longview's grapes are all estate-grown.

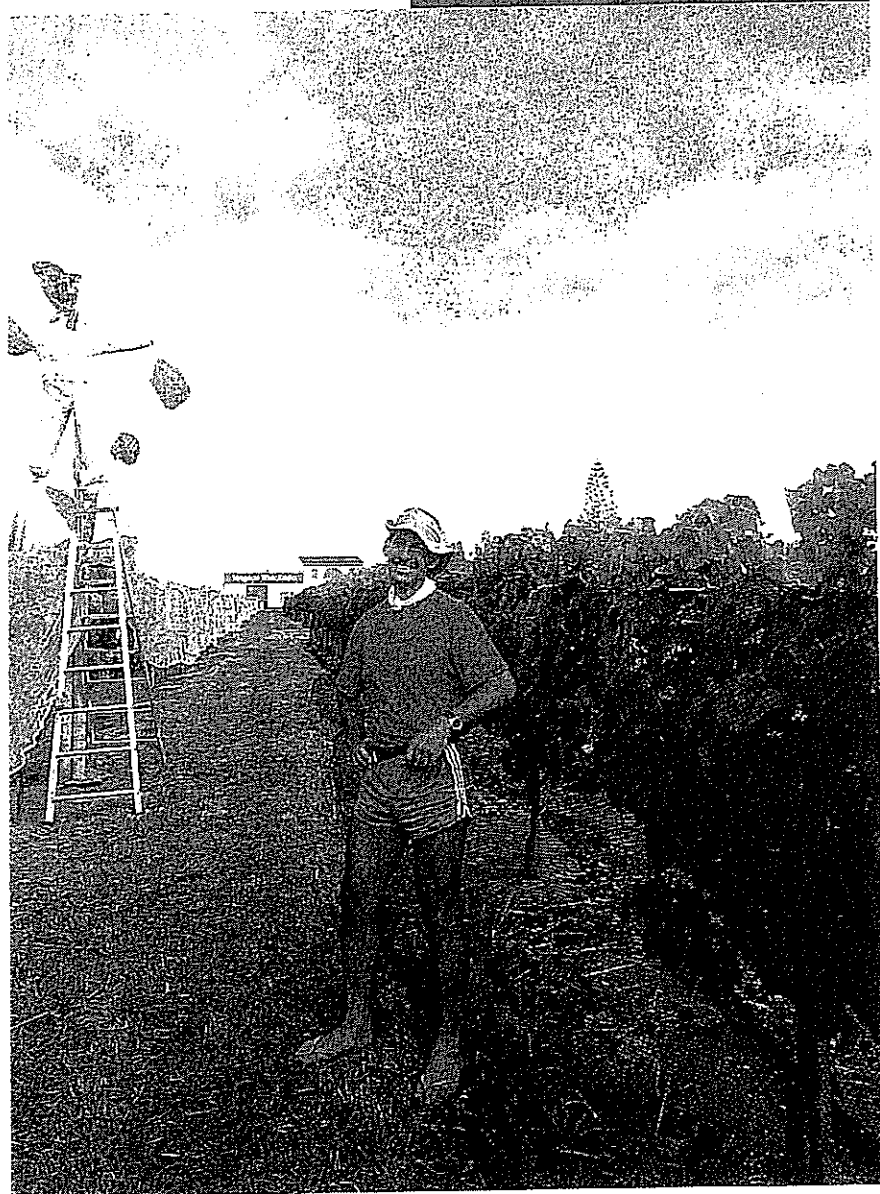
Output is low: about 2500 cases per year, all sold at the gate ('It's bedlam at Christmas') or by mail order. Production will rise as the latest plantings come on stream; Vuletich plans production to peak at about 5000 cases.

The latest releases are far superior to those of a decade ago, with ample body and rich, ripe flavour. The Gewürztraminer is richly perfumed, with exotic fruit flavours, and the Chardonnay shows good depth of crisp, citrusy, slightly buttery and nutty flavour.

Chewy, fragrant and deep-coloured, with an abundance of ripe fruit, the Scarecrow Cabernet Sauvignon and Mario's Merlot are extremely decent reds, with a string of recent awards to prove it.

If you need convincing that Northland can produce generous, satisfying reds, try these.

Mario Vuletich's Scarecrow Cabernet Sauvignon is a satisfyingly chunky, rich-flavoured Northland red.



Strapping, seductively soft, rich-flavoured reds oozing ripe, sweet fruit are the most memorable wines at New Zealand's most northern vineyard. Okahu Estate lies near Kaitaia, on the Pukepoto Road to Ahipara Bay, a few kilometres from the sand dunes of Ninety Mile Beach.

Monty Knight, the founder, is famous in the Far North, although far more for his entrepreneurial career as a Kaitaia home appliance retailer than as a winemaker. He and his wife, Bev, live on the crest of their west-facing, two-hectare, hillside vineyard. 'We didn't come here to make wine,' he recalls. 'When I planted the first vines in 1984, the idea was just to make wine for our own consumption.' The first experimental wine flowed in 1986. After 'deciding to do it properly', in 1990 the Knights erected their iron-clad timber winery and hired Nick Chan (then at Lincoln Vineyards) as their winemaking consultant.

Cabernet Sauvignon is the major variety planted in Okahu Estate's loam-clay soils, with smaller plots of Merlot, Cabernet Franc, Pinotage, Chambourcin (one of the better French hybrids), Syrah, Chardonnay, Sémillon and Arnsburger. Knight also draws grapes regularly from a vineyard at Te Hana, near Wellsford, and is encouraging other landowners in the Far North to establish vineyards to supply Okahu Estate.

In the heat of the north, the estate-grown grapes ripen up to three weeks ahead of those in Gisborne and Hawke's Bay. The combination of high humidity and high temperatures in Kaitaia, conducive to extremely vigorous vine growth and the spread of fungal diseases, has encouraged Knight to plant thick-skinned grapes like Cabernet Sauvignon which ripen late in the season, when the humidity has started to fall.

Okahu Estate's annual output has grown from 600 cases in 1991 to over 3000 cases. 'We're still learning how to handle the fruit,' admits Knight. 'It's different from what you get in the other regions.' The red wines all display a sturdiness of body, flavour richness and soft, supple mouthfeel that clearly reflect the northern warmth.

