

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


1 DECLARATION

I, Marans Victor Pickens, of  Blenham,
[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.

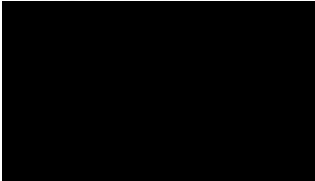
Name: Marans Victor Pickens

Signature: 

Declared at Blenheim this 24 day of July 2017.

Before me:

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

Signature: 



Richard Hunter JP 03033
54 Endeavour Street
Blenheim 7201
New Zealand



EVIDENCE IN SUPPORT OF AN APPLICATION TO REGISTER A

GEOGRAPHICAL INDICATION: *MARLBOROUGH*

GEOGRAPHICAL INDICATION NAME

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

The Applicant notes that the MARLBOROUGH GI may be used in conjunction with the names of smaller geographical units, including the following: *Wairau Valley; Awatere Valley; Southern Valleys.*

QUALITY, REPUTATION OR OTHER CHARACTERISTIC

The MARLBOROUGH GI is New Zealand's largest and most famous winegrowing area. Marlborough Sauvignon Blanc is internationally recognised as a benchmark for that variety and is the economic engine of the New Zealand wine industry. The specific characteristics of Marlborough wine are essentially attributable to the geographical origin of wines from Marlborough GI due to a number of factors, notably:

- Marlborough, situated at the top of the South Island experiences a maritime climate;
- High sunshine hours, dry conditions particularly during harvest, and protection from cold southerlies by mountain ranges to the south provide ideal wine growing conditions;
- Diurnal variations of up to 11 degrees centigrade are conducive to producing high quality aromatic white and red wines;
- The region's total land area is over 14,541 square kilometres which allows the development of both large-scale and boutique wine companies;
- A range of topography and aspect within the region's many valleys, combined with young and diverse soils and subsoils, create micro-variations across the region - allowing for both a range of styles and complexity within single styles;
- Comparatively recent history within a small and interlinked community means that there is a high degree of shared experience and learning across the region;
- The area has shown a particular suitability for internationally successful wine styles, led by Sauvignon Blanc;
- There has been significant national and international investment in the MARLBOROUGH GI supporting growth and innovation.

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



- MARLBOROUGH GI wines are specialised in a particular suite of classic grape varieties and wine styles suited to both the physical environment and the market led by Sauvignon Blanc and, increasingly, Pinot Noir.
- MARLBOROUGH 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.
- MARLBOROUGH GI wines are high quality products produced for the popular-premium to ultra-premium market segments.
- MARLBOROUGH 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

Background

Marlborough is situated at the top of New Zealand's South Island at a latitude of 41.5 degrees south, a mid-point on the world's wine belt. It shares a similar latitude to many old-world wine regions in the Northern Hemisphere. The difference being that in Marlborough's case, the climate is very much maritime. High sunshine hours throughout the year regularly make it New Zealand's sunniest region. Limited rainfall, on average 704mm annually, make it also one of the driest. The Marlborough region comprises a total of 14,541 square kilometres, with the population just over 45,500 (NZ Census 2016). Just over 10 percent of the population of Marlborough is employed within the wine industry.¹

Where once the flat land of the Wairau Plains was covered in swamp, it is now home to millions of vines. The silty residue from years of the braided rivers crossing the plains have provided ideal soils for the growing of grapes.

The greater Marlborough region is divided into three main valleys known as: Wairau Valley, Southern Valleys and Awatere Valley with wines most commonly labelled with the regional Geographic Indication 'Marlborough'.

The wine industry while still a relative new comer in terms of age, (first vines in the modern era only planted in 1973) has quickly become the lifeblood of the region's economy and provides 79 percent of New Zealand total wine production. It was Marlborough Sauvignon Blanc that opened up the UK market for New Zealand wine in the 1980s. It was Marlborough Sauvignon Blanc that opened up the Australian market in the 1990s and it is Marlborough Sauvignon Blanc that is currently leading the way in New Zealand's largest export market of the US.

Selling at a range of price points in all New Zealand's major markets, Marlborough Sauvignon Blanc has led the way for other styles of wine, such as Pinot Noir, Chardonnay and Pinot Gris. Marlborough

¹ Data from the NZEIR Economic contribution of the New Zealand wine sector, March 2016



Sauvignon Blanc export sales alone account for almost \$1.3 billion of New Zealand's total wine export revenue of \$1.65 billion.

Tourism and wine specific tourism has grown on the back of the wine industry, and with the Marlborough Sounds providing the northern entrance to the region, it has become a popular cruise ship destination. Wine tourism is an activity that 20 percent of international tourists participate in, with these tourists being likely to stay longer and spend more in our country.²

Access to the region for tourists has improved dramatically in the past decade, with more than a dozen daily flights in and out of the region's domestic airport. Plus, there are two inter island ferry operators travelling between Wellington and Picton daily, each with multiple sailings.

History

Wine was first produced in Marlborough in 1873, when David Herd established Auntsfield just south of the Blenheim Township. While it was mainly a pastoral farm, a small plot of land was set aside to grow wine grapes, (400 vines in all) and continued to supply fruit for wine for the next 52 years.³

There were several other small vineyards scattered throughout the Marlborough region until the late 1950s.

The modern wine industry began in 1973 when Montana bought large tracts of land throughout the Wairau Plains with the aim of expanding their growing portfolio. Marlborough was first suggested to the founder of Montana, Frank Yukich, by his viticultural consultant Wayne Thomas. A detailed report that was supported by experts from University of California Davis, stated that Marlborough had the best potential for grape growing in New Zealand for the following reasons:

- Maximum sunshine hours
- Minimum rainfall (especially during vintage)
- Free draining soil of medium fertility
- Low frequency of seasonal frosts

A total of 1,173 hectares was purchased by Montana, at an average cost of \$1,146.00 a hectare. The large plots of land were cleared of stock, buildings, shelter belts and levelled before the first vines were planted at what is now known as Brancott Vineyard on August 11, 1973. While Sauvignon Blanc was not among those first vines planted, it became part of the Brancott Vineyard in 1975 and yielded their first wine in 1979.⁴

Montana remained the only grape grower in the region until 1978 when other industry players came to recognise the attributes of Marlborough. Penfolds were the second company on the scene

² Data from the NZEIR Economic contribution of the New Zealand wine sector, March 2016

³ Marlborough Wines & Vines – Cynthia Brooks 1992

⁴ Wine in New Zealand – Caroline Courtney 2003



encouraging local farmers to dedicate small plots of land to growing grapes. New Zealand company Corbans followed in 1979, purchasing land in what is known as the Rapaura area. This was also the year that the first boutique vineyard and winery was established, Te Whare Ra, owned and operated by Allen and Joyce Hogan. Ernie Hunter planted vines in 1979 as well and went on to establish Hunter's Wines. In 1980 Adele and Daniel Le Brun purchased land east of Renwick and established Daniel Le Brun – the region's first foray into sparkling wines.

In 1986 Ernie Hunter was invited to submit three of his wines to the Sunday Times Vintage Festival (UK), where he won the best non-Chardonnay full dry white wine of the show, with his 1985 Marlborough Fume Blanc.⁵ Hunters would go on to win this same award for three years in a row, an unheard-of competition rout. This gave Marlborough a huge reputational boost.

In 1985 an Australian named David Hohnen bought land from Corbans and established Cloudy Bay Vineyards, which has gone on to become an iconic label renowned throughout the world.

In 1986 the first vines were planted outside of the Wairau Plains in the Awatere Valley by the family who went on to form the Vavasour Wine Company. Since then Awatere Valley has become a major source of fruit for both boutique and larger wine companies.

In 1991 the first contract winemaking facility was established in Marlborough, which changed the face of the local wine industry. For the first-time contract growers were able to create their own brands. Some of the now famous names of the industry came into being at this time, including Allan Scott Family Winemakers, Wairau River Family Estate, Foxes Island and Jackson Estate to name a few.

Many international wine companies are now represented in Marlborough including; Constellation Brands, E.&J. Gallo, Pernod Ricard, Treasury Wine Estates, Louis Vuitton Moet Hennessey and Accolade Wines amongst others. They all came for the same reason and are all producing Sauvignon Blanc along with a number of other varieties.

The biggest growth for the region came in the 2000's when grower and winery numbers doubled. Between 2006 and 2010, there was a 68 percent increase in the number of hectares of productive vineyard; a jump from 11,488 to 19,295ha.⁶ Currently in 2017 there are 24,020 hectares of productive vineyard⁷ and this is expected to grow by approximately another 5,000 hectares in the next five years.

In 2016 there were 140 wine companies registered in the MARLBOROUGH GI, 534 growers⁸ and a total of 1019 individual vineyards.⁹

⁵ Jane Hunter Growing: A Legacy – Tessa Anderson

⁶ New Zealand Winegrowers Annual Report 2010

⁷ The New Zealand Winegrowers Vineyard Register Report 2015-2018

⁸ New Zealand Winegrowers Annual Report 2010

⁹ Marlborough Labour Market Survey 2015

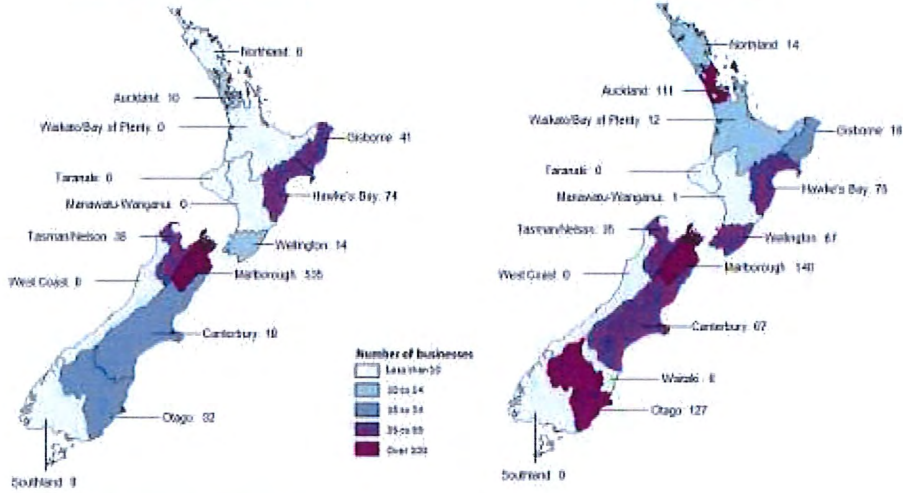


The economic context



762 grape growers

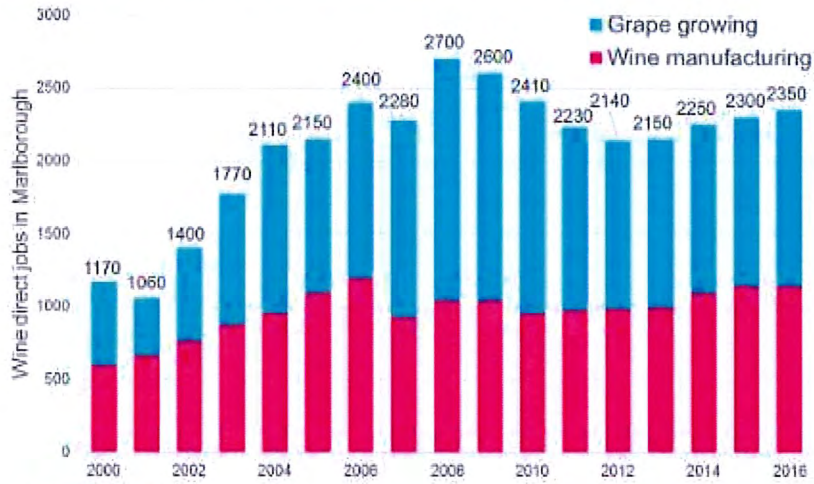
673 wineries



Source: NZ Winegrowers Annual Report

10

Marlborough employs 2,350 wine workers; this has doubled since 2000



Source: NZIER, Marlborough



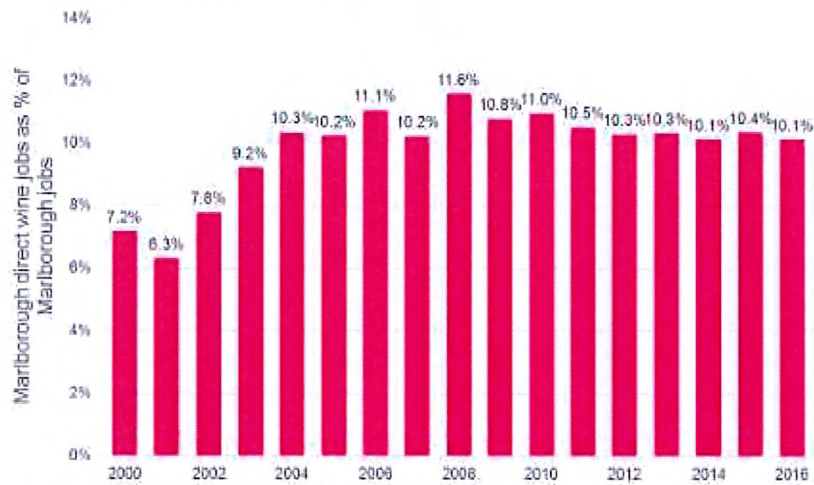
Marlborough wine indirectly supports 2,500 jobs in other sectors



Sector	Jobs
Land and land improvements	391
Meal Services	267
Packaging	195
Agriculture support services	171
Wood container manufacturing	95
Other support services	72
Glass product manufacturing	71
Road freight services	58
Other product manufacturing	57
Accommodation services	55
Other	1043

2016 figures
Source: NZIER, Statistics NZ

Wine sector directly accounts for 1 in 10 jobs in Marlborough



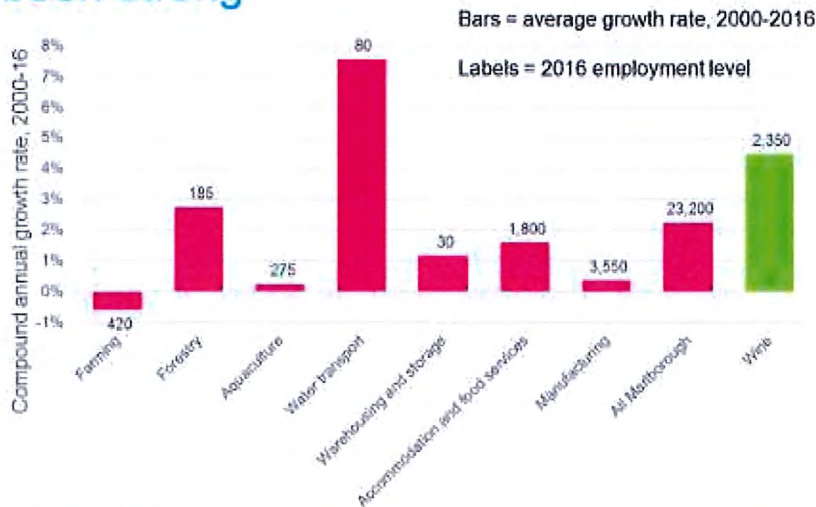
Source: NZIER, Statistics NZ

Marlborough is the driving force of New Zealand wine production. Planned growth in the Marlborough viticulture sector offers opportunity for continued economic growth and employment across the region's viticulture, tourism, trades, services and hospitality sectors.

¹¹ NZIER Contribution of Wine to the Marlborough Economy June 2017



Job growth in Marlborough wine has been strong



Marlborough wine injects \$130 million of income into Marlborough households' pockets; 10.5% of total household income



The MARLBOROUGH GI already contributes up to \$1.3 billion dollars in export earnings from the sale of wine as a standalone GI given it produces approximately 79 percent of New Zealand's wine and makes up approximately 80 percent of wine exports.

Marlborough's GDP has grown by 28 percent in five years to \$2.5 billion, for the year ending March 2015.¹³

¹² NZIER Contribution of Wine to the Marlborough Economy June 2017 Note: Wine 2000 shows annual Marlborough wine wages for 2000 vs current 2016 numbers

¹³ Regional Economic Development Report MBIE 2015



Visitors to Marlborough are growing at 0.6 percent per annum. Around 1.596 million people were expected to visit during 2016 year¹⁴ and many of these will tour the vineyards and stay in accommodation whilst they enjoy other regional attractions.

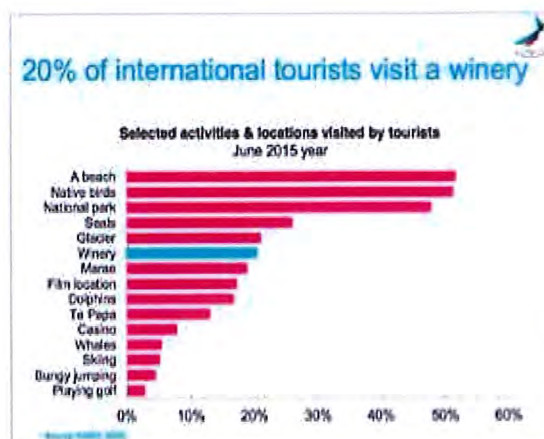


Table
Source
NZIER

Vineyard plantings are forecast to increase 25 percent over the next five years with flow on for the

wine sector, supporting trades and business services, and in the tourism and hospitality sectors. A 2003 NZEIR report stated; "For every extra dollar of revenue generated, around \$1.71 will be returned to Marlborough's economy".¹⁵

The investment within the industry provides more jobs, housing requirements and ancillary services.

In March 2017, Marlborough had one of the lowest unemployment rates in New Zealand, at 3.6%, compared to a national average of 5%.¹⁶

For the GI, the positive economic impact translates to better profits and more capital for investment in the industry. This in turn drives innovation and enhancement of quality and efficiency, funds research and development to improve knowledge and understanding of the GI and its wines, drives marketing and promotional activities, and enhances the reputation of the GI.

