Model evidence template

For use with a New Zealand geographical indication application

* To apply to register a New Zealand geographical indication (GI) you must complete the relevant details in the [online application form](http://www.iponz.govt.nz/about-ip/geographical-indications/apply-for-a-geographical-indication/) and submit documentation to support your application.
* This documentation must be in the form of a sworn affidavit or statutory declaration.
* You may use this document as a template for your evidence. It includes headings that reflect the type of information that IPONZ typically expects to receive as part of an application. You can add or remove headings as you see fit.
* You may file any information that you believe is relevant to the wine or spirit’s quality, reputation or other characteristic. Bear in mind that the particular circumstances of each GI application will be unique.
* **This template does not comprise your entire application. When finished, your evidence document must be uploaded in PDF format as part of your online application.**

Geographical indication’s name

Include the name of the geographical indication (GI) that registration is sought for, e.g. Marlborough.

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Quality, reputation or other characteristic

Explain and provide evidence of the quality, reputation or other characteristic of the wine or spirit that is attributable to the GI. The headings indicate the type of evidence that will be needed for your application to be examined. You can add or remove headings as you see fit.

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.

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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.

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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.

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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.

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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.

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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.

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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:

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| * 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.
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Other relevant detail

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Statutory declaration

**By the Applicant**

I, [*name*], of [*place of abode and occupation*], have personally filled in this application, and solemnly and sincerely declare that:

The information contained in and with this application is true and correct to the best of my knowledge.

And I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name:

Signature:

Declared at [*place*] this day of

Name of Justice of the Peace, or solicitor

[*or other person authorised to take a statutory declaration*]

**By the Agent**

I, [*name*], of [*place of abode and occupation*], have personally filled in this application on behalf of the applicant, and solemnly and sincerely declare that:

I have been duly authorised to act as an agent for the purposes of this application, on behalf of the person(s) filing out this form.

The information contained in and with this application is true and correct to the best of my knowledge.

And I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name:

Signature:

Declared at [*place*] this day of

Name of Justice of the Peace, or solicitor

[*or other person authorised to take a statutory declaration*]