Chunky, spicy and savoury, Ninety Mile Red is a Cabernet Sauvignon-based blend with lots of character. The dark Kaz Shiraz is succulent, smooth and soft, with a strong surge of minty, berryish, slightly peppery flavour. Shipwreck Bay Red, an oak-aged blend of Chambourcin (predominantly) and Pinotage, is a robust, well-rounded, easy-

**Okahu Estate
Vineyard and
Winery**
Okahu Road, Kaitaia

Owners:
Monty and Bev Knight

Key Wines:
**Ninety Mile Red, Shipwreck Bay
Red, Kaz Shiraz, Ninety Mile
White, Clifton Chardonnay,
Proprietor's Reserve Clifton
Chardonnay, Old Brother John's
Tawny Port**

drinking red, in style reminiscent of southern Rhône.

Clifton Chardonnay, a barrel-fermented wine made from Te Har has been of varying quality, but the Proprietor's Reserve model, held to the cask, can be highly impressive estate-grown, barrel-fermented Nine White, a unique blend of Char (principally), Sémillon and Arnsburger typically a full, buttery, leesy, nutty, rewarding flavour complexity and depth.

It's taken years for most of the world to accept that Okahu Estate is making wine. 'It was widely believed that you couldn't grow grapes and make wine in the Far North,' says Knight. 'Sometimes I wondered why I'm doing this when



In the warmth of the Far North, Monty Knight produces notably robust, generously flavoured, smooth wines.

be in the Riviera. But now we're starting to be accepted as the genuine article; people are visiting the winery and winning medals. I think we've got a long way to go.

Okahu Estate's notably robust and spicy flavoured Kaz Shiraz 1994 achieved a double at the 1996 Liqueur and Wine Show – the first gold medal any New Zealand wine, and the first ever awarded to a New Zealand Syrah.



MICHAEL COOPER

WINE ATLAS

of New Zealand

Second Edition

Text by Michael Cooper
Photography by John McDermott



Hodder Moa

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Great Exhibition
Bay

Northland

Karikari Peninsula

Doubtless
Bay

Whangaroa
Bay

Mangonui

Whangaroa

KAITIAI

Bay of
Islands

Ahipara

Okahu

Iron Hills

Ake Ake

Fat Pig

Marsden

Cattle Hill

Waitangi

Russell

Paihia

Omapere

Lake

Omapere

Kawakawa

KAIKŌHE

Hokianga Harbour

Omapere

WHANGAREI

DARGAVILLE

0 20 km



wine company



intensive vine-growing areas



state highways



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Karikari Estate

With a string of classy, top award-winning reds since its first 2003 vintage, Karikari Estate has galvanised the Northland wine scene. 'The fascinating thing about making wine up here,' says winemaker Ben Dugdale, 'is that if you take calculated risks and end up with really good wine, the hardest part is convincing the public that it's as good as, if not better than, a wine from Hawke's Bay or Waiheke Island at maybe twice the price. Still, therein lies the challenge.'

Northland's largest vineyard and the country's northernmost winery, Karikari Estate lies on the Karikari Peninsula, north-east of Kaitiaki. Its owner and driving force is Paul Kelly, a Connecticut-based wine lover and merchant banker, now in his late sixties, who specialises in the buying and selling of companies across international borders. Karikari Estate is a sister company of Carrington Estate, a lodge with luxury accommodation, golf course and restaurant. According to the *National Business Review*, Kelly has poured over \$20 million into developing the 1200-hectare property.

The vineyard, sloping gently to the north, was planted from 1998 in friable clay soils, with patches of silt and sand, overlooking hundreds of hectares of wetlands and the 4-kilometre sweep of Karikari Beach. Syrah and Cabernet Sauvignon were originally the principal varieties, followed by Merlot, Chardonnay, Cabernet Franc and Malbec, with smaller plots of Viognier, Pinotage and Montepulciano.

However, in 2007 the vineyard contracted from 40 to 20 hectares, after the company found 'that although we can produce high-quality Bordeaux-style reds, demand does not meet supply'. Chardonnay is now the predominant variety (11 hectares), followed by Pinotage (3.2 hectares), Syrah (3 hectares), red Bordeaux varieties (2.2 hectares) and Viognier (0.6 hectares).

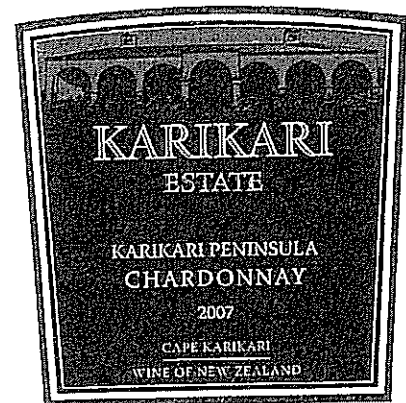
Strong winds and low-fertility soils combine to keep the vines' yields low. White-wine grapes are also bought from growers in Gisborne and Nelson.

Ben Dugdale joined Karikari Estate in 2004, after stints at Coopers Creek, Dry River and Matakana Estate. 'We just want to make very high quality Northland wines,' says Dugdale, 'and sell them to people who discover us.'

In the tan-coloured, Tuscan-style winery, partly set into the hillside, Dugdale produces about 4000 cases of wine per year. Lower-tier wines have been sold under the Carricon and Silver Bay brands, but the top wines, entirely estate-grown, carry the Karikari Estate label.

The Chardonnay is typically robust, ripe and rounded, mouthfilling and creamy-smooth. The Pinotage, matured mostly in American oak casks, is notably powerful, dark, rich and brambly, with the concentration and structure to mature well. Favourable vintages of Karikari Estate's claret-style reds — Cabernet Sauvignon/Merlot/Cabernet Franc and Merlot/Cabernet Sauvignon/Malbec — also show very impressive ripeness and flavour density.

Address	Karikari Estate, Maitai Bay Road, Karikari Peninsula www.karikariestate.co.nz
Owner	Paul Kelly
Key Wines	Karikari Estate Chardonnay, Cabernet Sauvignon/Merlot/Cabernet Franc, Merlot/Cabernet Sauvignon/Malbec, Pinotage, Syrah