Industry structure

Industry structure also contributes to the distinctive characteristics of wines from MARLBOROUGH GI. With the MARLBOROUGH GI covering a total of 14,541 square kilometres, there is an array of distinctive attributes that appeal to wine companies of all sizes. All 17 New Zealand Category 3 wineries (annual sales exceeding 4,000,000 litres) have a presence within the MARLBOROUGH GI.¹⁷ These companies are producing high quality, large volumes of wine, with Sauvignon Blanc the leading variety.

The rest of the industry is split between medium sized wineries (annual sales between 200,000 and 400,000 litres) and boutique (annual sales not exceeding 200,000 litres).

All wine companies and grape growers are full members of the Applicant and a majority participate in its activities. The Applicant provides a platform for many cooperative activities such as the annual

¹⁴ Regional Economic Activity Report, MIBE 2015 - Total visitors to Marlborough is increasing at around 0.6 percent per annum. 1.596 million people are expected to visit the area over the 2016 year

¹⁵ NZEIR Report 2015

¹⁶ Infometrics March 2017

¹⁷ New Zealand Winegrowers Annual Report 2016

Marlborough Wine & Food Festival and International Sauvignon Blanc Day. The Applicant also provides a platform to winegrowers to participate in educational activities and informative seminars.

The Applicant also produces a monthly industry magazine, Winepress, to all members, free of charge. Winepress has been a key tool in communicating to members about the GI discussion and informing them of progress towards our application, plus calling for member input.

All winegrowing enterprises within the MARLBOROUGH GI view the GI as being a vital adjunct to continuing to produce high quality wines of specific characteristics. The Marlborough Research Centre is home to Plant & Food Research, whose scientific research is dedicated to the development of the GI's wine industry. Plant & Food have been involved along with other research entities in providing greater knowledge of wine growing within the MARLBOROUGH GI.

The Nelson Marlborough Institute of Technology's Marlborough Campus offers one of only four New Zealand available degrees in winemaking and technology, and regularly utilises the services of Marlborough winemaking companies to provide hands on experience. Government has provided \$12.5 million across four years, to establish a New Zealand Winegrower Research Centre (NZWRC) in Marlborough, expected to open before the end of 2018. The first ever industry research centre of its kind, will provide further develop the growing knowledge of Marlborough's grape growers and winemakers, while benefitting the entire New Zealand wine industry.

A School of Winegrowing for any year 12 and 13 high school students within Marlborough keen to become a part of the growing wine industry was recently announced. This will be led by Marlborough Boys College and begin in 2018. All of these developments are based on the importance of the MARLBOROUGH GI to New Zealand's wine industry. Being based in the MARLBOROUGH GI is a testament to how important this region is as provider of premium wine.

GEOGRAPHICAL FEATURES IN THE AREA

The geology of the MARLBOROUGH GI contributes to the distinctive sensory characteristics of the wines.

Four major fault lines (Hope, Clarence, Wairau and Awatere) have defined the Marlborough landscape over the past two million years.¹⁸ They, along with three rivers (Awatere, Wairau and Waihopai) that provide the lifeblood of the MARLBOROUGH GI, play a crucial role in the geology of the region. The river flats with alluvial soils allow free draining for the majority of Sauvignon Blanc vines, while the surrounding hillsides provide sun exposed slopes for Pinot Noir and Chardonnay.

¹⁸ https://en.wikipedia.org/wiki/Marlborough_Fault_System

Glacial advances over two millennia have carved out valleys and terraces that bestow differing qualities for the vast scope of wine grape varieties grown in the MARLBOROUGH GI. Each variance provides unique, sensory characteristics within the GI.

SOIL COMPOSITION IN THE AREA

As with the rest of New Zealand, MARLBOROUGH GI has some of the world's youngest soils. They are also very diverse, with over 87¹⁹ different soil types throughout the region from river flood plains through to glacial outwash and river terraces. The soil types range from deep, sandy loams to shallow river stones, silt loams to loess, alluvial gravel to clay.

On flood plains deep sandy or silty deposits have been built up in shallow layers over many years. Near the river banks they are friable free-draining soils, whereas on old alluvial plains formed by post-glacial rivers the soils are mainly light stony loams formed from thin deposits of loess over gravelly alluvium.²⁰

The differences in soil diversity allows growers in the MARLBOROUGH GI to plant identical rootstocks and varietal clones in vineyards barely a couple of kilometres apart and produce parcels of fruit with contrasting flavours.

The clay and clay loams have a higher capacity for retaining moisture than the river gravels, suiting varieties such as Pinot Noir and Chardonnay. The deep sandy and silt soils are particularly suitable to vigorous varieties such as Sauvignon Blanc and Pinot Gris. Their free draining ability ensures the energy of the vine goes into the ensuing fruit rather than the canopy, while it also retains heat that helps develop more aromatic flavours.

With the range of variability within MARLBOROUGH GI soils, a range of flavour profiles have emerged. In the areas of silt and gravel underlaid with clay the white wines tend towards the citrus/grapefruit flavours with a degree of minerality. On these same soils the Pinot Noir tends to display rich aromas of red fruit.

On the stony, gravel and alluvial soils the wines tend to be described as fruit forward with stone and tropical fruit flavours, in particular providing passion fruit and grapefruit characteristics in the Sauvignon Blanc.

The other soil type, of a mixture of alluvial gravel and wind borne loess provides crisper, less tropical fruit flavours and are the wines are often described as having herbaceous, capsicum/bell pepper, minerality and flinty flavours.

¹⁹ <https://www.marlborough.govt.nz/environment/land/soils>

²⁰ Data courtesy of Grasslands.org.nz

CLIMATE IN THE AREA

The MARLBOROUGH GI is situated at the north-eastern end of New Zealand's South Island. To the north is the fjordal Marlborough Sounds and the Richmond Ranges, which protect the GI's valleys from wetter north-westerly storm systems; to the east, via the sheltered Cloudy Bay and southern end of the North Island, there is additional protection from any bad weather incoming from the north-east. Isolated by high mountain ranges to the south, it is protected from cold southerlies moving up the South Island from Antarctic. Mountain ranges to the west of the main township of Blenheim also provide a rain shadow effect, protecting the plains from the heavier rains that hit the western parts of the South Island

The region's proximity to the Pacific Ocean to the east ensures cooling sea breezes during the heart of summer.

Marlborough is renowned for long sunshine hours (average 2,481) and often takes the title for the country's sunniest region. This is why Maori referred to the Wairau Valley as *Kei puta te Wairau*, which translates to; "Place with the hole in the cloud."²¹

Typical summer daytime maximum air temperatures range from 20°C to 26°C, but occasionally rise above 30°C. However, night time temperatures can drop dramatically, creating a diurnal range of around 11°C which slows the development of sugars and preserves the natural acidity of the grapes, resulting in pure fruit intensity and precise acid structure across its varieties. This is a crucial climatic influence.

Rainfall is also quite low when compared with other winegrowing regions in New Zealand, an average of 704mm annually. The majority of that falls between the months of May and August, leaving the all-important ripening and vintage season relatively dry. There is however a risk of summer drought due to these climatic conditions, with the majority of vineyards in the region requiring irrigation to assist with vine development.

The MARLBOROUGH GI comprises two main river valleys running roughly east to west: the more northern and larger Wairau Valley is protected in the south by the Wither Hills, and south of the Wither Hills is the smaller, more coastal Awatere Valley which receives southerly protection from the seaward termination of the Inland Kaikoura Range, which blocks the cold southerly winds sweeping up from the Southern Ocean.

Within the main Wairau Valley, vines are planted the length and breadth of the valley on the river plains north towards the rugged Richmond Ranges and extend south across the Southern Valleys into the foothills of the Wither Hills, as well as ranging southwest up the Waihopai Valley. Plantings are to

²¹ KEI PUTA TE WAIRAU A History of Marlborough in Maori Times; W.J. Elv



a degree naturally limited by the inherent frost risk from the GI's southerly latitude. Frost can be a factor at both ends of the growing season, and the higher and further away from river, the greater the risk to vines.

Prevailing north-westerly winds bring rain systems across the Tasman to the South Island but the Southern Alps/Main Divide to the southwest of the MARLBOROUGH GI create a rain shadow from which the GI benefits in the form of reduced humidity and thus lower disease pressure on vines throughout the growing season; botrytis is not particularly common.

With the drier autumns in the MARLBOROUGH GI, fruit can be left on the vines for longer to build fruit flavours and physiological ripeness, without sacrificing the acidity that delineates Marlborough wines.

A full analysis of the key Marlborough weather data is summarised in Appendix 1

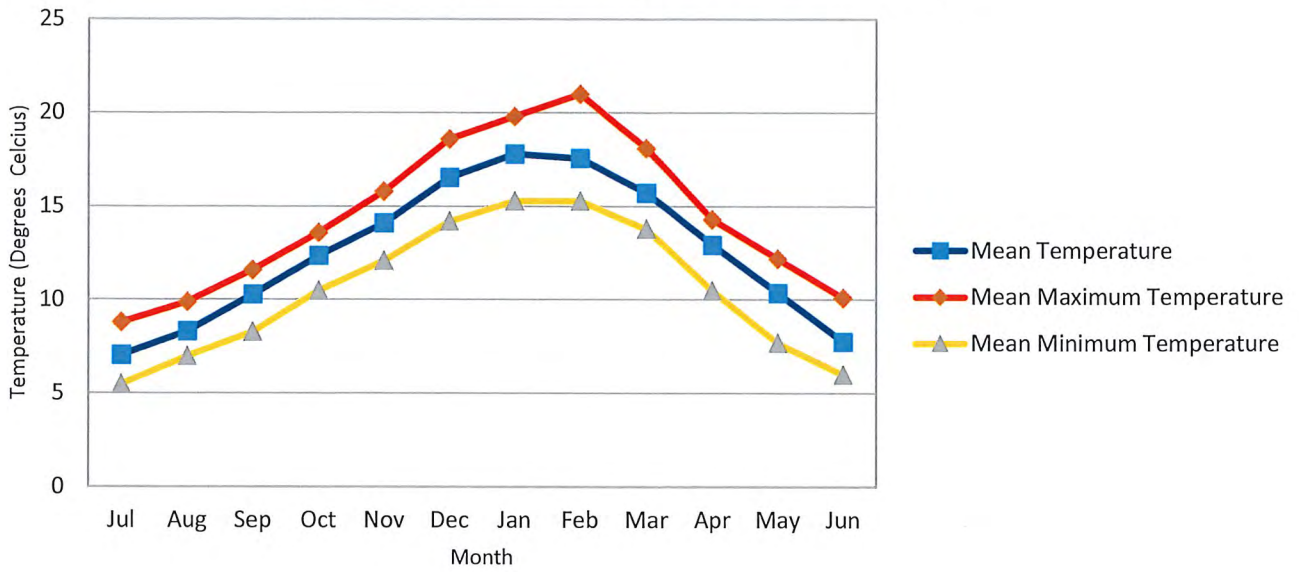
Key climate indices and statistics

The following tables and charts provide data on key climate statistics relevant to the viticulture of the MARLBOROUGH GI region²². All data was sourced from the National Institute of Water and Atmospheric Research.

	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	2,481	1,241	704	42	52
Season (Sept - April)	1,812	1,174	428	6	9
Season % of annual	73%	95%	61%	15%	17%

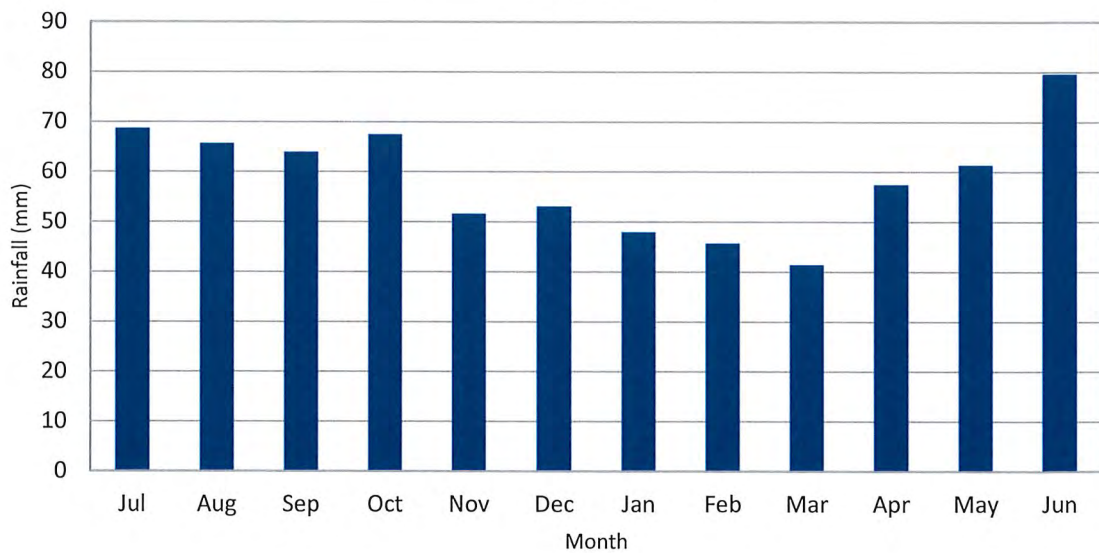
²² Data sourced from Blenheim Aero AWS, Blenheim Research EWS, and Blenheim Research

Marlborough GI Monthly Temperature Averages

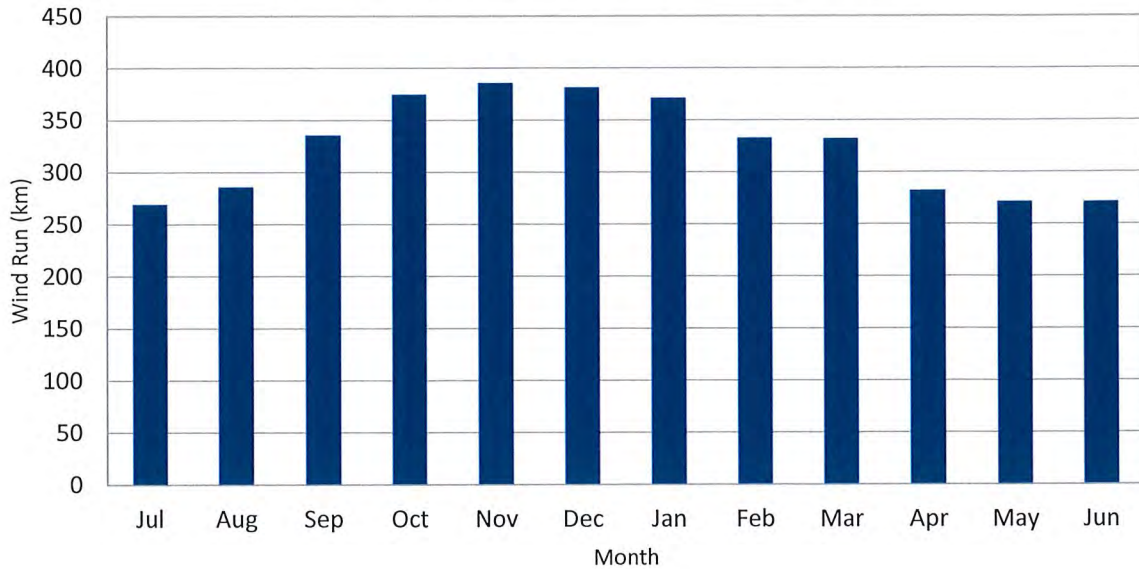


Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	16.6
Mean Minimum Temperature	12.5
Mean Diurnal Shift	4.1

Marlborough GI Average Monthly Rainfall



Marlborough GI Daily Wind Run Monthly Averages



METHODS OF PRODUCING WINES IN THE AREA

Grape varieties and wine styles

Marlborough is renowned for Sauvignon Blanc, which Hugh Johnson (British wine writer) summed up by saying; “No region on earth can match the pungency of its best Sauvignon Blanc.”

The MARLBOROUGH GI has 25,135 producing hectares²³, of which 78 percent are planted in Sauvignon Blanc, 11 percent in Pinot Noir and the balance spread across a range of other varieties.

The region produced 79 percent of the country’s total harvest (2017) with close to 87 percent of that production being Sauvignon Blanc.²⁴

The MARLBOROUGH GI with its cool, maritime climate and dry sunny conditions is well suited to other aromatic whites and fruit laden Pinot Noir as the leading red wine produced.

TABLE 1: 2017 VINTAGE: TONNES PRODUCED²⁵

Variety	Marlborough	NZ Total	% Share
Sauvignon Blanc	263,318	285,862	92%
Pinot Noir	16,045	28,760	56%
Pinot Gris	9,501	20,755	46%
Chardonnay	8,659	26,843	32%

²³ New Zealand Winegrowers Vineyard Register Report 2016-2019

²⁴ New Zealand Winegrowers Vintage Survey 2017

²⁵ New Zealand Winegrowers Vintage Survey 2017

Riesling	2,247	3,880	58%
Sauvignon Gris	935	944	99%
Other White	478	824	58%
Gewurztraminer	474	1,047	45%
Merlot	180	7,714	2%
Gruner Veltliner	173	253	68%
Other Red	104	401	26%
Semillon	90	249	36%
Viognier	59	266	22%
Pinotage	56	145	38%
Syrah	32	1,733	2%
Arneis	24	239	10%
Malbec	15	697	2%
Cabernet Sauvignon	2	974	0%
Muscat Varieties	2	450	0%
Cabernet Franc	1	373	0%
TOTAL Tonnes	302,396	382,409	79%

TABLE 2: PRODUCING AREA: HECTARES²⁶				
Variety	Marlborough Ha	% Share of Marlborough	NZ Total Ha	Marlborough % Share of NZ
Sauvignon Blanc	19,029	77.6%	21,352	58%
Pinot Noir	2,699	11.0%	5,719	16%
Pinot Gris	1,021	4.2%	3,257	9%
Chardonnay	1,096	4.5%	2,480	7%
Riesling	307	1.3%	768	2%
Other	355	1.4%	3,220	9%
Total	24,507	100%	36,796	100%

Viticulture and winemaking

With a range of soils, sub soils and geology, the MARLBOROUGH GI has a range of physical environments that lead to an array of differing winemaking and viticultural practices.