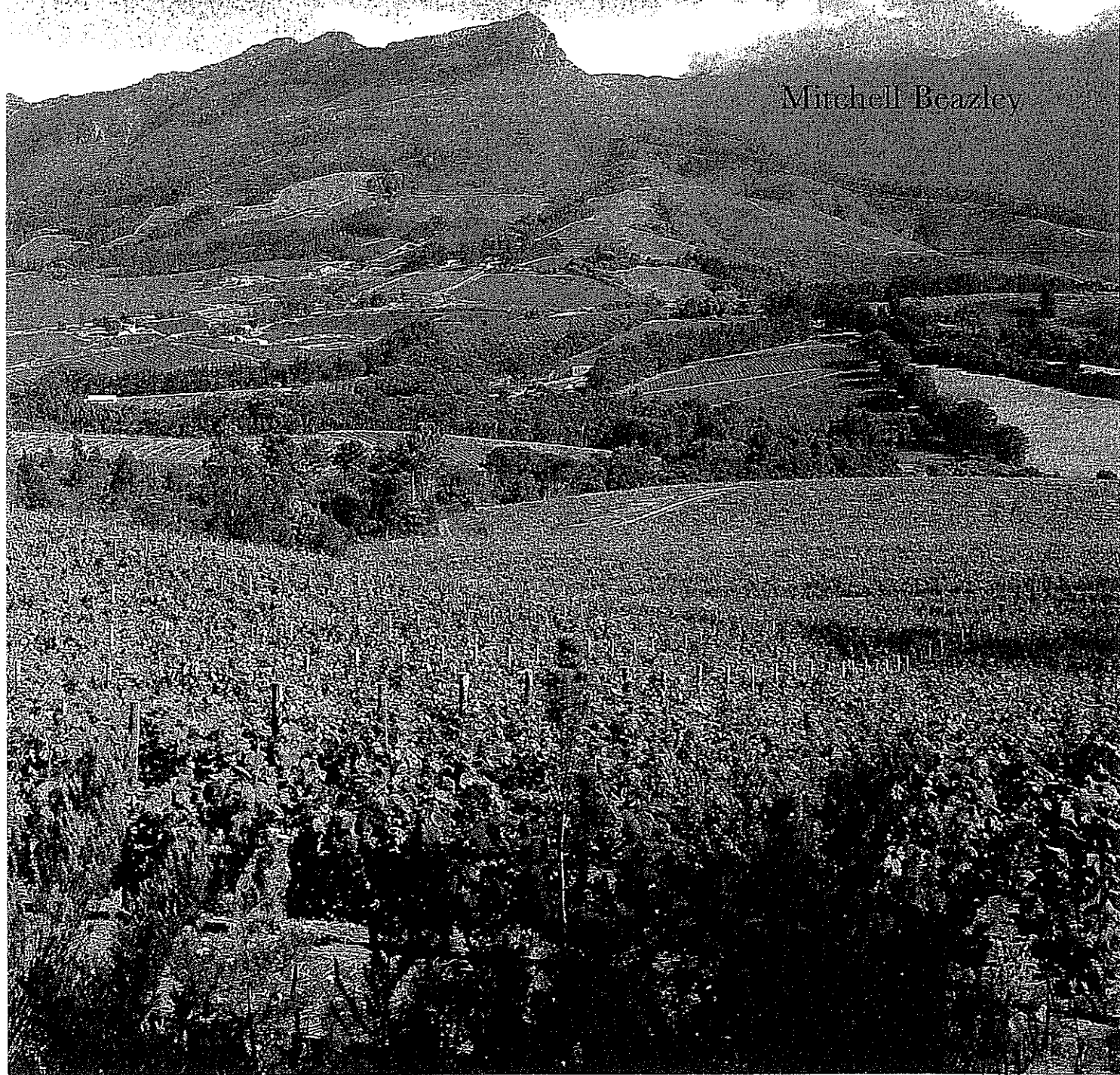
New Zealand's northernmost winery overlooks restored natural wetlands and the white sand dunes of Karikari Beach.



Wine • *The World Atlas of*

FIFTH EDITION

Mitchell Beazley



derates what could be overmuch sun-
l gives steady ripening conditions.
me rain and rot are problems. The
enious (and successful) answer has
plant, as it were, out to sea – on an
t of the city that misses the mainland
eke Island's Stonyridge and Goldwater
are evidence of a mesoclimate mirac-
ght for Bordeaux grapes.

wineries using West Auckland grapes,
ver is the most successful. Collards is
argely dedicated to local fruit. Most
kland wineries such as Nobilo's and
oth owned by Hardys of Australia),
latua Valley, Delegat's, and Villa Maria
other wine regions for the majority of
es.

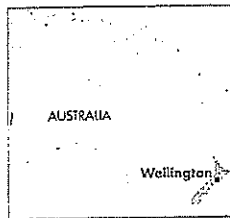
ine giant Montana has over 60% of the
and market following its purchase of
the second-largest company) in 2000.
ent in local sub-wineries in Gisborne,
Bay or Marlborough and finish their
Auckland. But many wine producers
port white grapes long distances to
crushers – a process that is not with-
risk.

ne on the east coast of the North
has another name, Poverty Bay, like so
New Zealand's wine regions) is a good
of a region plundered by the bottlers.
country's third most important wine
after Marlborough and then New
answer to Bordeaux: Hawkes Bay
e 319 for more detail), but has very
ries. Gisborne, warmer but wetter than
Bay, especially in autumn, grows
clusively white grapes on relatively
ils and it has a particular reputation
lonnay.

North Island's most exciting area for
ir is variously called Martinborough,
a, and Wellington; it is just an hour's
st of the nation's capital over the moun-
into the country's eastern rain shadow.
tures may be lower but autumns are
re than in other North Island wine
and its nearly 40 wineries, led by Ata
artinborough Vineyards, and Dry River,
de some of New Zealand's most vividly
Pinot Noir so far. It has ranged from
plummy to lean, dry, and earthy; but
does burgundy. Here Chardonnay
ell, keeping high acidity, while Riesling
onstrated real potential.

across the windy straits on the South
he little Nelson region to the west of
ugh has higher rainfall and richer soil
rinborough but does well with similar
eties.