They include:

- Due to the positive impact on Sauvignon Blanc flavours, the majority of Sauvignon Blanc fruit is machine harvested (approximately 95 percent).

²⁶ New Zealand Winegrowers Vineyard Register Report 2015-2018



- Pinot Noir in the MARLBOROUGH GI is commonly hand harvested in order to protect the thin-skinned fruit being damaged and releasing phenolics early.
- Drip irrigation plays an important role, given the climatic conditions of long sunshine hours, little summer rain and evapotranspiration due to strong westerly winds.
- Most Sauvignon Blanc vines are cane pruned, to four canes per vine, to allow for climatic conditions that may limit crop.
- Sauvignon Blanc yields in MARLBOROUGH GI are invariably higher than other varieties. Wineries regularly place yield caps on growers to ensure quality fruit and proactively work with growers to oversee the development towards harvest March and April.
- Sauvignon Blanc, Pinot Gris and Riesling are harvested and fermented in stainless steel tanks, before being bottled, normally within four to six months, but sometimes up to 10 months of harvest. While there is now a move by some to age Sauvignon Blanc oak for up to 12 months, the majority of Marlborough Sauvignon Blanc is bottled early to retain the vibrant, fruit forward flavours.
- Pinot Noir and Chardonnay are fermented in oak for up to 18 months before bottling, adding complexity to the flavours and texture of the wine.
- Méthode Marlborough, representing 10 sparkling wine producers has guidelines to producing sparkling using traditional methods.
- Grape growers and winemakers within the MARLBOROUGH GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand.
- Up to six percent of growers and a number of wineries in the MARLBOROUGH GI are currently certified as Organic or are working their way to accreditation. A number of others are certified biodynamic.

Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, it is not unusual for winemaking to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.

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

Sensory attributes of predominant varieties

MARLBOROUGH 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.



Sauvignon Blanc

The flagship variety that put the region's (and by extension, the country's) wines on the international map. The vividly varietal, pure-fruited style is a result of the MARLBOROUGH GI's long, relatively cool growing season, high sunshine hours and significant diurnal variation during the ripening period. These retain Marlborough Sauvignon Blanc's crisp herbaceous characters and bright acidity while allowing full ripeness. Wines are renowned for high quality and well-positioned at the premium end of the market, particularly as exports, but the MARLBOROUGH GI can also deliver excellent value entry-level examples due to the extensive plantings and very good compatibility between variety and climate. Winemaking inputs are centred around showcasing the strikingly bold aromatic/flavour profiles, with the majority vinified protectively in stainless steel tanks, however there is a small but increasing number of wines using yeast, lees and oak influences for further depth and complexity. Sub-regional differences are also increasingly being explored. Fresh, light bodied low alcohol styles made from early-picked grapes are produced to meet market demand, as are a small number of sparkling Sauvignon Blancs.

Pinot Noir

The key red variety for the MARLBOROUGH GI, with significant plantings producing a wide range of high quality still red, sparkling and rosé wines. Still wines typically display cherry, plum and red berry fruit underpinned by spice and light herbal notes; wines are medium-bodied with excellent, expressive fruit ripeness, supporting fine French oak is common. The MARLBOROUGH GI's long, moderately cool growing season and marked diurnal variation give excellent varietal expressiveness and perfume. Pinot Noir is a key component in many of the GI's high quality Méthode Traditionelle sparkling wines, which combine rich fruit with crisp, finely-balanced acidity, and is also commonly used for the region's fresh, fruit-driven rosé wines.

Chardonnay

Chardonnay is very well-suited to the GI's relatively cooler climate, with wines retaining good levels of natural acidity and mineral notes alongside bright citrus and stone fruit characters. Unoaked and lightly oaked styles display clearly the GI's hallmark expressive fruit intensity, but a broad range of winemaking techniques are also employed to enhance complexity and age-worthiness, particularly for wines aimed at the premium end of the market. Use of fine-grained French oak is common as is wild yeast, lees work and whole solids winemaking. Quality is high overall and wines are well-received critically. Chardonnay is also used for premium quality Méthode Traditionelle sparkling wines, either solo or typically blended with Pinot Noir.

Riesling

Whilst plantings are relatively small, the MARLBOROUGH GI's high sunshine, long, moderately cool growing season, significant diurnal shifts and settled autumnal weather makes it very well suited to

high quality Riesling production across a wide range of styles. Wines can range from bone dry to lushly sweet, depending on season, harvest timing and desired style. This may include Late Harvest or Botrytis styles. Common to all are vividly pure-fruited expression, with citrus and green apple plus honey and floral notes. Wines are balanced, with intense fruit and lively acidity. The climate allows for fully ripe and delicately balanced wines at naturally lower alcohol as well as dry wines with compact palate structure. Winemaking is typically neutral and protective in approach in order to showcase fruit purity.

Pinot Gris

An increasingly popular variety with relatively widespread plantings. The MARLBOROUGH GI's high sunshine hours aligned with its long, fairly cool growing season and marked diurnal shifts allow very varietally expressive wines, and styles run from early-picked, light-bodied lower alcohol examples through to very sweet Late Harvest-style wines. The majority of styles fall somewhere in between, with residual sugars from 5-10g/L most common, which are balanced by the MARLBOROUGH GI's ability to deliver naturally crisp acidity. Winemaking input is mostly neutral to preserve fruit purity, though there is also some use of lees influence and occasionally older oak for texture and complexity.

Gewürztraminer

The MARLBOROUGH GI has very small plantings of Gewürztraminer but the wines are typically of high quality and well regarded critically for their intense aromatics and balanced palates. The MARLBOROUGH GI's long, relatively cool growing season aligned with high sunshine hours allows for good balance in a variety capable of accumulating high sugars, helping to retain acidity and the marked diurnal changes emphasize aromatic potency and varietal faithfulness. Winemaking is typically neutral to preserve the aromatic and palate fruit purity but a certain degree of older oak use is also seen.

REPUTATION

The MARLBOROUGH GI has a world-renowned reputation for the production of Sauvignon Blanc and many other varieties. It is New Zealand's largest wine producing region, with 140 wine companies registered in the MARLBOROUGH GI, 534²⁷ growers, a total of 1022 individual vineyards²⁸ and 25,135 hectares of productive vineyard²⁹.

While Marlborough may have only been growing wine grapes for just over 40 years, in those few short decades it has become one of the world's most recognised wine regions. Its reputation already lies on a par with many of the long-established old-world wine regions. The first wine to gain international

²⁷ New Zealand Winegrowers Annual Report 2016

²⁸ New Zealand Winegrowers Vineyard Register Report 2016-2019

²⁹ New Zealand Winegrowers Vineyard Register Report 2016-2019



acclamation was a 1985 Marlborough Fume Blanc, which took out top honours at the Sunday Times Vintage Wine Festival in the UK, in 1986. Since then the region has gone from strength to strength. Now in 2016 Marlborough Sauvignon Blanc has become one of the world's most distinctive styles of wine.

Renowned New Zealand wine writer Michael Cooper said of Marlborough; "with Sauvignon Blanc, one of the world's few classic grape varieties, Marlborough has wrested the crown from French hands."

The Wall Street Journal's wine columnist Will Lyons described Marlborough Sauvignon Blanc as; "packed full of energy, like an electrical current running across your tongue with a real zippy zing!"

"That Marlborough style is so distinctive — like nothing they ever had before — and in a blind tasting context it stood out to them," wrote Mike Veseth editor of the Wine Economist, regarding a blind tasting of Sauvignon Blanc from France, Marlborough and America.

Thirty-three wineries operate a cellar door making Marlborough a tourist mecca. On the back of the wine industry other tourist endeavours have emerged for example; cycle wine-tours, shuttle wine tours, a wine museum, wine cafes and restaurants.

Between May 2016 and April 2017 43 Cruise Ships visited Marlborough³⁰ with guests offered the opportunity to visit wineries within the MARLBOROUGH GI. The reputation of wines bearing the MARLBOROUGH GI has been built on quality, availability and the beauty of the location the wine is grown in and wine tourism is flourishing. As a recent NZIER³¹ survey reported, wine tourism is a highly valuable to New Zealand with wine activities being the sixth most participated in activity by tourists and 20 percent of tourists visiting a winery during their stays. This group of tourists stay longer and spend more than the average tourist.

In the Lonely Planet 'Wine Trails' book, (released 2015) Marlborough was one of only 52 International wine regions included. In the introduction, the authors stated; "This book plots a course through 52 of the world's greatest wine regions".³²

The MARLBOROUGH GI has regularly been touted as a Gourmet Paradise in promotional material, being home to not only wine, but seafood, cheese, fruit, and wild game.

Since 1986 when Hunter's Wines Fume Blanc won international acclaim, wines from the MARLBOROUGH GI have been lauded in major wine competitions around the world as referenced in Appendix 2.

Every year the region hosts the Marlborough Wine and Food Festival, attracting close to 8,000 people annually, with up to 60% of those attending being from outside of the region.³³ Only wines from the

³⁰ Port Marlborough Shipping Schedules

³¹ Data from the NZIER Economic contribution of the New Zealand wine sector, March 2016

³² <http://shop.lonelyplanet.com/world/wine-trails-1/>

³³ Ticketek post event sales report for Marlborough Wine & Food Festival

MARLBOROUGH GI are available for tasting, along with locally produced food. This is the longest running wine festival in New Zealand with the 2017 event being the 32nd consecutive Marlborough Wine & Food Festival; it has always been known under the GI name of Marlborough.³⁴

The accolades that have come from throughout the world of wine, have added to the reputation of the MARLBOROUGH GI. American wine writer Matt Kramer said; "This is what Marlborough has achieved, a Sauvignon Blanc that is like no other".³⁵

But the reputation of Marlborough's GI is not confined to Sauvignon Blanc, given a number of other varieties and styles (such as Méthode Traditionelle) have also gained a reputation for premium quality. That reputation has attracted winemakers from other international regions, looking to be a part of a quality driven GI. They include, Daniel Le Brun, Hans Herzog, Henri Bourgeois, Cloudy Bay owners Louis Vuitton Moët Hennessey, among many others. After 10 years of searching for land outside of France, Jean-Marie Bourgeois (patriarch Henri Bourgeois) said they chose to purchase land in Marlborough's GI because; "Everywhere in the world we found good wine. But we want to make what we know. What we have a passion for - Sauvignon Blanc and Pinot Noir. There was no option but Marlborough."

Use of the MARLBOROUGH GI

The name Marlborough has been consistently used on wines emerging from the region since Montana released their first wines in 1976. There has never been another regional name accorded to the wines. Some examples of labels using the GI are attached as Appendix 3.

The total harvest in the MARLBOROUGH GI in 2017 was 302,396 tonnes, yielding approximately 218 million litres of wine. Almost all of this will be labelled with the MARLBOROUGH GI. Wines from the MARLBOROUGH GI are also exported around the world. Data from the Ministry of Primary Industries indicates that more than 1.2 billion litres of wine from the 2010-2017 vintages have been exported using the MARLBOROUGH GI (Appendix 4).

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the MARLBOROUGH 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:

³⁴ <http://www.wine-marlborough-festival.co.nz/the-festival>

³⁵ Matt Kramer; International guest speaker at the International Sauvignon Blanc Celebration 2016 as part of his presentation "Back to the Future"

- *Marlborough*: <https://www.nzwine.com/en/regions/marlborough/>
- *A Land Like No Other*: <https://www.nzwine.com/media/6390/a-land-like-no-other.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 sixth panel in the *A Land Like No Other* pamphlet.

The MARLBOROUGH GI is at the centre of marketing activities of producers within the GI. All promotional material referring to wine, is marketed under the GI of Marlborough. For example; Marlborough appears on the label of all wines with 85% or more Marlborough sourced wines, Marlborough Wine and Food Festival, Marlborough Wine Show, Marlborough Wine Trail, Marlborough Young Winemaker of the Year, Marlborough Young Viticulturist of the Year, WineWorks Marlborough Sauvignon Blanc Yacht race to name a few. Examples are attached in Appendix 5.

Producers within the MARLBOROUGH GI also participate in international marketing events and incoming visitor programmes and events organised through NZW. These frequently feature regional overview tastings and education programmes including MARLBOROUGH GI wines as well as participation from producers within the GI. These combined activities have an enormous global reach, covering millions of consumers in NZ, Australia, Europe, North America and Asia. Data on the reach of these events is set out in the NZW 2016 Annual Report³⁶.

Formal recognition of the MARLBOROUGH GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “Marlborough” on several occasions where this has been necessary to facilitate exports. This provides evidence that the MARLBOROUGH GI is already recognised 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 “Marlborough” be included as a viticultural region on the European Union’s official list of “geographical ascriptions”³⁷ to be used on New Zealand wines exported to that market.³⁸

The New Zealand Government included “Marlborough” 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.

³⁶ <https://www.nzwine.com/en/news-media/>

³⁷ Note that the terminology of “geographical indications” did not come into use internationally until 1995.

³⁸ 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.

22



In 2008, the New Zealand Government included “Marlborough” 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.³⁹

In 2010, the New Zealand Government included “Marlborough” as a New Zealand geographical indication for use on wines exported to Brazil in the Brazil Wine Notice of Overseas Market Access Requirements.⁴⁰

In 2013, the New Zealand Government included “Marlborough” on the list of New Zealand wine regions⁴¹ 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.⁴² MARLBOROUGH is included as a New Zealand GI on the International Organisation for Wine and Vine’s International Database of Geographical Indications.⁴³

Further recognition of the importance of Marlborough came as recently as October 2016, when a proposal by New Zealand Winegrowers to establish a wine research institute as part of an initiative by the Ministry of Business, Innovation and Employment (MBIE) to support innovation in the regions was confirmed as being located in the MARLBOROUGH GI and granted funding by the government to the tune of \$12.5 million across four years. The initiative would also be backed by Marlborough District Council funding and wine industry support also.

References to the MARLBOROUGH GI in various media

The MARLBOROUGH GI is globally recognised as a location for the production of high quality wines, in particular Sauvignon Blanc and Pinot Noir. This is demonstrated through recognition of the MARLBOROUGH GI in leading national and international wine publications and media as well as through national and international awards. Wines from the MARLBOROUGH GI have consistently won trophies at every major wine competition in America, UK, Australia and parts of Europe.

The MARLBOROUGH GI is identified in all of the key national and international wine reference works, and has been for many years. Examples from the most nationally and globally authoritative and biggest selling wine books (attached at Appendix 6) include but are but not limited to:

- 1988 – Cooper, M. *Wines and Vineyards of New Zealand*, 3rd Ed.
- 1996 – Cooper, M. *Wines and Vineyards of New Zealand*, 5th Ed.

³⁹ <http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

⁴⁰ <http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

⁴¹ 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

⁴² [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)

⁴³ <http://www.oiv.int/oiv/info/enbasededonneesIG>



- 2001 – Johnson H. & Robinson, J. *World Atlas of Wine*, 5th Ed.
- 2007 – Johnson H. & Robinson, J. *World Atlas of Wine*, 6th Ed.
- 2010 – Cooper, M. *Wine Atlas of New Zealand* 2nd Ed.
- 2015 – Cuisine Wine Country Magazine
- 2016 – Robinson J. & Harding J. (Eds.) *Oxford Companion to Wine* 4th Ed.
- 2016 – Cooper, M. *New Zealand Wines 2016 Michael Cooper's Buyer's Guide*
- 2016 – Moran, W. *New Zealand Wine: the Land, the Vine, the People*.

The MARLBOROUGH GI and/or specific wines labelled with the GI are also featured on a large number of national and international websites and blogs. Some indicative examples including the following:

- <https://www.wine-searcher.com/regions-marlborough>
- <http://www.decanter.com/wine/wine-regions/marlborough/>
- <http://www.winemag.com/2017/01/05/marlborough-new-zealand-best-wine-destinations-2017/>
- <http://www.readersdigest.co.nz/travel/Rolling-Along-on-the-Wine-Trail.asp>
- <http://rebeccagibb.com/category/blog-posts/marlborough/>
- <http://thetrustedtraveller.com/tour-of-the-marlborough-wine-region/>

In the Lonely Planet Wine Trails Marlborough was included in a list of 52 “of the world’s greatest wine regions”. Six pages are dedicated to Marlborough, with the region described as a “vinous colossus”.⁴⁴

Some of the world’s leading wine critics have lauded the quality of MARLBOROUGH GI wines as shown below;

- “Marlborough is one of the wine world's great success stories”. **Tim Atkin MW**
- “I can’t think of another wine region in the world that has enjoyed such success from a standing start”. **Jancis Robinson MW**
- “Rising, as if from nowhere, Marlborough has become one of the wine world’s “Must Stock Items”. **Phil Reedman MW**
- “Produced for the first time since the war, maybe the century, a flavour which no one has ever found before.” **Oz Clarke referring to Marlborough Sauvignon Blanc.**

In 2016 the inaugural International Sauvignon Blanc Celebration was held in Marlborough and attended by more than 350 national and international guests. Speakers from international Sauvignon Blanc wine growing regions of Italy, USA, Austria, Australia, France, South Africa and Chile took part in the event along with large numbers of media, trade and sommeliers as well as representatives from

⁴⁴ Lonely Planet Wine Trails; 1st Edition, 2015

Michael Cooper dedicates 65 pages of his Wine Atlas of New Zealand to the MARLBOROUGH GI, and says; "Marlborough enjoys a far higher international profile than any other New Zealand region."⁴⁵

⁴⁵ Wine Atlas of New Zealand; 2 edition (2010) by Michael Cooper. Published by Hachette New Zealand;



Appendix 1

Full Marlborough weather summary records

CALENDAR YEAR														Season
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual	Sept-April
Mean Temperature	17.8	17.5	15.7	12.9	10.3	7.7	7.1	8.3	10.3	12.3	14.1	16.5	12.6	14.6
Mean Maximum Temperature	19.8	21.0	18.1	14.3	12.2	10.1	8.8	9.9	11.6	13.6	15.8	18.6		
Mean Minimum Temperature	15.3	15.3	13.8	10.5	7.7	6.0	5.5	7.0	8.3	10.5	12.1	14.2		
Growing Degree Days >10°C	241.4	213.0	179.3	94.3	40.4	11.0	5.0	11.4	35.7	81.8	125.5	203.0	1241.9	1174.1
Screen frost # days, average	0.0	0.0	0.1	0.9	4.3	10.4	12.3	8.6	3.4	1.4	0.6	0.0	41.9	6.3
Ground frost # days, average	0.0	0.0	0.2	1.2	6.0	11.8	15.3	10.6	4.5	2.2	0.5	0.1	52.4	8.8
Rainfall (mm)	47.9	45.7	41.4	57.5	61.4	79.6	68.7	65.7	64.0	67.5	51.6	53.1	704.0	428.6
Penman potential evapotranspiration (mm)	165.6	123.9	105.8	56.0	33.2	22.6	26.3	40.1	67.2	108.3	139.2	157.8	1046.1	923.8
Relative humidity (%)	69.2	75.2	76.1	78.7	82.1	83.1	83.3	81.0	73.7	73.0	66.5	67.4	75.8	72.5
Sunshine hours	263.0	225.0	230.7	189.0	175.4	150.4	159.7	183.6	193.5	226.5	238.5	246.5	2481.9	1812.7
Global solar radiation (MJ/m2/day)	23.9	20.4	17.0	11.3	7.8	5.8	6.6	9.8	13.9	18.9	22.7	23.2	15.1	18.9
Daily wind run (km)	371.1	332.5	331.9	282.1	271.3	271.1	269.3	285.7	335.5	374.6	385.5	381.2	324.3	349.3

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Rainfall (monthly)	47.9	45.7	41.4	57.5	61.4	79.6	68.7	65.7	64.0	67.5	51.6	53.1
Rainfall (cumulative)	47.9	93.6	135.0	192.4	253.8	333.4	402.1	467.8	531.8	599.2	650.9	704.0

GROWING YEAR														Season
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	Sept-April
Mean Temperature	7.1	8.3	10.3	12.3	14.1	16.5	17.8	17.5	15.7	12.9	10.3	7.7	12.6	14.6
Mean Maximum Temperature	8.8	9.9	11.6	13.6	15.8	18.6	19.8	21.0	18.1	14.3	12.2	10.1		16.6
Mean Minimum Temperature	5.5	7.0	8.3	10.5	12.1	14.2	15.3	15.3	13.8	10.5	7.7	6.0		12.5
Growing Degree Days >10°C	5.0	11.4	35.7	81.8	125.5	203.0	241.4	213.0	179.3	94.3	40.4	11.0	1241.9	1174.1
Screen frost # days, average	12.3	8.6	3.4	1.4	0.6	0.0	0.0	0.0	0.1	0.9	4.3	10.4	41.9	6.3
Ground frost # days, average	15.3	10.6	4.5	2.2	0.5	0.1	0.0	0.0	0.2	1.2	6.0	11.8	52.4	8.8
Rainfall (mm)	68.7	65.7	64.0	67.5	51.6	53.1	47.9	45.7	41.4	57.5	61.4	79.6	704.0	428.6
Penman potential evapotranspiration (mm)	26.3	40.1	67.2	108.3	139.2	157.8	165.6	123.9	105.8	56.0	33.2	22.6	1046.1	923.8
Relative humidity (%)	83.3	81.0	73.7	73.0	66.5	67.4	69.2	75.2	76.1	78.7	82.1	83.1	75.8	72.5
Sunshine hours	159.7	183.6	193.5	226.5	238.5	246.5	263.0	225.0	230.7	189.0	175.4	150.4	2481.9	1812.7
Global solar radiation (MJ/m2/day)	6.6	9.8	13.9	18.9	22.7	23.2	23.9	20.4	17.0	11.3	7.8	5.8	15.1	18.9
Daily wind run (km)	269.3	285.7	335.5	374.6	385.5	381.2	371.1	332.5	331.9	282.1	271.3	271.1	324.3	349.3
Rainfall (monthly)	68.7	65.7	64.0	67.5	51.6	53.1	47.9	45.7	41.4	57.5	61.4	79.6	704.0	428.6
Rainfall (cumulative)	68.7	134.4	198.3	265.8	317.5	370.6	418.5	464.2	505.5	563.0	624.4	704.0		



Appendix 2

EXAMPLES OF SOME WINNING MARLBOROUGH WINES THROUGH THE AGES;

1986:

Hunter's Marlborough Fume Blanc 1985 winner of the Sunday Times Wine Festival in London
Then went on to win the same trophy for the next two years. Plus is 1992, 2001 and 2015 all with Marlborough Sauvignon Blanc

1990: Montana Sauvignon Blanc 1989 – Champion Sauvignon Blanc at International Wine and Spirit Competition

1991: Oyster Bay Marlborough Sauvignon Blanc 1990 – Champion Sauvignon Blanc at International Wine and Spirit Competition

1992: Hunter's Marlborough Sauvignon Blanc 1991 Champion Sauvignon Blanc at International Wine and Spirit Competition, third year in a row a Marlborough Sauvignon Blanc won it.

2004:

2004 Highfield Estate Sauvignon Blanc – Blue Gold at Sydney Top 100

Best Pinot Gris Trophy at Cool Climate Wine Show Victoria, 2005 – Landsdowne Marlborough Pinot Gris 2004

2005:

Best Pinot Noir of Competition at 2005 Sydney International Wine Competition – Highfield Estate Pinot Noir 2002

2007:

Lawsons Dry Hills Riesling 2006 – Trophy for Best Riesling at the Canberra International Riesling Competition

Grand Champion Wine at the Old Ebbitt Grill International Wines for Oyster Competition

2005 winner: Jackson Estate Marlborough Sauvignon Blanc 2004

2007 winner: Kim Crawford Sauvignon Blanc 2007, Marlborough

2008 winner: Saint Clair Vicars Choice Marlborough Sauvignon Blanc 2008

2009 winner: Spy Valley Marlborough Sauvignon Blanc 2008

2010 winner: Sileni Marlborough Sauvignon Blanc 2010

2011 winner: Jules Taylor Marlborough Sauvignon Blanc 2011

2012 winner: Wither Hills Marlborough Sauvignon Blanc 2011

2013 winner: Villa Maria Private Bin Marlborough Sauvignon Blanc 2013

2015 winner: Whitehaven Marlborough Sauvignon Blanc 2015

2016 winner: Kono Marlborough Sauvignon Blanc 2016

In other words, in 12 years, only twice has Marlborough not won the Grand Champion title.

International Wine and Spirits Competition – Marlborough trophy winners

2013: Sauvignon Blanc Trophy – The Crossings Marlborough Sauvignon Blanc 2013

2013: Chardonnay Trophy – Jules Taylor Wines Marlborough Chardonnay 2012

2014: Pinot Noir Trophy – Lansdowne Estate Pinot Noir 2010

2015: Sauvignon Blanc Trophy – Rapaura Springs Marlborough Sauvignon Blanc 2015

2016: Pinot Noir Trophy – Giesen Single Vineyard Ridge Block Pinot Noir 2013

2016: Sauvignon Blanc Trophy – Kim Crawford Small Parcels Spitfire Marlborough Sauvignon Blanc 2016

Decanter Wine Awards International Trophy Winners

2009: Saint Clair Pioneer Block 12 Lone Gum Gewurztraminer 2008

2011: Vavasour Sauvignon Blanc 2010

2012: The Ned Sauvignon Blanc 2011

2013: Riverby Estate Nobel Riesling 2011



Brancott Estate Letter Series Late Harvest Sauvignon Blanc 2011
Lawsons Dry Hills Mount Vernon Sauvignon Blanc 2012
Little Beauty Dry Riesling 2010
2014: Lawsons Dry Hills Gewurztraminer 2012
2015: Small and Small Sylvia Reserve Sauvignon Blanc 2014

In Decanter Magazine in 2008 Mathew Jukes listed the world's best 50 Pinot Noirs. Five of those came from Marlborough – They were;

Auntsfield Hawk Hill 2007
Delta Vineyards Hatters Hill 2007
Wither Hills 2007
Forrest Estate 2007
Vavasour Dashwood Estate 2007



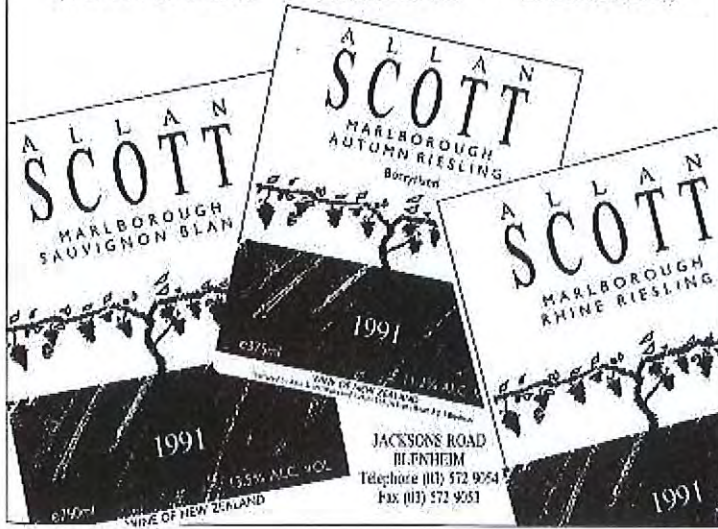
Headlines tell it all...

Two more outstanding Marlborough Sauvignon Blancs win world acclaim. Montana 1989, left and Delegates 1990 Oyster Bay, both winners of the prestigious Marquis de Goulaine Wine trophy at the London Wine and Spirits competition two years running, 1990 and 1991 respectively.



Visit our new wine cellar in the heart of Marlborough's wine district.

WINE SALES • TASTING • LUNCHES



LAWSON'S DRY HILLS



2008
MARLBOROUGH
SAUVIGNON BLANC

WINE OF NEW ZEALAND

wine-searcher.com






Appendix 4

EXPORTS OF MARLBOROUGH WINE BY VOLUME

Litres exported by Vintage and Region

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

Wine labelled as Vintage...											
Region Name	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
Marlborough	118,931,324	119,728,585	163,416,377	130,541,280	165,061,005	216,454,453	158,294,869	193,618,294	742,204	4,740,981	1,271,529,372
Awatere Valley	411,781	428,703	682,886	442,010	510,133	542,651	243,953	412,676	0	0	3,674,792
Awatere	58,946	285,021	48,651	265,902	55,530	33,291	16,907	79,519	0	0	843,766
Wairau Valley	44,744	128,212	93,782	49,109	105,422	92,282	20,441	37,755	0	0	571,745
Wairau	57,713	0	450	0	13,154	0	0	0	0	0	71,316
Waihopai	0	828	0	24,000	0	1,512	0	0	0	0	26,340
Brancott Valley	0	2,772	16,740	2,660	0	0	0	0	0	0	22,172

Litres exported by Vintage and Geographical Indication (EU V11)

The data below were collected by MPI's FoodNet and Wine E-cert systems. They show, for all batches of Marlborough GI wine for which EU export approval (Form V11) was granted, the total litres of wine exported (to any market - not just EU) from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

Wine labelled as Vintage...											
GI Name Used	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
Marlborough	23,877,463	87,815,421	156,884,963	127,577,883	162,536,265	161,260,098	99,376,422	118,676,334	572,174	2,998,499	941,575,522

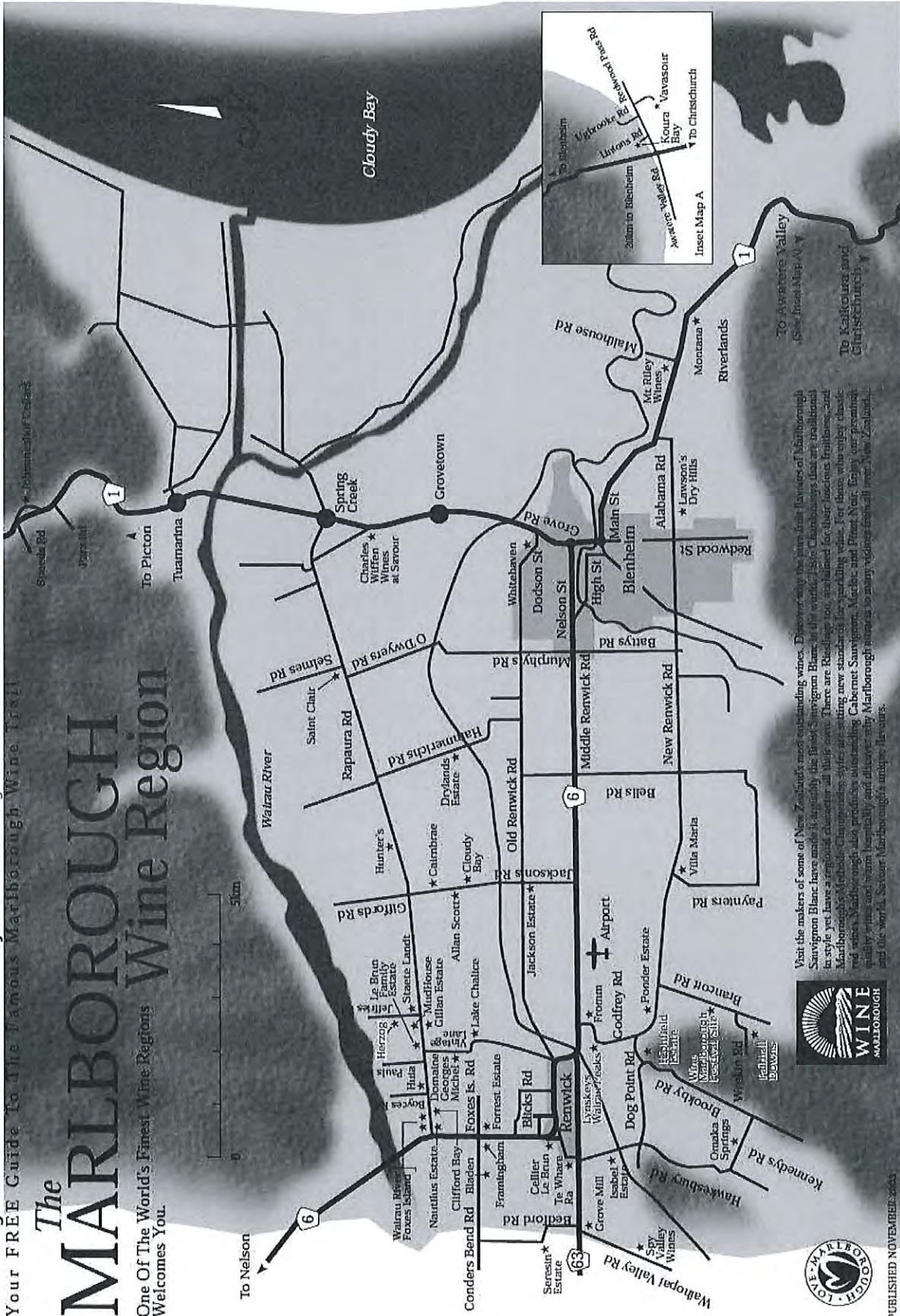
Appendix 5 – Examples of Marlborough Wine Marketing Activities

Marlborough Wine Trail of 2003 and today ©Wine Marlborough

Your FREE Guide to the famous Marlborough Wine Trail

The MARLBOROUGH Wine Region

One Of The World's Finest Wine Regions Welcomes You.



Visit the makers of some of New Zealand's most outstanding wines. Discover why the pure form favorites of Marlborough Sauvignon Blanc have made it arguably the world's best. Discover why the world's best Chardonnays that are traditional in style yet have a regional character all their own. There are Rieslings too, and called for their intense fruitiness, and Marlborough's Merlot. Champagne styles are setting new standards for sparkling wine. For those who enjoy classic red wines, Marlborough also produces outstanding Cabernet Sauvignon, Merlot and Pinot Noir. Enjoy our premium quality wines and learn how they are made. Marlborough is a wine region that will wow you.