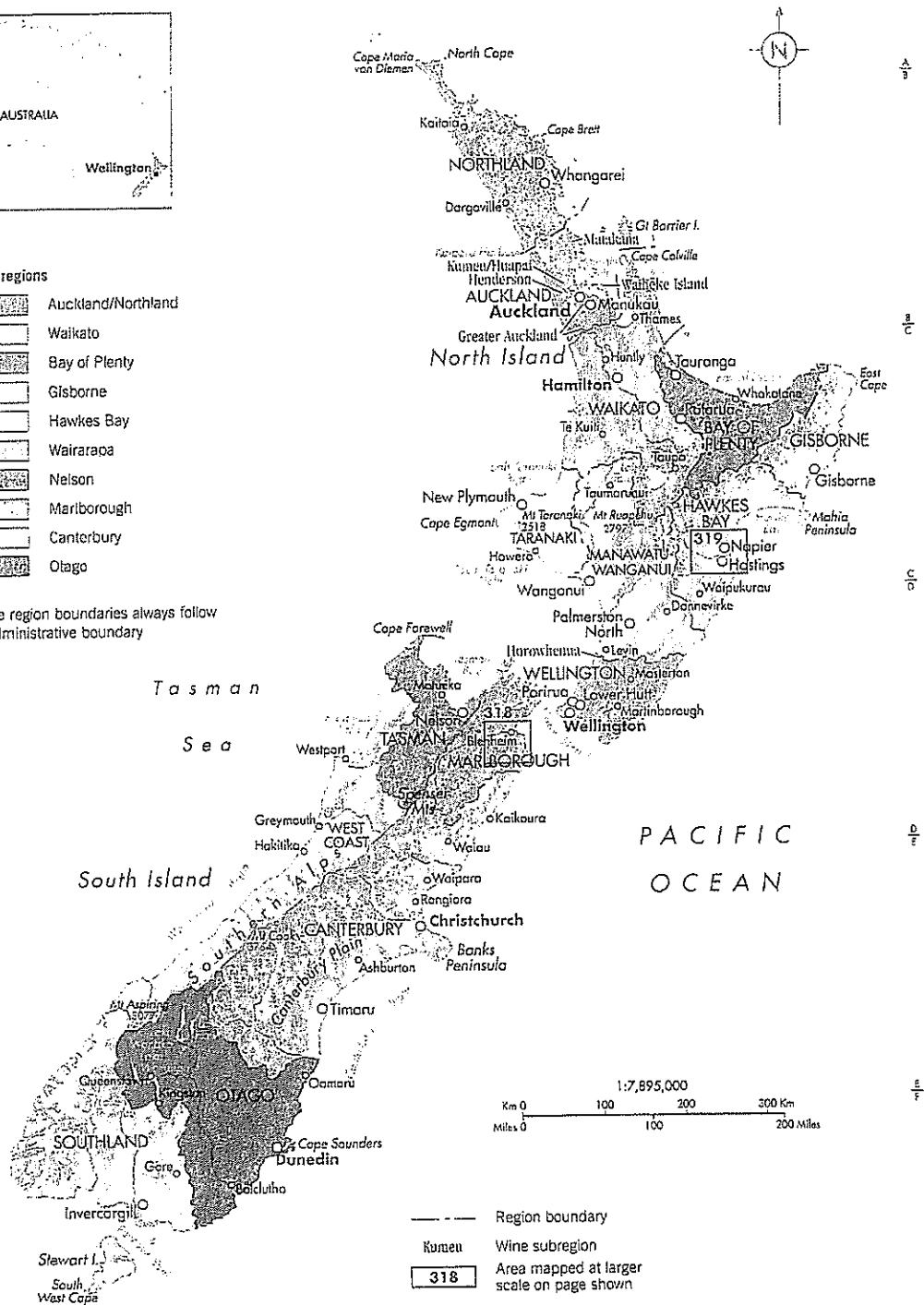
while, well south of Marlborough, on
ns surrounding Christchurch and an
rive north in undulating terrain at
Canterbury's winemakers are produc-
, flinty Rieslings and Chardonnays as
Pinot Noir that ranges from disappoint-
erbal to tantalizingly promising in
ly varied environments.



Wine regions

	Auckland/Northland
	Waikato
	Bay of Plenty
	Gisborne
	Hawkes Bay
	Wairarapa
	Nelson
	Marlborough
	Canterbury
	Otago

*Wine region boundaries always follow
an administrative boundary



Canterbury's grapes struggle to ripen in some
years. Even further south, testing the limits of
cool-climate grape-growing, is Central Otago,
the world's southernmost wine region. In this
mountainous inland region the climate is not
maritime, as in the rest of New Zealand, but
continental, and vines have to be planted on
hillsides to maximize radiation and escape frost

danger. In a good year, however, Central Otago
can produce Pinot Noir, Pinot Gris, and Riesling
to rank among New Zealand's finest, and many
believe that this is where the Pinot grail is to be
found. The old contention that New Zealand
conditions are close to German is truer here
than anywhere – and marginal vineyards can
make wonderful wine.

NEW ZEALAND WINE GUIDE



An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY



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- 22912 Food and Beverage Service Evaluate Wine
- 4637 Food and Beverage Service Demonstrate Knowledge of New Zealand Wines and Producers
- 23060 Food and Beverage Service Demonstrate knowledge of viticulture and wine making

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Cover: Dog Point Vineyard, Lower Brancott Valley, Marlborough. Photography by Kevin Judd.



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Celia Hay

Every effort has been made to ensure the information included in this book is as accurate as possible. We welcome feedback on ways to improve the content.

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Northland

Wine production in Northland is small, considering that the Bay of Islands is where grapes were first planted in New Zealand. In 1819, the missionary Reverend Samuel Marsden planted vines at the small Church of England mission of Rangihoua.

Climate: Relatively hot and humid and with frequent falls of rain; closeness of the sea has an important tempering influence on the climate.

Soil: Mainly clay-rich loam over compact clay.

Predominant grapes: Cabernet Sauvignon, Merlot, Pinotage, Chardonnay, Pinot Gris.

Try these wines: Longview Estate, Marsden Estate.

Waikato and Bay of Plenty

WAIKATO

History

The Waikato region is primarily known as a centre of the dairy industry; however, in 1886 a government research station was established at Te Kauwhata.

This was initially to research agricultural crops, but in 1901 Romeo Bragato set up the viticultural division. Wine was produced here in small quantities from 1903.

In the 1980s, the Te Kauwhata winery was branded as Rongopai Wines and was bought by Babich in 2007.

Climate: Warm with high humidity and high annual rainfall.

Soil: Clay loam soils.

Predominant grapes: Chardonnay, Cabernet Sauvignon.

BAY OF PLENTY

Two of New Zealand's best-known wineries, Mills Reef and Morton Estate, are based in this region although both own significant vineyards in Hawke's Bay and Marlborough.

Wine production is small and focused mainly on Chardonnay, Cabernet Sauvignon and Sauvignon Blanc. The region enjoys a moderately warm climate and fertile soils by New Zealand standards, while still having a coastal influence.

Climate: Moderately warm with coastal winds.

Soil: Fertile clay.

Predominant grapes: Chardonnay, Cabernet Sauvignon.