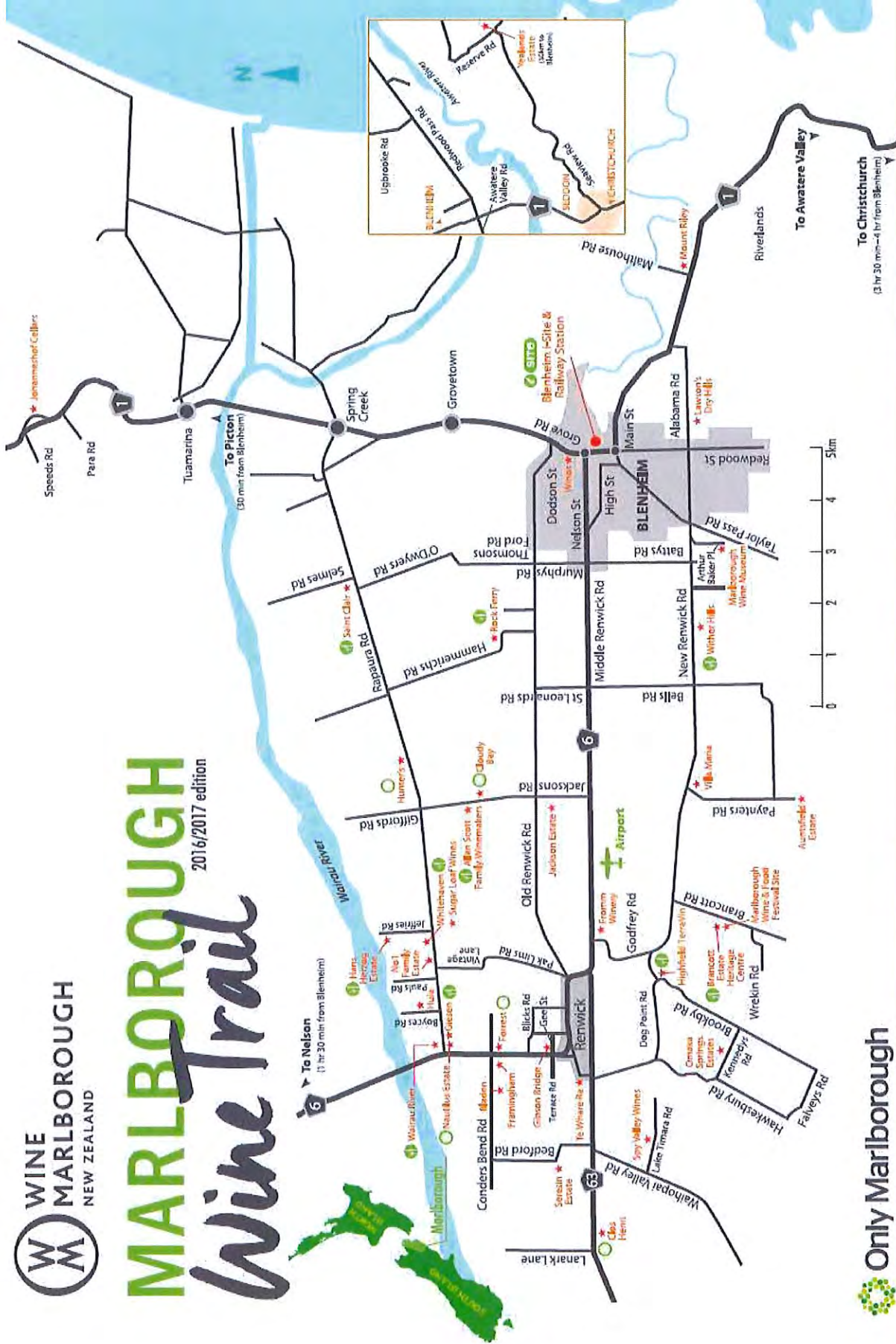
PUBLISHED NOVEMBER 2003
 THIS FREE MAP IS PRODUCED BY WINE MARLBOROUGH LTD. FOR FURTHER INFORMATION ABOUT THE WINES AND WINERIES OF MARLBOROUGH PLEASE CONTACT THE MARKETING MANAGER, TEL 0664 3 577 9299. WEBSITE: www.winemarborough.net.nz



MARLBOROUGH

Wine Trail

2016/2017 edition



Only Marlborough

W winemarlborough.nz

@winemarlborough

@winemarlborough

@winemarlborough

Winery with Restaurant

Platters/Small Bites



Marlborough vineyard competition a celebration of diversity, viticulture industry – Stuff Business 15 August 2016

The Silver Secateurs - <http://www.stuff.co.nz/business/farming/agribusiness/83013914/vineyard-workers-amped-up-for-marlborough-silver-secateurs-contest>

Vineyard workers amped up for Marlborough Silver Secateurs contest



Two of the 16 vineyard workers competing in the Silver Secateurs contest in Marlborough. Photo: © Stuff

THE SILVER SECATEURS CONTEST IS A VINEYARD WORKERS' CHALLENGE TO CUT THE MOST ACCURATE AND FASTEST VINEYARD ROWS IN THE MARLBOROUGH REGION.



The Marlborough Wine Show – www.marlboroughwineshow.co.nz

The Marlborough Wine Show reviews and assesses wines produced from a minimum of 95% Marlborough grapes, using three panels of experienced judges led by Chair, Oliver Masters, and awards top-performing wines with trophies, gold, silver and bronze medals. The show provides a relevant, credible platform for producers to promote their vines and is also a celebration of excellence – not only of the wines, but of the Marlborough industry as a whole.

Some of the most interesting aspects of the show, besides the awarding of trophies, are the wine tasting experiences of both young and regional fans to discover what new wine is to discover from Marlborough. The Marlborough Wine Show is a very cost-effective way of selling the show, from regional perspective and provides the ideal forum for producers to promote their brands and products to a vast, enthusiastic, and loyal audience.

Other pages in this section



Celebration Dinner
THROUGH MUSIC



Legacy award
THE 2016 AWARDS

International Sauvignon Blanc Day in Marlborough www.16daysofsauvignon.co.nz



International Sauvignon Blanc Day celebrations will begin in the heart of New Zealand's Wine Country with 16 Days of Sauvignon, a full 16 days of mini events to celebrate this crop that Marlborough is world famous for. In the lead up to the final celebrations on the 5th of May, 2017.

THE 16 DAYS OF SAUVIGNON BLANC DAY CELEBRATIONS WILL BE A SERIES OF MINI EVENTS TO CELEBRATE THIS CROP THAT MARLBOROUGH IS WORLD FAMOUS FOR. IN THE LEAD UP TO THE FINAL CELEBRATIONS ON THE 5TH OF MAY, 2017.



Marlborough's young viticulturist of the year takes out competition on final attempt

By **DAVID LLOYD**
 Last updated: 10:28 AM on 4 July 2017



Marlborough's young viticulturist of the year, **James**, has taken out the title for a second year in a row. He was crowned the winner of the Marlborough Young Viticulturist of the Year competition at the Marlborough Young Viticulturist of the Year Awards ceremony on July 10.

James, 25, is a fourth-year student at the University of Canterbury and works for Marlborough's leading winery, **Cloudcroft**. He has been in the industry for three years and has worked on several vineyards in Marlborough.

James is a member of the Marlborough Young Viticulturist of the Year Association and is currently working on his final year of university. He is also a member of the Marlborough Young Viticulturist of the Year Association.

James is a member of the Marlborough Young Viticulturist of the Year Association and is currently working on his final year of university. He is also a member of the Marlborough Young Viticulturist of the Year Association.

Cuisine Magazine – www.cuisinewine.co.nz/region/newzealand/marlborough

Cuisine wine

HOME [BROWSE WINE](#) [MY WINERIE](#) [WINE TASTING RESULTS](#)

Find wineries by region

- [NORTH ISLAND](#)
- [NANTAWANA](#)
- [GASLIER ALCOYLAND](#)
- [WAIKARE ISLAND](#)
- [WAIKATO / BAY OF PLENTY](#)
- [CENTRAL NORTH ISLAND](#)
- [GEOGRAPH](#)
- [HAWKES BAY](#)
- [HULLGAPPA](#)
- [MARLBOROUGH](#)
- [Nelson](#)
- [POHANG VALLEY](#)
- [CANTERBURY](#)
- [CENTRAL OTAGO](#)
- [SOUTHERN ISLAND](#)

MARLBOROUGH

Whether you're sipping wine in the great outdoors amongst fine breathtaking scenery or relaxing at one of the top class cellar doors, Marlborough provides for people a range from everyday life.

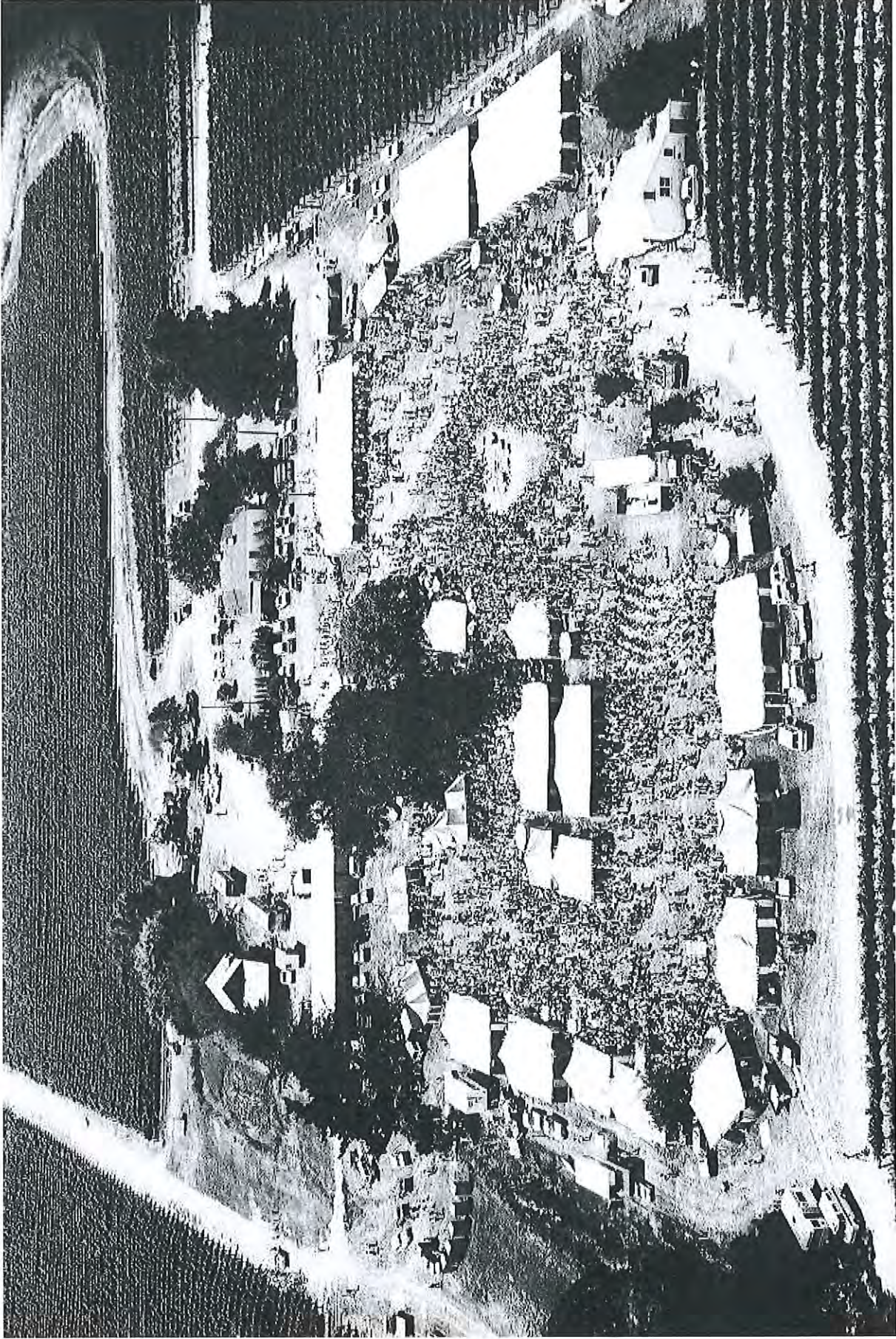
[↓ DOWNLOAD WINERY MAP](#)

[SEARCH THIS SITE](#) [SEARCH WINE](#)

Search all the wine in Marlborough and beyond.

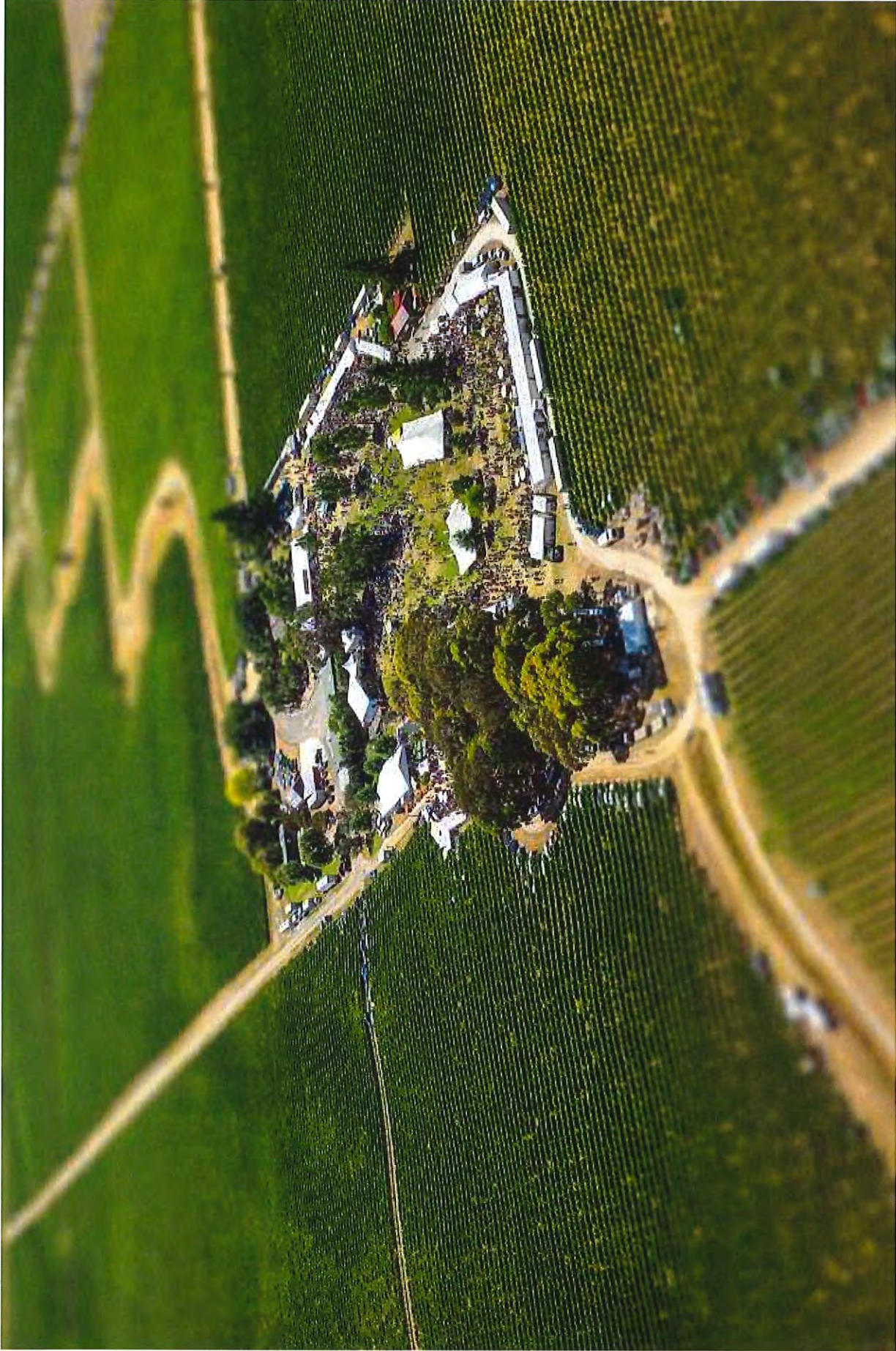
[SUBMIT](#)





46





47



Appendix 6

Examples of Wine Reference Texts referring to MARLBOROUGH GI

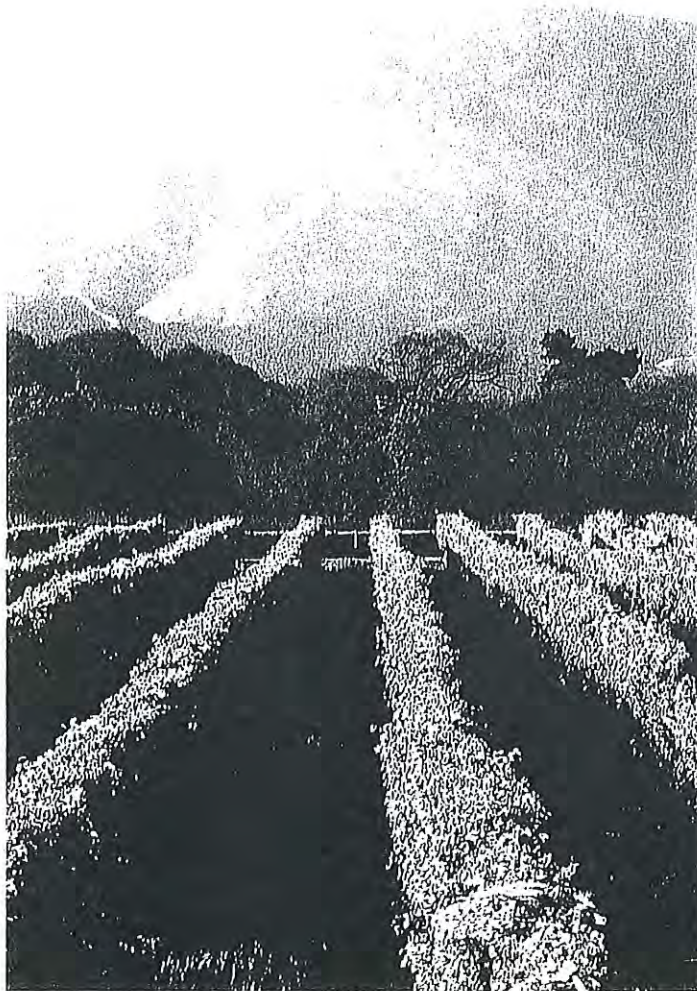




THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



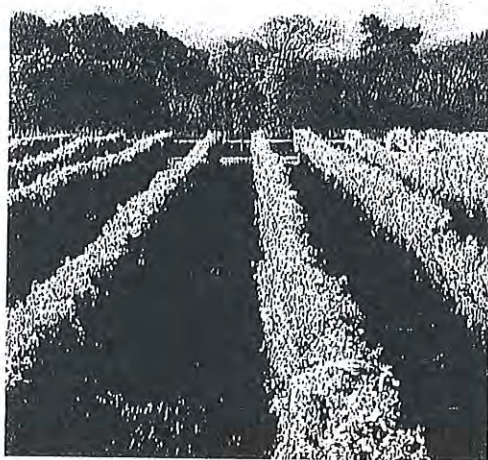
Foreword by Jancis Robinson



THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



HODDER AND STOUGHTON
AUCKLAND LONDON SYDNEY TORONTO



Photographic Acknowledgements

Alexander Turnbull Library 16, 17
Auckland Institute and Museum 12, 13, 15 (TOP), 20
Auckland Public Library, from *The New Zealand Farmer*,
Feb. 1899 21
Corbans Wines 120
Hocken Library 30
Mary McIntosh 11
Morton Estate 182
New Zealand Herald 48, 253
North and South Magazine 47
Quickcut; *Liquor Industry Products*, 1988 50
Dick Scott, from *Winemakers of New Zealand* 14,
15 (BOTTOM), 18, 23, 24, 27 (TOP), 29, 31, 32, 33,
35 (BOTTOM), 41; from *Seven Lives on Salt River* 20
Richard Smart 70 (from *100 Jahre Rebsorte
Müller-Thurgau*), 74
Te Kauwhata Viticultural Research Station 19, 25
Simon Ujdur Jnr 36, 37
Western Vineyards 43
Wine Institute of New Zealand Inc. 44, 45, 53, 253
Wineworths 48
Stephan Yelas 26

Cartography

Maps reproduced by permission of the Department of
Survey and Land Information.