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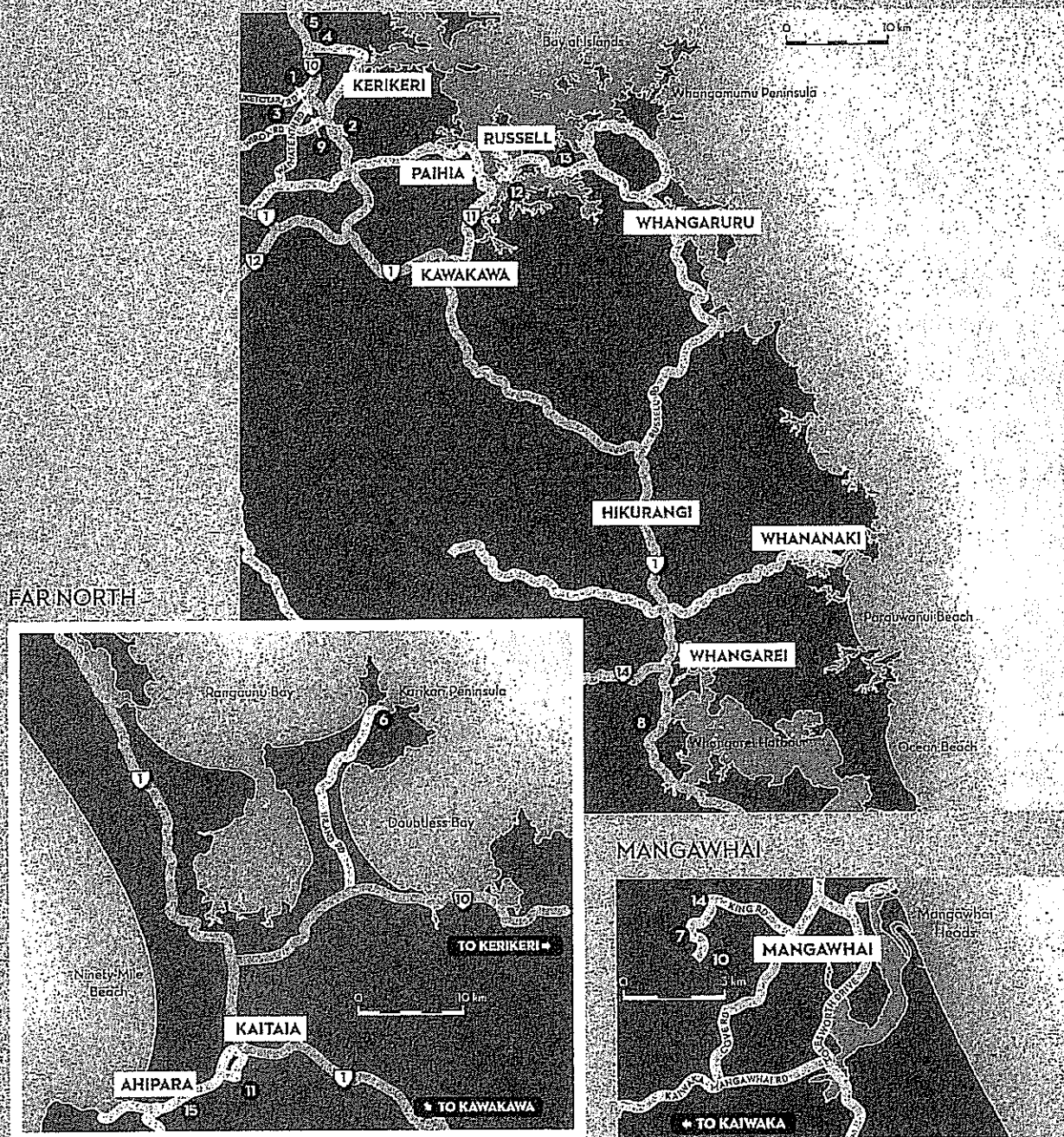
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NORTHLAND

- | | | |
|---------------------------------|---------------------|----------------------------|
| 1 Ake Ake Vineyard | 6 Karikari Estate | 12 Omata Estate |
| 2 Cottle Hill Winery | 7 Lochiel Estate | 13 Paroa Bay Winery |
| 3 Fat Pig Vineyard & Byrne Wine | 8 Longview Estate | 14 Te Whai Bay Wines |
| 4 Kairua Road Vineyard | 9 Marsden Estate | 15 Waitapu Estate Vineyard |
| 5 Kapiro Vineyard | 10 Millars Vineyard | |
| | 11 Okahu Estate | |

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NORTHLAND

Known as the “winterless north”, this part of New Zealand is renowned for its warm climate and laidback, relaxed pace of life. Add in some of the country’s best-looking (and often most-deserted) beaches, a host of hugely significant historical sites, friendly locals, cute towns and picturesque, interesting wineries, and you could easily spend several weeks exploring this lovely part of the country.

The warm temperatures, favourable rainfall and fertile soils all contribute to bountiful harvests everywhere you look. There are tropical fruits, mandarins and avocados in abundance, while dairy and cattle farming is also a local industry. And then there is the seafood: oysters, pauas, tuatuas and mussels for shellfish lovers, and game fishing for the dedicated enthusiasts. Eating here is a treat, whether you’re stocking up at a farmers’ market or enjoying the sterling produce in local cafes and restaurants.

As you drive along, you’ll discover the scenery changing from classic rural pasture to subtropical bush then native rainforest. Naturally, you’ll also find vineyards and olive groves. Roads that hug the ruggedly beautiful coastline will encourage you to pull over regularly to snap photographs, while splendid golden beaches invite you to take a stroll along the sand and a paddle in the sea.

Northland is currently experiencing a mini wine boom – more vineyards are being planted all the time and new cellar doors continue to open. This is the place to find fruity pinot gris, rounded viognier, flavoursome cabernet and merlot blends, and, unique to the region, the deeply coloured and richly flavoured chambourcin. Recently, the region’s opulent chardonnays have also been garnering accolades and attention.

Take some time to get to know the wildly beautiful, bountiful Far North.