Copyright © 1984 Michael Cooper
First published 1984
Second edition first published 1986
Reprinted 1987
This edition first published 1988
ISBN 0 340 431377

All rights reserved. No part of this publication may be
reproduced or transmitted in any form or by any means,
electronic or mechanical including photocopy, recording,
or any information storage and retrieval system, without
permission in writing from the publisher.

Book design by Donna Hoyle
Cartography by Sue Gerrard

Typesetting by Glenfield Graphics Ltd, Auckland
Printed and bound in Hong Kong for
Hodder & Stoughton Ltd, 46 View Road,
Glenfield, Auckland, New Zealand.



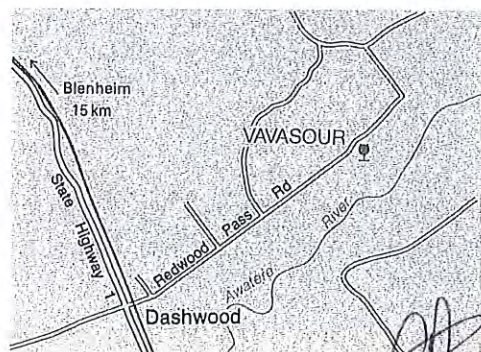
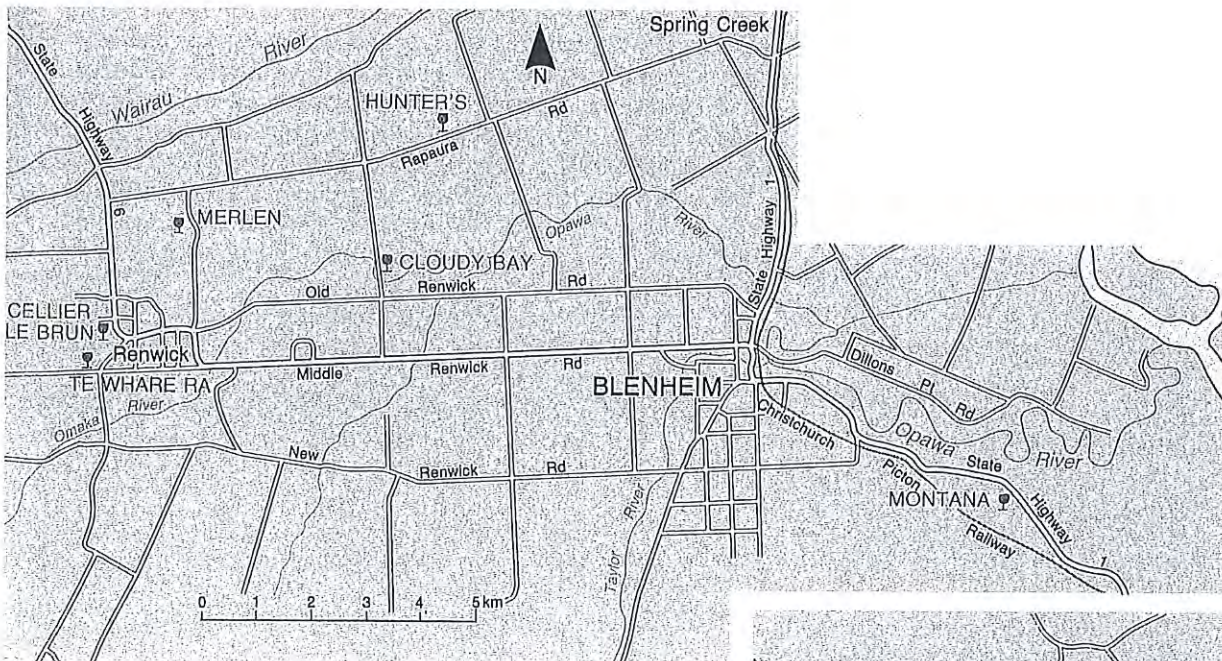
MARLBOROUGH

The emergence of Marlborough as the country's third most heavily planted wine region rates among the most crucial developments of the last fifteen years. From its endless rows of vines marching across the pebbly, pancake-flat Wairau Plains have flowed the deep-flavoured, scented white wines which – more than any rival region's – have awakened the world to the beauty of New Zealand wines.

Marlborough, the northeastern edge of the South Island, contains the inland Kaikoura Ranges, which reach an elevation approaching 3000 metres. The Wairau River, draining the ranges of silt and gravel, descends from the back country to the Wairau Plains; it is on the plains, formed by massive alluvial deposits from the river, that Montana, Corbans and others have planted their vines.

Sheep inhabited the Wairau Plains as early as the 1840s. Later, small and medium-scale mixed farming established a stronghold and recent decades have witnessed developing interest in peas, grass seed, lucerne, garlic and cherries. Not until 1973, however, did viticulture stake a claim.

Marlborough is one of the few South Island regions that is sufficiently warm for viticulture on a commercial scale. The heat summation figure, 1150–1250 degree days Celsius, is higher than at Geisenheim on the Rhine, in Germany, which has 1050–1250 degree days Celsius. Blenheim frequently records the highest total sunshine hours in the country, and this plentiful, although not intense sunshine affords the grapes a long, slow period of ripening. According to Montana, Marlborough's heat and sunshine are usually sufficient for 'good sugar levels to be attained in white grapes and adequate to good levels in red grapes'.



THE PRINCIPAL WINE REGIONS



MERLEN, ONE OF THE LATEST ARRIVALS ON THE BURGEONING MARLBOROUGH WINE SCENE, AFFORDS A VEHICLE FOR THE TALENTS OF GERMAN-TRAINED ALMUTH LORENZ, WHO FASHIONED THE EARLY VINTAGES OF HUNTER'S WINES.

MONTANA'S PRESENCE IN MARLBOROUGH WAS ON A MAJOR COMMERCIAL FOOTING RIGHT FROM THE START. THE SHEER VOLUME OF WINE THAT RESULTED HAS HELPED MAKE MARLBOROUGH BY FAR THE MOST FAMOUS NEW ZEALAND WINE REGION OVERSEAS.

The risk posed by heavy autumn rains is lower than across the hills in Nelson. March is usually the driest month of the year; April rainfall, averaging sixty-one millimetres, compares favourably with the average seventy-two millimetres in Bordeaux during the harvest month.

Drought, caused by the warm, dry northwesterly winds that sweep across the plains, can pose problems, dehydrating the vines and severely reducing crop sizes. Most vineyards have installed a trickle-irrigation system, feeding water to the vines and greatly enhancing grape yields. Irrigation is most important during the vines' early years, before they have had the opportunity to develop an extensive root system. Late frosts also pose a risk – most are insufficiently intense to cause real damage but October, when three ground frosts strike on average, is a danger period; should temperatures drop below around minus 0.6 degrees Celsius, the vine shoots and flowers can die.

Owing to the relatively dry summers and low humidity in Marlborough, during the ripening season the vines are sprayed less frequently than in northern regions. Such dry weather diseases as powdery mildew pose more of a threat than botrytis and downy mildew, associated with wet climates. During the harvest month of April the average temperature is quite low, which by slowing the spread of disease allows the grapes to be left late on the vines to ripen fully.

Not all the various soil types found on the plains adapt well to viticulture. The preferred sites are moderately fertile, with friable top-soils overlying deep layers of free-draining shingle. These shallow, stony soils promote a moderately vigorous growth of the vine.

One problem facing viticulturists here is that soil types often vary enormously even within individual vineyards. According to Montana, 'it is common to find vigorous vines with a dense canopy and heavy crop in the same row as can be found stressed weak vines with little or no canopy. With such variability, harvest decisions become a compromise'. Vines planted in Marlborough's more fertile areas thus share the problem of too-dense foliage canopies found further north. Improved canopy control promises to bring a further upgrading of the quality of the region's fruit.





THE WINES AND VINEYARDS OF NEW ZEALAND

Text by
Michael Cooper

Photographs by
John McDermott



Hodder Moe Beckett



Bibliography

- Beaven, D., Donaldson, I. and Watson, G., *Wine – A New Zealand Perspective*, 2nd ed., 1988.
- Brimer, R., *Boutique Wineries of New Zealand*, 1993.
- Brooks, C., *Marlborough Wines and Vines*, 1992.
- Campbell, B., *New Zealand Wine Annual 1996*, 1995.
- Cooper, M., *Michael Cooper's Buyer's Guide to New Zealand Wines*, 4th ed., 1995.
- Cooper, M., *Michael Cooper's Pocket Guide to New Zealand Wines and Vintages*, 1990.
- Graham, J.C., *Know Your New Zealand Wines*, 1980.
- Halliday, J., *James Halliday's Pocket Companion to Australian and New Zealand Wines*, 1995.
- Halliday, J., *Wine Atlas of Australia and New Zealand*, 1991.
- MacQuitty, J., *Jane MacQuitty's Pocket Guide to New Zealand and Australian Wines*, London, 1990.
- Reynolds, T., *My Side of the River: Tales From a Marlborough Vineyard*, 1995.
- Saunders, P., *A Guide to New Zealand Wine*, 18th ed., 1995.
- Scott, D., *Winemakers of New Zealand*, 1964.
- Scott, D., *A Stake in the Country: A.A. Corban and Family 1892–1977*, 1977.
- Stewart, K., *The Fine Wines of New Zealand*, 1995.
- Stewart, K., *The New Zealander's Guide to Wines of the World*, 1994.
- Talmont, R., *New Zealand Wineries and Vineyards 1996*, 1995.
- Thorpy, F., *Wine in New Zealand*, 1971, revised ed., 1983.
- Williams, V., *The Penguin Good New Zealand Wine Guide*, 4th ed., 1995.

ISBN 1-86958-297-7

© 1996 Text: Michael Cooper

© 1996 Photographs: Hodder Moa Beckett Limited

First published 1984

Second edition 1986

Reprinted 1987

Third edition 1988

Reprinted 1989

Fourth edition 1993

Reprinted 1994

Published in 1996 by Hodder Moa Beckett Publishers Limited
(a member of the Hodder Headline Group)
4 Wheatu Place, Mairangi Bay, Auckland, New Zealand

Editor: Brian O'Flaherty

Cartography: Maps produced by Department of Survey and Land Information
Map Licence No: TL098898/7 Crown Copyright Reserved

Photography: All photographs in this book are by John McDermott except those attributed otherwise below:
page 21 Pinot Gris photo (Robin Morrison Estate) page 9 historic photo (Dick Scott, from *Winemakers of New Zealand*)

Cover photo: Montana's Brancott Vineyard, Marlborough

Printed in Hong Kong, through Bookbuilders Limited

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher.



MARLBOROUGH

It's August 1973. You are touring the vineyards of New Zealand, and have just spent several days visiting the wineries of West Auckland and Hawke's Bay. From the 2000 hectares of vines in the North Island, you have tasted an occasional Cabernet Sauvignon, Pinotage or 'Pinot Chardonnay' (Chardonnay), a stream of 'Riesling-Sylvaners' (Müller-Thurgaus) and hybrid-based whites and reds, and a multitude of 'sherries' and 'ports'.

Crossing Cook Strait, you land on the South Island – and there's hardly a grapevine to be seen. Several North Island winemakers have told you that the South Island is too cold to support commercial viticulture. You drive from the ferry landing at Picton up to Blenheim, the main town in Marlborough – and witness a pivotal event in New Zealand wine history.

The first vine in the modern era of Marlborough wine was planted by Montana on 24 August 1973. Watched by a sceptical group of industry leaders flown south for the occasion, Frank Yukich, the driving force behind Montana's relentless rise, and company chairman Sir David Beattie dropped a silver coin – the traditional token of good fortune – into the hole, and with a sprinkling of sparkling wine dedicated the historic vine. Three years later, the first crops of Marlborough Müller-Thurgau and Cabernet Sauvignon were shipped across Cook Strait and trucked through the night by Mate Yukich – Frank's brother – to Montana's winery at Gisborne.

Today, with 3233 hectares of vines recorded in 1995, Marlborough has emerged as the country's most heavily planted wine region, far ahead of Hawke's Bay and Gisborne. The Marlborough wine trail features some of the great names of New Zealand wine: Montana, Corbans, Cloudy Bay, Hunter's. Marlborough also enjoys a higher international profile than any other New Zealand wine region: according to British wine writer Hugh Johnson, 'No region on earth can match the pungency of its best Sauvignon Blanc.'

Marlborough, the north-eastern edge of the South Island, contains the inland Kailoura Ranges (3000m approx.) and snow-fed rivers, with farms and pine forests extending far up the valleys, deep into the high country.

The Wairau River, draining the ranges of silt and gravel, descends from the back country to the Wairau Plains; it is on the plains, formed by massive alluvial deposits from the river, that Montana, Corbans and others have planted their vines. From 14 kilometres wide at its eastern end, where it meets the coast at Cloudy Bay, the Wairau Valley tapers to its inland extremity, 26 kilometres from the

sea. To the north rear the Richmond Ranges, whose dusky silhouette is seen around the world on the Cloudy Bay label. The southern boundary is marked by a series of ranges which give rise to three side valleys, now recognised as sub-regions within the Wairau: the Brancott, Hawkesbury and Waihopai Valleys.

Marlborough is one of the few South Island regions that is sufficiently warm for viticulture on a commercial scale. The heat summation figure, 1150–1250 degree days Celsius, is higher than at Geisenheim on the Rhine, in Germany, which has 1050–1250 degree days Celsius. Blenheim frequently records the highest total sunshine hours in the country, and this plentiful, although not intense, sunshine affords the grapes a long, slow period of ripening. The combination of clear, sunny days and cold nights keeps acid levels high in the grapes, even when sugars are rising swiftly. According to Montana, Marlborough's heat and sunshine are usually sufficient for 'good sugar levels to be attained in white grapes and adequate to good levels in red grapes'.

The risk posed by heavy autumn rains is lower than across the hills in Nelson. March is usually the driest month of the year; April rainfall, averaging 61mm, compares favourably with the average 72mm in Bordeaux during the harvest month. However, according to Cloudy Bay, 'while on average rainfall is spread evenly over the year, it is in practice notoriously unpredictable.' The unremitting rains of April 1995 are still fresh in every grower's mind.

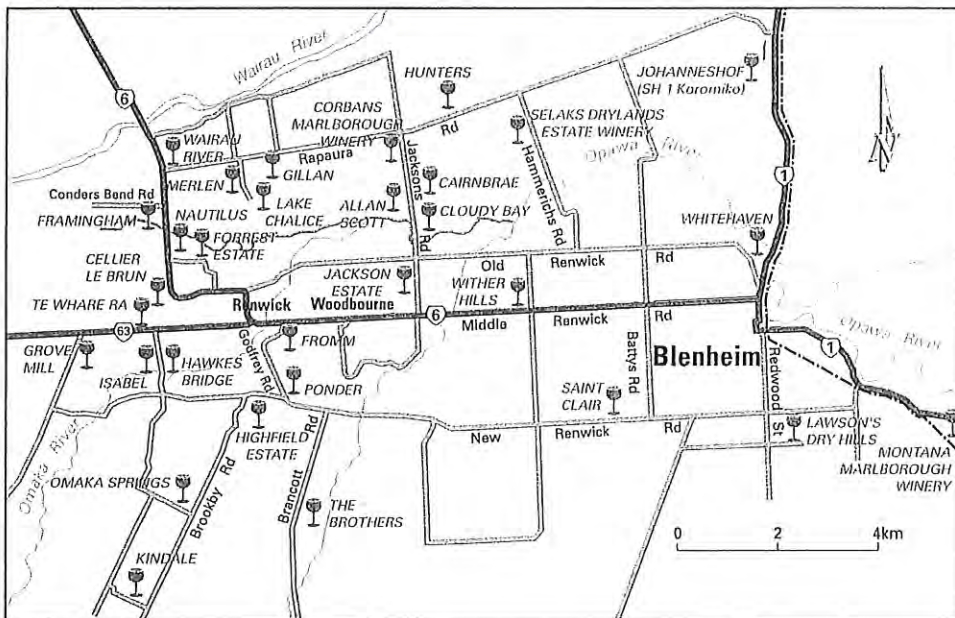
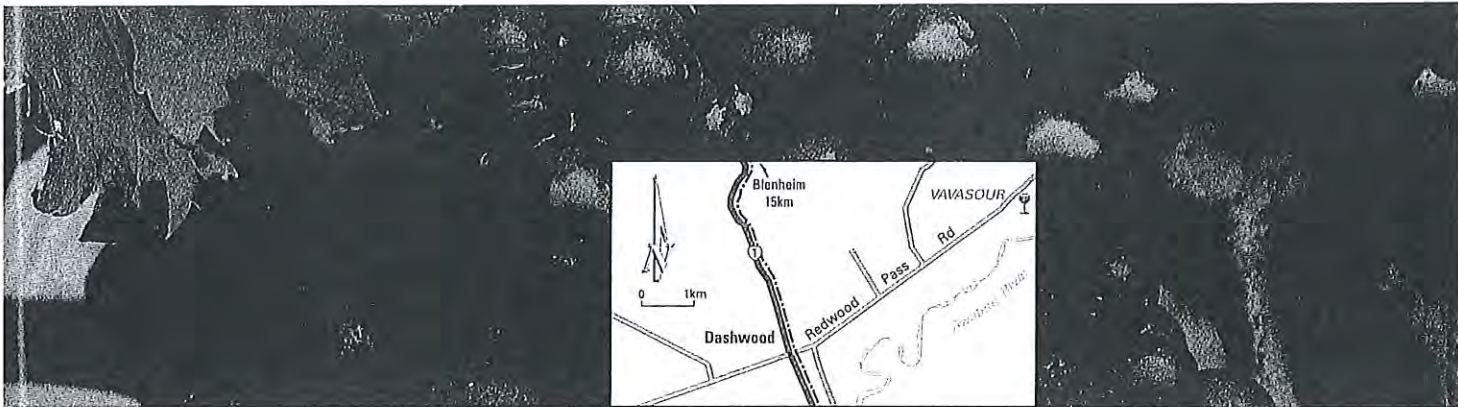
The warm, dry north-westerly winds that 'come out of the Kaituna Valley like a freight-train', according to viticulturist Richard Bowling, can pose drought problems, dehydrating the vines and severely reducing crop sizes. Most vineyards have installed a trickle-irrigation system, feeding water to the vines and greatly enhancing grape yields. An extensive aquifer within the valley's deep alluvial gravels provides a critical source of irrigation water.