Above:
Alongside



The Oxford Companion to

WINE

Edited by Jancis Robinson

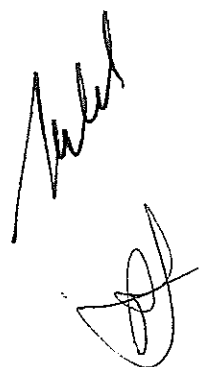
Fourth Edition

Assistant Editor: Julia Harding

Advisory Editor, Viticulture: Richard E. Smart

Advisory Editors, Oenology:
Valérie Lavigne & Denis Dubourdieu

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Most were developed by French hybridizers, working intensively from 1880 to 1950, to create new varieties that were hardy and disease and pest resistant. Newer hybrids (and some crosses) have been bred at NYSAES. The most important white hybrid is SEYVAL BLANC, which grows in every New York wine region except Long Island, and which, much to the confusion of some consumers, can be made clean and fruity in STAINLESS STEEL, or can be the much more complex result of BARREL FERMENTATION and malolactic conversion. VIDAL BLANC and, particularly, VIGNOLES both lend themselves to making late-harvest, dessert wines, Vignoles sometimes being beneficially affected by NOBLE ROT. AURORE, once the most widely planted white hybrid grape in New York, has given way to the prestige of Seyval Blanc. Two New York white hybrids, developed at NYSAES and released commercially in 1982, are Cayuga GW3 and Melody. Both of these are vigorous, resistant, and productive, and make fruity off-dry wines. Wine made from Melody is reminiscent of its Pinot Blanc parent. A third white, TRAMINETTE (1996), echoing Gewurztraminer, is finding favour with consumers. The red French hybrids are declining in acreage. The most famous are BACO Noir and CHAMBOURCIN, which are vinified in all styles from NOUVEAU to PORT-like; MARECHAL FOCH, which can also make a good nouveau using CARBONIC MACERATION; DE CHAUNAC; CHANCELLOR, which needs some OAK ageing to add complexity; and Chelois (Seibel 10878), which works well in blends, especially with Baco Noir.

Vinifera In the 1950s, Charles Fournier, winemaker at Gold Seal winery in the Finger Lakes and former winemaker at VEUVE CLICQUOT in Champagne, hired Dr Konstantin Frank, a *V. vinifera* expert from UKRAINE, to make experimental plantings of ROOTSTOCKS and *V. vinifera* varieties in a cold climate. By the early 1960s they had produced commercial *V. vinifera* wines. The most adaptable varieties were brought from Europe and, in descending order of total acreage in 2014, the state's white *V. vinifera* varieties were Riesling, Chardonnay, and Gewurztraminer. They are grown successfully in all of New York's regions, and while Sauvignon Blanc is not widely planted, it can make exceptional wines on Long Island, where the growing season is long enough to ripen it. Of the red *V. vinifera* varieties grown in New York—Merlot, Cabernet Franc, Pinot Noir, and Cabernet Sauvignon—Merlot and Cabernet Franc show particular promise. They both ripen earlier and give greater yields than Cabernet Sauvignon, are adaptable to different soil types, and can make fine varietal wines as well as blending well with other red Bordeaux varieties. Cabernet Sauvignon does best on Long Island, needing its long growing season to

ripen, while the maritime climate of Long Island has proved too moist and warm for Pinot Noir, which performs better in the warmer areas of the Hudson Valley and Finger Lakes. *V. vinifera* plantings are increasing, as is VINE DENSITY, sometimes as close as 3 ft × 5 ft. In the warmer Long Island region, the open LYRE training system is gaining favour. In colder areas, especially the Finger Lakes, a multi-trunk FAN system is preferred to provide insurance against WINTER FREEZE of some canes. H.L., H.G., & L.M.

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www.newyorkwines.org

New Zealand, southern Pacific islands 1,000 miles/1,600 km away from the nearest land mass, AUSTRALIA, has an agricultural economy that is far more dependent on dairy products than it is on wine, the country's eighth-biggest export. Vines were first planted in 1819 but it took more than 150 years for New Zealanders to discover that their country's cool, MARITIME CLIMATE was suitable for high-quality wine production. Although production is small by world standards (one-tenth of Australia's relatively small wine output), vines are now grown on about 35,000 ha/86,450 acres (an increase of almost 60% between 2007 and 2013) in nine regions spanning 1,200 km/720 miles, almost the full length of the country's North and South Islands.

History

MISSIONARIES were responsible for New Zealand's first grapevines, planted by an Englishman, the Reverend Samuel Marsden, at Kerikeri on the far north east coast of the North Island in 1819. There is no record of Marsden making wine. That honour belongs to the first British resident, James Busby, who established a vineyard at nearby Waitangi in 1836 and subsequently sold his wine to the British troops.

New Zealand's early English working-class settlers preferred BEER to wine, their thirst founding and sustaining a substantial brewing industry. (The country's annual per capita consumption of beer still exceeds 70 l/18 gal per capita, while that of wine is just over 20 l.)

The wine industry has experienced a roller-coaster ride during its relatively brief history. Nature has played a part in its fortunes, thanks to pests such as PHYLLOXERA and diseases such as POWDERY MILDEW, but government policy has had by far the most significant impact. Economic peaks include the growth years 1890–1910, when New Zealand wine managed to capture 25% of the country's total wine

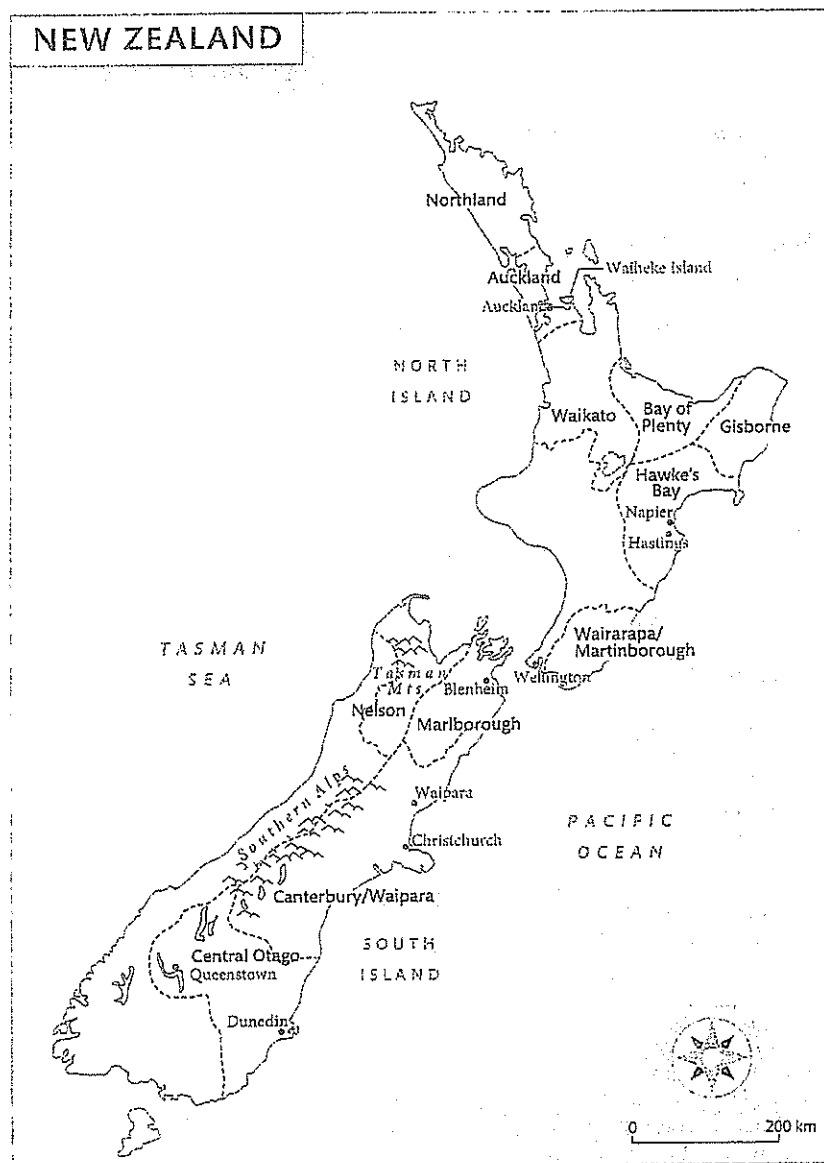
consumption (imports, especially from Australia, have long dominated); the Second World War years when visiting American troops offered a new and affluent market; and the period ever since 1958 after the government raised the duty on beer, spirits, and imported wine, and restricted the importation of wine.