'Spring frosts are rare,' reports Cloudy Bay, 'but frosts are a potential hazard during the latter stages of harvest.' A heavy frost in the autumn of 1990 killed the vines' leaves, preventing the full ripening of Riesling, Sauvignon Blanc and Cabernet Sauvignon: 'The whole valley turned black overnight,' recalls Jane Hunter.

The maritime influence ensures relatively high humidity during the vines' growing season. During the critical harvest month of April, however, the average temperature is quite low, which by slowing the spread of disease allows the grapes to be left late on the vines to ripen fully.

Not all the various soil types found on the plains adapt well to viticulture. Large areas of deep silt loams are very fertile, with a high





Links between Marlborough and the great houses of Champagne are also mounting. Deutz has lent technical assistance and its own name to Montana's bottle-fermented sparkling, Deutz Marlborough Cuvée. Veuve Clicquot Ponsardin is now the majority shareholder in Cloudy Bay.

Two of the three shareholders in the Highfield winery are Asians, also involved in the Champagne house of Drappier. Mœt & Chandon's Australian subsidiary, Domaine Chandon, produces its Marlborough bottle-fermented sparkling at Hunter's winery.

That Sauvignon Blanc and

water storage capacity. The preferred sites are of lower fertility, with a noticeably stony, sandy loam topsoil overlying deep layers of free-draining shingle with sand infilling. These shallow, stony soils promote a moderately vigorous growth of the vine. 'The key benefit of the stones is that they reduce the soil's fertility,' says John Belsham of Foxes Island.

In the decade to 1995, Marlborough's share of the national area in vines soared from 24 to 39 per cent. Sauvignon Blanc and Chardonnay account for 54 per cent of all plantings, followed by Müller-Thurgau (down 12 per cent since 1992), Riesling, Cabernet Sauvignon, Pinot Noir, Sémillon and Merlot.

Since 1985, when Australian capital financed the erection of Cloudy Bay's handsome concrete winery in the heart of the Wairau Valley, overseas investment has streamed into the Marlborough wine scene. Corbans Marlborough Winery, now wholly Corbans-owned, was initially funded by Corbans and the Australian company, Wolf Blass (now Mildara Blass).

The Fromm winery has been set up by Swiss immigrants, Georg and Ruth Fromm. Almuth Lorenz, winemaker at Merlen, who was raised in the Rheinhessen, and Edel Everling, co-founder of Johanneshof Cellars, who was born at Rudesheim on the Rhine, enhance the region's slightly European flavour.

Riesling thrive in Marlborough's cool ripening conditions has been demonstrated by Montana for many years. A decade ago, the region's Chardonnays often lacked the weight and flavour richness of those from the North Island, but lately their standard has soared. The power and subtlety of Vavasour Reserve, Corbans Cottage Block and Private Bin Marlborough, Montana Renwick Estate, Cloudy Bay, Villa Maria Reserve Marlborough, Hunter's and others is proof that Marlborough has now emerged as a formidable rival to Hawke's Bay and Gisborne in the Chardonnay quality stakes.

Pinot Noir early proved to be an ideal base for bottle-fermented sparkling wines, and now, with superior clones becoming available, is also starting to shine as a red-wine variety. Marlborough's Cabernet Sauvignons, however, often display strong leafy-green flavours; the variety has traditionally flourished in a warmer climate. 'With careful site selection you can produce good Cabernet-based reds,' says John Belsham, 'but you don't get enough warm years to consistently produce good wines.'

Marlborough's Merlots are another story. Merlot ripens two to three weeks earlier than Cabernet Sauvignon in Marlborough, giving the grapes a much higher chance of achieving optimal ripeness. Merlot and Pinot Noir, rather than Cabernet Sauvignon, hold the keys to the region's red-wine future.

GROWER LABELS

Once upon a time, if you wanted to be a winemaker you planted a vineyard, built a winery, bought a crusher, press, tanks and barrels – and set to work. Then, 30 years ago, wineries eager to expand their output but avoid the capital costs of establishing major new vineyards encouraged farmers to diversify into grapegrowing on a contract basis. Now, many of those growers are developing their own wine labels, depriving the established companies of some of their best grapes and hotting up the competition on retailers' shelves.

A string of 'grower labels' has recently emerged from Marlborough, including Saint Clair, HawkesBridge, Ponder Estate and Framingham. The term 'grower label' is usually applied when a former specialist grape-grower keeps part or all of his/her crop back, pays for the wine to be made by someone else at a local winery and then controls the marketing of the wine under a separate brand.

Jackson Estate, the acclaimed Sauvignon Blanc producer, is a classic case. Warwick and John Stichbury own an extensive vineyard in Jacksons Road, but no winery. Martin Shaw, an Australian consultant, makes the wine at Rapaura Vintners, the local contract winemaking facility.

Rapura Vintners is a strictly utilitarian-looking cluster of buildings and over 100 stainless-steel tanks on the corner of Rapaura Road and the Blenheim-Nelson highway. In the past called Vintech, until recently it crushed about a third of Marlborough's total grape harvest for 30 clients.


After Vintech's facilities failed to cope with the demands of the exceptionally wet and compressed 1995 vintage, the company was purchased by four wine producers – Shingle Peak (Matua Valley), Negotiants New Zealand (owners of the Nautilus brand), Foxes Island (owned by John Belsham, general manager of Rapaura Vintners), and Wairau River. The new owners of Rapaura Vintners retained about half of Vintech's 30 clients – principally those for whom the company was not only de-juicing grapes, but also fermenting, processing and bottling.

'We don't actually make the wine for our clients,' says Belsham, stressing that wines processed at Rapaura Vintners don't all taste the same. 'Making wine is not about transferring it from one tank to another. It's choosing a style, having the right vineyard, choosing the right picking dates and so on. Our clients do all that.'

Why do specialist grapegrowers plunge into the highly competitive winemaking arena? 'It completes the circle,' says Mike Ponder, who sells the majority of the grapes from his 20-hectare vineyard in Old Renwick Road, but in 1994 produced about 1000 cases of his first Ponder Estate Sauvignon Blanc. 'When you've planted a vineyard, it's natural to want to see your own wine in the bottle.'

Neal Ibbotson of Saint Clair, a grapegrower since 1978, is enticed by the prospect of greater control: 'We came to the conclusion we should control not only the fruit, but also the final product.'

Not all the growers' labels will succeed in an already crowded market. For wine lovers, however, there is a flood of new labels to explore.



ALLAN SCOTT
MARLBOROUGH
RIESLING
1994

**Allan Scott
Wines and
Estates**

Jacksons Road,
Blenheim

Owners:
Allan and Catherine Scott

Key Wines:
**Allan Scott Sauvignon, Riesling,
Chardonnay, Autumn Riesling,
Merlot; Mount Riley Chardonnay,
Classic Red**

*Allan and Catherine Scott produce a small range of wines
packed with the pure, deep flavours of Marlborough fruit.*

One of Marlborough's top Rieslings flows from this small, family-owned winery, which is equally renowned for the rustic, rammed-earth charm of its Twelve Trees Restaurant.

Allan Scott, formerly Corbans' national vineyards manager, launched his own label with a 1990 Sauvignon Blanc. After years of 'wheeling and dealing in land and having faith in the district's wine future,' Scott and his wife, Cathy, now own 'about as much of the stony Jacksons Road area as anyone.' Their atmospheric winery was built in early 1992, just across Jacksons Road from Cloudy Bay. Chardonnay, Riesling and – inevitably – Sauvignon Blanc are the mainstays of the Scotts' range.

Allan Scott has long been a key figure in the development of Marlborough's vineyards. He was born on a North Canterbury farm; Cathy is from Blenheim. When Montana





Hugh Johnson

Francis Robinson

The World Atlas of

USA

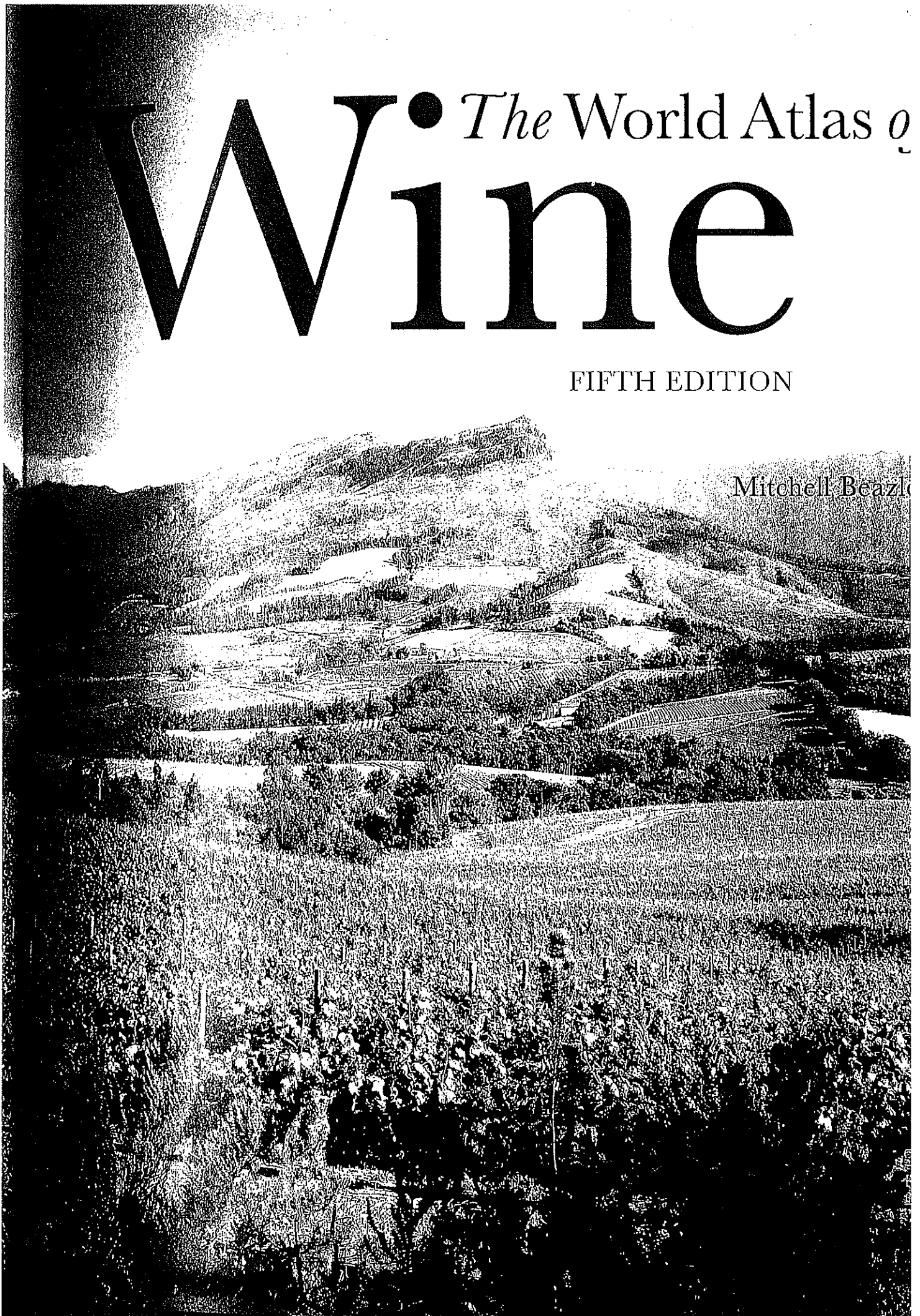
ed. Benzley

COMPILED BY REVISED
5
FIFTH EDITION

Wine • *The World Atlas of*

FIFTH EDITION

Mitchell Beazley



Mitchell Beazley



Hugh Johnson, Jancis Robinson
THE WORLD ATLAS OF WINE

First published in Great Britain in 1971 by Mitchell Beazley,
an imprint of Octopus Publishing Group Ltd, 2-4 Heron
Quays, London E14 4JP

Copyright © Octopus Publishing Group Ltd 1971, 1977, 1985,
1994, 2001
Text copyright © Hugh Johnson 1971, 1977, 1985, 1994;
Hugh Johnson, Jancis Robinson 2001

All rights reserved

No part of this work may be reproduced or utilized in any
form by any means, electronic or mechanical, including
photocopying, recording or by any information storage and
retrieval system, without the prior written permission of
the publishers.

A CIP catalogue record for this book is available from the
British Library.

ISBN 1 84000 332 4

Managing Editor Gill Pitts

Commissioning Editor Rebecca Spry
Research and Gazetteer Nathan Burley

Executive Art Editor Phil Ormerod
Designers Peter Gerrish, Colin Goody

Cartographic Editor Zoë Goodwin

Cartographic Proofreader Julia Harding
Editorial Research Lucy Bridgers
Proofreader Diane Pengelly
Index John Noble

Picture Research Rosie Garai
Production Director Julie Young

Revisions and new cartography for the fifth edition:
Cosmographics, Map Creation Ltd
Original cartography: Clyde Surveys Ltd

Printed and bound in Italy

How the maps work

The maps in this Atlas vary considerably in scale, the level
of detail depending on the complexity of the area mapped.
There is a scale bar with each map. Contour intervals vary
from map to map and are shown in each map key. Serif ty
(eg MEURSAULT) on the maps indicates names and places
connected with wine; sans serif type (eg Meursault) mainly
shows other information.

Each map page has a grid with letters down the side and
numbers across the bottom. To locate a château, winery, e
look up the name in the Gazetteer (pages 338-351) which
gives the page number followed by the grid reference.

Every effort has been made to make the maps in this Atlas
as complete and up to date as possible. In order that futur
editions may be kept up to this standard, the publishers w
be grateful for Information about changes of boundaries or
names that should be recorded.



Marlborough

One settler planted vines at Meadowbank in Marlborough in 1867 but for most of the 20th century the South Island grew cereals, sheep, and nothing as exotic as vines until 1973 when Montana, the country's dominant wine producer, cautiously established a small commercial vineyard in Marlborough.

Lack of irrigation caused teething problems but by 1980 the first release had been bottled and the special intensity of Marlborough Sauvignon Blanc was too obvious to ignore. Such an exhilarating, easy-to-understand wine clearly had extraordinary potential, rapidly realized by, among others, David Hohnen of Cape Mentelle in Western Australia. In 1985 he launched Cloudy Bay, whose name, evocative label, and smoky, almost chokingly pungent flavour have since become legendary.

Montana's gamble was vindicated in 1990 when Marlborough overtook Hawkes Bay and Gisborne to become the country's most planted wine region (but with a mere nine wine producers). By the turn of the century it had more than 10,000 acres (4,000ha) under vine, almost half of them less than six years old. The number of wine producers had risen to 62 and the proportion of fruit leaving the region in bulk to be shipped across the Tasman Straits for processing in the North Island plummeted – much to the benefit of the resultant wine. Today an increasing proportion of the growers who once sold their grapes to one of the big companies have

their own label, which may well be applied at one of the region's busy contract wineries.

The wide, flat Wairau Valley has become a magnet for investors and those who simply like the idea of making wine their life – even if some of them have been planting so far inland that grapes may not necessarily ripen every year, and on land where the valley's precious water supply is scarce.

What makes Marlborough special as a wine region is its unusual combination of long days, cool nights, bright sunshine, and, in good years, dryish autumns. In such relatively low temperatures (see factfile) grapes might have difficulty ripening wherever autumn rains threatened, but here they can usually be left on the vine to benefit from a particularly long ripening period, building high sugars without, thanks to the cool nights, sacrificing the acidity that delineates New Zealand's wines.

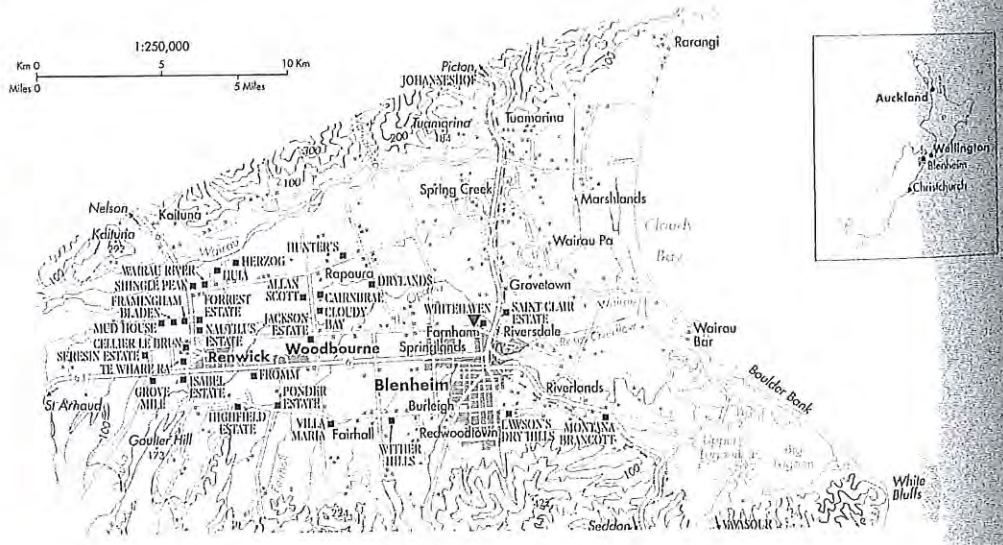
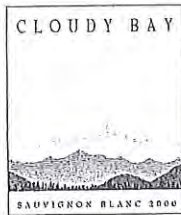
This diurnal temperature variation is most marked just south of the area mapped below in the windy Awatere Valley, pioneered by Vavasour and now probably at saturation point because of a shortage of water. Both budbreak and harvest tend to be later in Awatere than on the Wairau Valley floor but summers can be long and hot enough to ripen Bordeaux varieties – in contrast to the main swathe of vineyards in the Wairau Valley. The much-photographed Brancott vineyards also tend to lag behind the valley floor because of their elevation.