Significant developments in wine quality include the era of New Zealand's first government viticulturist, Romeo BRAGATO, who made improvements between 1895 and 1909 despite the ravages of phylloxera; the gradual replacement of AMERICAN HYBRIDS with European VINIFERA varieties from the late 1960s; the first vines planted in the Marlborough region in 1973; the founding of the official trade body the Wine Institute of New Zealand (now NZ Winegrowers) in 1975; the prohibition of wine dilution (as recently as 1983); and the Closer Economic Relations agreement with Australia, which, from 1990, forced New Zealand winemakers to compete against wines imported from Australia without the protection of tariffs.

Troughs in the economic fortunes of the wine industry are as common as peaks. Low points have included the damaging effect of the temperance movement between 1910 and 1919. New Zealand voted for national PROHIBITION by a narrow margin in 1919 but the votes of returning servicemen tipped the balance. The post-war economic depression had a predictably adverse effect on the wine industry. As one winemaker put it, 'We had to sell the grapes to get the money to buy the sugar to make the wine' (see CAPITALIZATION). From 1945 to 1958 a flood of imports severely affected the viability of local winemaking and encouraged the industry to band together and lobby the government for relief, a move which ultimately resulted in significant protection. The rapid expansion of vineyards and a large harvest in 1983 led to a wine surplus, and heavy discounting in 1985 and 1986. The government intervened with a sponsored VINE PULL SCHEME in 1986, which meant that one-quarter of the country's vines were uprooted.

Troughs in national wine quality occurred after powdery mildew first appeared in 1876, and after the identification of phylloxera in 1895. In most of the rest of the world, vine-growers chose immunity from this voracious root louse by grafting European grape varieties onto American phylloxera-resistant rootstocks. Their counterparts in New Zealand chose a second option: they simply planted phylloxera-resistant American hybrids. In 1960, the American ISABELLA vine, nicknamed Albany Surprise, was New Zealand's most widely planted grape variety.

Until 1881 wineries were not able to sell wine directly to the public but had to channel their produce through hotels, the country's only liquor outlets. Both hotels and wineries had to



sell a minimum of 9 l/2.4 gal to every customer. From 1955, specialist wine shops were allowed to sell single bottles of New Zealand table wine, although the allocation of licences was carefully controlled. In 1960, restaurants were allowed to sell wine. A BYO licence was introduced in 1976 to allow diners to take their own wine to restaurants. Supermarkets were granted a licence to sell local and imported wine (but not beer or spirits) from 1990. Beer has been sold in supermarkets since 1999.

Geography and climate

New Zealand grows the world's most southerly grapes and, less significantly, the world's most easterly, thanks to an adjacent dateline. A

parallel is sometimes made between the southern latitudes of New Zealand's wine regions and those of famous European regions. If New Zealand were in the northern hemisphere, the country would stretch from North Africa to Paris but the moderating influence of the Gulf Stream on European vineyards results in hotter growing conditions than in the vineyards of equivalent southern LATITUDES.

A broad climatic distinction can be made between the warmer North Island regions and those in the cooler South Island, although significant climatic differences exist within the five to six degree latitude span of each island. Under the imperfect HEAT SUMMATION measure of the

daily average temperature above 10 °C/50 °F during the vine-growing season, New Zealand qualifies as Region I (along with BORDEAUX and BURGUNDY). This system ignores diurnal and seasonal TEMPERATURE VARIABILITY, however, and the largely MARITIME CLIMATE of New Zealand is very different from the CONTINENTAL climate of Burgundy. Bordeaux, with its proximity to the sea, is a closer match, in climate at least, to the North Island region of Hawke's Bay, which happens to produce New Zealand's finest Cabernet Sauvignon.

New Zealand is a green and pleasant land thanks to abundant RAINFALL throughout most of the country. Plentiful rain promotes good pastures but it can have a negative effect on wine quality, particularly during the critical RIPENING period. Excessive moisture, through poorly drained soils or heavy rainfall, encourages leaf and shoot growth. Dense vine CANOPIES tend to shade innermost leaves and grape bunches to produce green, HERBACEOUS flavours, to delay ripening, and to promote FUNGAL DISEASES. Excessive vine VIGOUR was one of New Zealand's major viticultural hindrances until Dr Richard Smart (this book's viticulture editor) preached the gospel of CANOPY MANAGEMENT during his tenure as government viticulturist between 1982 and 1990. As a result, many winemakers with vines that had produced excessively vegetal Cabernet Sauvignon reds and Sauvignon Blanc whites were able to make higher-quality wines within a single vintage of applying canopy management techniques. Some growers in the Marlborough region claimed that their HARVEST had been advanced by as much as seven days. Dr Smart's canopy management techniques made by far the greatest contribution to improved New Zealand wine quality during the 1980s.

Chief preoccupation of New Zealand vine-growers in the 1990s was VINEYARD SITE SELECTION. New Zealand viticulture was for many years centred on the principal city of Auckland, an important market with one-third of the country's population. Between 1960 and 1983, wine production rose from 4.1 million l to 57.7 million l (15.2 million gal). New Zealand, it was claimed, had the fastest growing wine production in the world. In the late 1960s and early 1970s, the flat, fertile Gisborne River valley usurped Auckland's status as New Zealand's largest wine region. High yields of often relatively lowly grapes such as MÜLLER-THURGAU helped satisfy the nation's thirst for fresh, fruity, and slightly sweet table wine. Later, as PHYLLOXERA devastated Gisborne's grape crop and as demand for higher-quality wines increased, Hawke's Bay became the country's leading wine region. In 1990, Marlborough overtook Hawke's Bay and 23 years later had more than five times Hawke's Bay's productive vineyard area.

and dry with a moderate risk of October and April frosts. Low rainfall and light soils of moderate fertility help control vine vigour and canopy here. Viticultural research at LINCOLN has had a considerable influence on selecting suitable vine varieties for the local growing conditions and in assisting local growers with viticultural techniques. Sauvignon Blanc and Pinot Noir are, yet again, the region's most planted varieties, with Pinot Gris in third place.

Nelson Nelson is the South Island's most northerly wine region, nearly two hours' drive across high ranges from Marlborough. The rolling hills of Nelson rise from a scenic coastline to form a beautiful setting for the region's 38 wineries. Sauvignon Blanc has overtaken Chardonnay to become the region's main grape variety, thanks to world demand for this varietal. Pinot Noir and Pinot Gris are second and third respectively with Chardonnay a distant fourth. The varied topography of Nelson makes it difficult to generalize about weather and soils, although records show that the region is slightly cooler and wetter than the Marlborough average.

Wairarapa/Martinborough Wairarapa, which includes the Martinborough region, is at the southern end of the North Island about one hour's drive from the nation's capital, Wellington. In 2012, Wairarapa had less than 3% of the country's vines but 9% of its winemakers. They are typically small-scale, LIFESTYLE producers with a quality-at-all-costs attitude to winemaking and a passionate faith in their region's potential. Pinot Noir occupies half the region's vineyard area and is undoubtedly the flagship wine. In their quest to make great wine, most producers crop their vines so that YIELDS are considerably below the national average, a significant factor in the region's success. In terms of topography, climate, and soils, Wairarapa might easily be considered a miniature Marlborough, were it not for the region's ability to make top-quality reds on a regular basis.

Auckland Auckland, the largest city, gives its name to the one New Zealand wine region where winery visitors can be assured of finding wines made from grapes grown as far south as Canterbury in the South Island, and are more likely to be offered wine from Marlborough and Hawke's Bay than the product of a local vineyard. Auckland viticulture declined during the rapid growth of Gisborne, Hawke's Bay, and Marlborough through the 1970s and 1980s but began to grow in the 1990s as grape-growers adopted canopy-thinning techniques to correct vine vigour. New subregions, including Clevedon, Matakana, and especially Waheke Island, where some very fine BORDEAUX BLENDS are made, are now producing high-quality and highly fashionable reds which have

helped raise Auckland's profile and esteem as a wine region.

Northland Northland, at the very northern tip of the country, was the birthplace of New Zealand wine. The region's warm, wet, temperate climate has proved to be a barrier to good-quality wine production, particularly on the wetter west coast. Modern viticultural methods and careful site selection have allowed several producers to establish relatively rot-resistant varieties such as Cabernet Sauvignon and Syrah with promising results.

Waitaki on LIMESTONE in North Otago was rapidly being developed in the mid 2000s. That development has slowed although the quality of Waitaki's Pinot Noir and Pinot Gris may stimulate further growth.

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www.wine-marlborough.co.nz

www.winenelson.co.nz

Neyret, Neret, or Neiret, rare, dark-berried wine, strictly Neret di Saint-Vincent, still found in VALLE D'AOSTA and likely to be related to several transalpine varieties.

Niagara, American hybrid grown successfully in NEW YORK state. This *Vitis labrusca* variety is vigorous, productive, and withstands low temperatures well. Known as the white answer to CONCORD, one of its parents, it makes wines with a particularly FOXY flavour. It was created in Niagara, New York, in 1866 and is now planted widely in New York state, Canada, and Brazil. For details of Niagara, Canada, see ONTARIO.

Nieddera, promising Sardinian red wine grape.

Niederösterreich, or Lower AUSTRIA, is the state in which well over half of the country's vineyards are situated. In it are the wine regions CARNUNTUM, KAMPTAL, KREMS TAL, THERMENREGION, TRAISENTAL, WACHAU, WAGRAM, and WEINVIERTEL. Since the names Kamptal, Kremstal, Traisental, and Weinviertel between 2002 and 2008 became those of official DAC appellations of origin reserved for wines made from Grüner Veltliner or (in the first three of these) Riesling, wines made

from other varieties are labelled simply Niederösterreich, guaranteeing this name a prominence that it did not previously enjoy.

D.S.

Nielluccio, Corsica's name for SANGIOVESE, probably brought there by the GENOISE who ruled the island until the late 18th century. Often blended with SCIA CARELLO (Mammolo), it constitutes an increasing proportion of the island's APPELLATION CONTRÔLÉE reds and, particularly, rosés, for which it is especially suitable. It is the principal ingredient in Patrimoine, on whose clay-limestone soils it thrives. It buds early and ripens late and is therefore susceptible to late frosts in spring and rot during the harvest.

nitrogen, mineral element and inert colourless, odourless, tasteless gas that is extremely useful in both grape-growing and winemaking. Nitrogen gas is an inert constituent of the atmosphere, making up 78% by volume. In its combined forms, nitrogen is an essential element in AMINO ACIDS, PROTEINS, and ENZYMES, without which life could not exist. In soil, it is an important constituent of ORGANIC MATTER, from which it is released during decomposition in the form of ammonium ions. Although these ions are taken up by plant roots, much of the ammonium is oxidized by specialist soil bacteria to nitrate ions, which are also absorbed by roots. Ammonium and nitrate compounds are important constituents of many FERTILIZERS.

Viticulture

Nitrogen has a major impact on vineyard vigour, and potentially on wine quality. Nitrogen is essential for vine growth and is one of the three major elements, along with POTASSIUM and PHOSPHORUS, needed most for plant growth. It is an important component of proteins, and also of chlorophyll. The most common symptoms of nitrogen deficiency, which can be expected on sandy soils low in organic matter, are reduced vigour and uniformly pale green or yellow leaves. Soil and plant tests can be used as a guide to the use of nitrogen fertilizers.

Much more caution is needed with vines than with most other plants in applying nitrogen fertilizers, or large amounts of manure, or planting in soils naturally rich in nitrogen. The use of COVER CROPS containing clover and other legumes should also be monitored carefully as they might add excessive nitrogen to the vineyard soil.

Whatever the origin, too much nitrogen in a vineyard results in excessive vegetative vine growth, termed high vigour. Such vineyards typically show higher YIELDS than low-vigour vines and reduced quality owing to the SHADE effects. CANOPY MANAGEMENT procedures may be used to overcome some of these effects, but will not eliminate them completely. Vineyards with excessive nitrogen supplies are also prone to