But perhaps the most significant variation in Marlborough is that of soils. North of Highway 63, with a few exceptions round Woodbourne, soils are very much younger than those to the south. In places the water table can be dangerously high and the best vineyards on these young, stony soils are the best drained, on light loams over the shingle that was once the river bed. Mature vines develop deep root systems although young vines need irrigation to survive the dry summers.

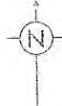
South of the highway, the lowest-lying older soils are too poorly drained for fine wine production, but higher-altitude vineyards on the exposed, barren southern edge of the valley can produce interesting fruit from much drier soils.

Marlborough is also clearly capable of producing exceptional quality in Chardonnay, and in Riesling too with some inspiring late-harvest examples. But there is every sign that the region will be a source of serious, particularly fruity Pinot Noir as the region's growers pool knowledge of and enthusiasm for this new string to their bow.

The characteristically high acidity of grapes grown in Marlborough means that malolactic fermentation is crucial for still wines, and that the region can produce some fine base wines for sparkling wine. The champagne houses have been putting down roots here, and Cloudy Bay's Pelorus is just one sign of another of Marlborough's distinctions.



The Clifford Bay Sauvignon is grown just south of the area mapped here in the Awatere Valley, while the Fromm wine shows that Marlborough has great potential as a producer of fully ripe Pinot Noir.



- CLOUDY BAY Leading producer
- Vineyards
- 500 Contour interval 100 metres
- ▼ Weather station (WS)

Marlborough: Blenheim

Latitude / Altitude of WS 40.31° / 66ft (20m)
 Mean January temp at WS 63.9°F (17.7°C)
 Annual rainfall at WS 29in (730mm)
 Harvest month rainfall at WS April: 2.3in (60mm)
 Chief viticultural hazard Autumn rain
 Principal grapes Sauvignon Blanc, Chardonnay





HUGH JOHNSON

JANCIS ROBINSON

THE WORLD ATLAS OF
WINE

MITCHELL BEAZLEY





THE WORLD ATLAS OF
WINE

SIXTH EDITION

Michael Brayley

HUGH JOHNSON JANCIS ROBINSON

1991

Contents

THE WORLD ATLAS OF WINE
Hugh Johnson, Jancis Robinson

First published in Great Britain in 1971 by Mitchell Beazley, an imprint of Octopus Publishing Group Ltd, an Hachette Livre UK Company, 2-4 Heron Quays, London E14 4JP

Copyright © Octopus Publishing Group Ltd 1971, 1977, 1985, 1994, 2001, 2007

Text copyright © Hugh Johnson 1971, 1977, 1985, 1994; Hugh Johnson, Jancis Robinson 2001, 2007

All rights reserved

No part of this work may be reproduced or utilized in any form by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without the prior written permission of the publishers.

The publishers will be grateful for any relevant information that will assist them in keeping future editions up to date. Although all reasonable care has been taken in the preparation of this book, neither the publishers nor the authors can accept any liability for any consequence arising from the use thereof, or the information contained therein.

A CIP catalogue record for this book is available from the British Library.

ISBN 978 1 84533 301 0

Managing Editor Gill Pitts
Assistant Editor Julia Harding MW
Research/Editorial Assistant Philippa Bell
Commissioning Editor Susanna Forbes
Additional Research Sarah Ahmed
Art Director Tim Foster
Executive Art Editor Yasia Williams-Leedham
Designer Colin Goody
Production Manager Peter Hunt
Cartographic Editor Zoë Goodwin
Gazetteer Andrew Johnson
Index John Noble
Picture Research Jenny Faithfull

Revisions and new cartography for the sixth edition: Cosmographics
Original cartography: Clyde Surveys Ltd
Printed and bound in China

How the maps work

The maps in this Atlas vary considerably in scale, the level of detail depending on the complexity of the area mapped. There is a scale bar with each map. Contour intervals vary from map to map and are shown in each map key. Serif type (eg MEURSAULT) on the maps indicates names and places connected with wine; sans serif type (eg Meursault) mainly shows other information.

Each map page has a grid with letters down the side and numbers across the bottom. To locate a château, winery, etc, look up the name in the Gazetteer (pages 385-399), which gives the page number followed by the grid reference.

Every effort has been made to make the maps in this Atlas as complete and up to date as possible. In order that future editions may be kept up to this standard, the publishers will be grateful for information about changes of boundaries or names that should be recorded.

Previous page *Cabernet Franc, Touraine, France*
Right *Peter Lehmann winery, Barossa, Australia*

Foreword 6

Introduction 7

The World of Wine 10
The Ancient World 12
The Middle Ages 14
The Evolution of Modern Wine 15
The Vine 18
International Grapes 20
Regional Grapes 22
Wine and Weather 24
Terroir 26
The Wine-grower's Year 28
Making Wine in the Vineyard 30
Making Wine in the Cellar 32
Oak and Alternatives 35
How Wine is made 36
Anatomy of a Winery 38
Stopping Wine 40
Storing Wine 41
Wine and Time 42
Serving Wine 44
Tasting and Talking About Wine 48

France 52

Burgundy 54
Côte d'Or: The Quality Factor 56
Côte d'Or 58
Côte de Beaune: Santenay 59
Côte de Beaune: Meursault 60
Côte de Beaune: Beaune 62
Côte de Nuits: Nuits-St-Georges 64
Côte de Nuits: Gevrey-Chambertin 66
Côte Chalonaise 68
Mâconnais 69
Pouilly-Fuissé 71
Beaujolais 72
The Crus of Beaujolais 74
Chablis 75
The Heart of Chablis 76
Champagne 78
The Heart of Champagne 80
Bordeaux 82
Bordeaux: The Quality Factor 84
Northern Médoc 86
St-Estèphe 88
Pauillac 90
St-Julien 92
Central Médoc 94
Margaux and the Southern Médoc 96
Graves and Entre-Deux-Mers 98
Pessac-Léognan 100
Sauternes and Barsac 102
The Right Bank 104
Pomerol 106
St-Émilion 108

Wines of the Southwest 112
Dordogne 115
Loire Valley and Muscadet 118
Anjou 120
Saumur 121
Chinon and Bourgueil 122
Vouvray and Montlouis 123
Rouilly and Sancerre 124
Alsace 126
The Heart of Alsace 128
Northern Rhône 130
Côte-Rôtie and Condrieu 132
Hermitage 134
Southern Rhône 136
Châteauneuf-du-Pape 138
Western Languedoc 140
Eastern Languedoc 142
Roussillon 144
Provence 146
Bandol 148
Corsica 149
Jura 150
Savoie 151
Vins de Pays 152

Italy 154

Northwest Italy 158
Piemonte 160
Barbaresco 162
Barolo 164
Northeast Italy 166
Trentino 168
Alto Adige 169
Verona 170
Friuli-Venezia Giulia 172
Central Italy 174
Tuscan Coast 176
The Heart of Chianti 178
Montalcino 181
Montepulciano 182
Umbria 183
Southern Italy 184
Sicily 186
Sardinia 188

Spain 189

Galician Coast 194
Toro 195
Ribera del Duero 196
Rioja 198
Navarra 200
Somontano 201
Catalunya 202
Priorat 204
Andalucía - Sherry Country 205



Marlborough

At the northern tip of the South Island, Marlborough has seen such feverish vine planting in recent years that it has pulled ahead of all other regions to come to epitomize New Zealand wine. Roughly half of all the country's vineyards lie in this very particular corner of the wine world – quite an achievement given that, apart from one settler who planted vines at Meadowbank Farm around 1873, the vine was unknown here until 1973, when Montana, the country's dominant wine producer, cautiously established a small commercial vineyard.

Lack of irrigation caused teething problems but by 1980 the first release had been bottled and the special intensity of Marlborough Sauvignon Blanc was too obvious to ignore. Such an exhilarating, easy-to-understand wine clearly had extraordinary potential, rapidly realized by, among others, David Hohnen of Cape Mentelle in Western Australia. In 1985 he launched Cloudy Bay, whose name, evocative label, and smoky, almost chokingly pungent flavour have since become legendary.

By 2007 Marlborough had more than 27,000 acres (11,000ha) under vine, nearly three times the area planted at the turn of the century. The number of wine producers passed 100 in 2005 and the proportion of fruit leaving the region in bulk to be shipped across Cook Strait for processing in the North Island has plummeted – much to the benefit of the resultant wine. Today an increasing proportion of the growers who once sold their grapes to one of the big companies have their own label, which may well be applied at one of the region's busy contract wineries.

The wide, flat Wairau Valley has become a magnet for investors and those who simply like the idea of making wine their life – even if some of them have been planting so far inland that grapes may not necessarily ripen every year, and on land where the valley's precious water supply is scarce. The need for frost protection on the wide, flat valley floor has been another stumbling block for the multitude who want to join in.

What makes Marlborough special as a wine region is its unusual combination of long days, cool nights, bright sunshine, and, in good years, dryish autumns. In such relatively low temperatures (see key facts panel) grapes might have difficulty ripening wherever autumn rains threatened, but here they can usually be left on the vine to benefit from a particularly long ripening period, building high sugars without, thanks to the cool nights, sacrificing the acidity that delineates New Zealand's wines.

This diurnal temperature variation is most marked in the drier, cooler, and windier Awatere Valley, which is too far south to be included on our map. It was pioneered by Vavasour and has expanded enormously in recent years, thanks to a new privately funded irrigation scheme. Both budbreak and harvest tend to be later in the Awatere Valley than on the Wairau Valley floor but summers can be long and hot enough to ripen Bordeaux varieties – in contrast to the main swathe of vineyards in the Wairau Valley. (Montana's much-photographed Brancott vineyards also tend to lag behind those on the valley floor because of their elevation.)

But perhaps the most significant variation in Marlborough is that of soils. North of Highway 6/63, with a few exceptions round Woodbourne, soils are very much younger than those to the south. In places the water table can be dangerously high and the best vineyards on these young, stony soils are the best drained, on light loams over the shingle that was once the river bed. Mature vines develop deep root systems although young vines need irrigation to survive the dry summers.

South of the highway, the lowest-lying older soils are too poorly drained for fine wine production, but higher-altitude vineyards on the exposed, barren southern edge of the valley can produce interesting fruit from much drier soils.

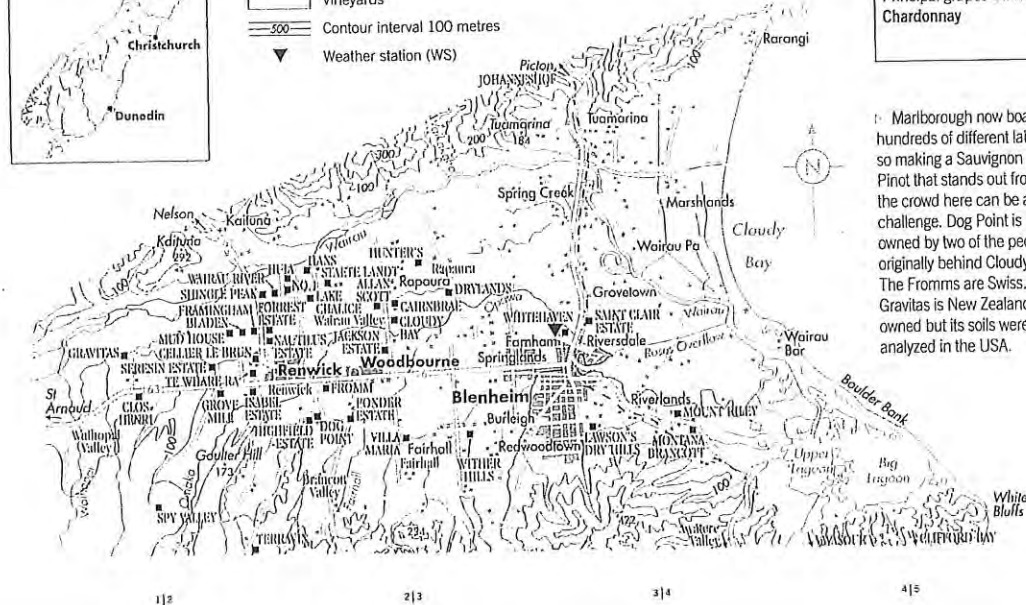
Big producers of Sauvignon Blanc typically blend fruit grown on different soils in slightly different climatic conditions in an attempt to differentiate their produce in what can sometimes seem a rather monotone category. Careful and limited use of oak and malolactic fermentation can help, and a growing number of single-vineyard Sauvignons provide a counterpoint.

Marlborough has produced some fine Pinot Gris, a variety that is becoming increasingly popular, and Riesling, including some inspiring late-harvest examples, but Chardonnay and Pinot Noir are quantitatively much more important. They are both grown for sparkling as well as still wine, and the fruity Marlborough Pinots are gaining in stature as the vines age.



- Fairhill Wine subregion
- Cloudy Bay Notable producer
- Vineyards
- Contour interval 100 metres
- Weather station (WS)

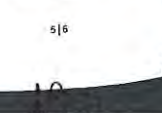
1:250,000
Km 0 5 10 Km
Miles 0 5 10 Miles



MARLBOROUGH: BLENHEIM

Latitude / Altitude of WS 40.31° / 66ft (20m)
 Mean January temp at WS 63.9°F (17.7°C)
 Annual rainfall at WS 29in (730mm)
 Harvest month rainfall at WS April: 2.3in (60mm)
 Chief viticultural hazard Autumn rain
 Principal grapes Sauvignon Blanc, Pinot Noir, Chardonnay

Marlborough now boasts hundreds of different labels so making a Sauvignon or Pinot that stands out from the crowd here can be a challenge. Dog Point is owned by two of the people originally behind Cloudy Bay. The Fromms are Swiss. Gravitas is New Zealand-owned but its soils were analyzed in the USA.



Auckland

MICHAEL COOPER

WINE ATLAS

of New Zealand

Photography by John McDermott

Handwritten signature or initials

MICHAEL COOPER

WINE ATLAS
of New Zealand

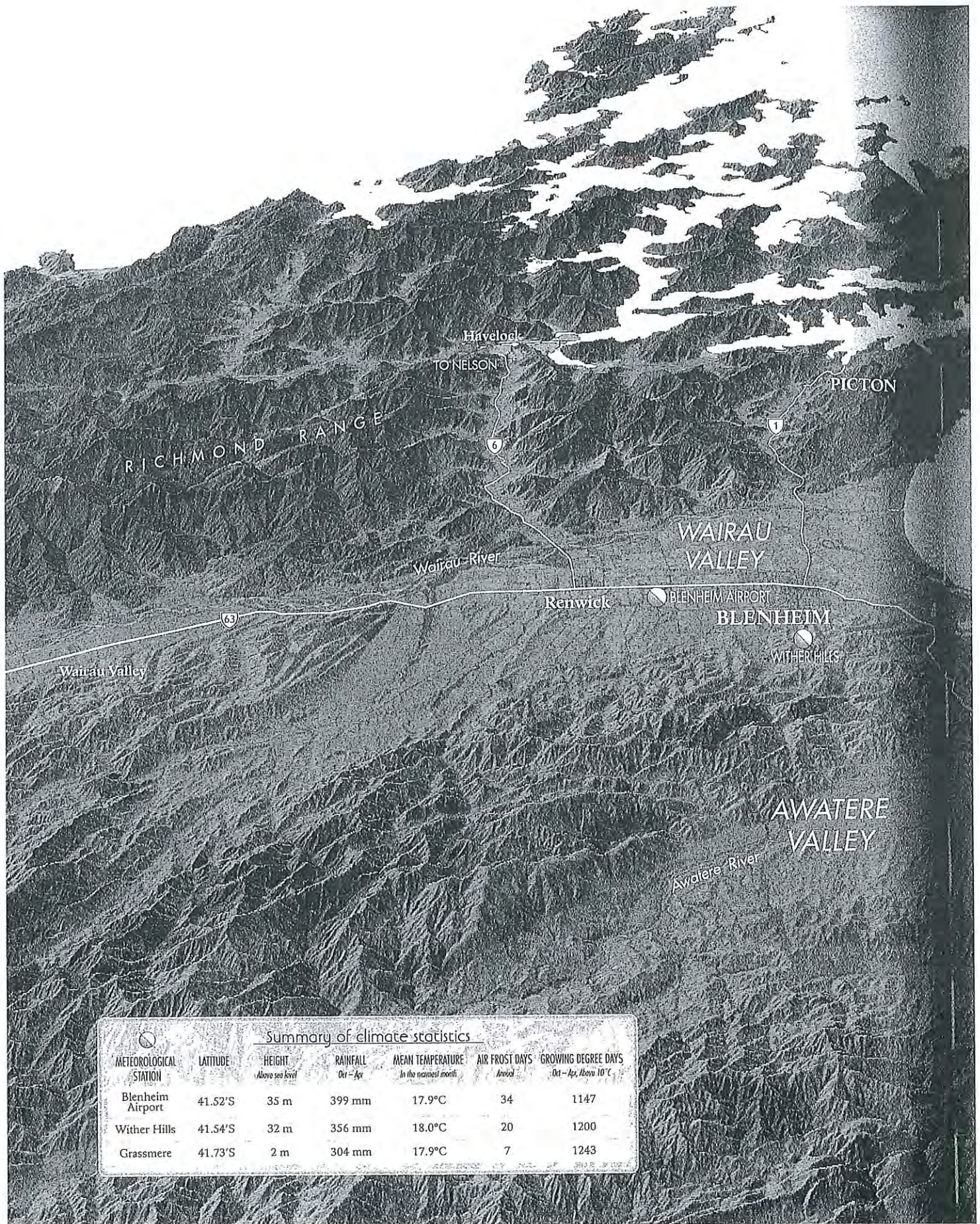
Second Edition

Text by Michael Cooper
Photography by John McDermott

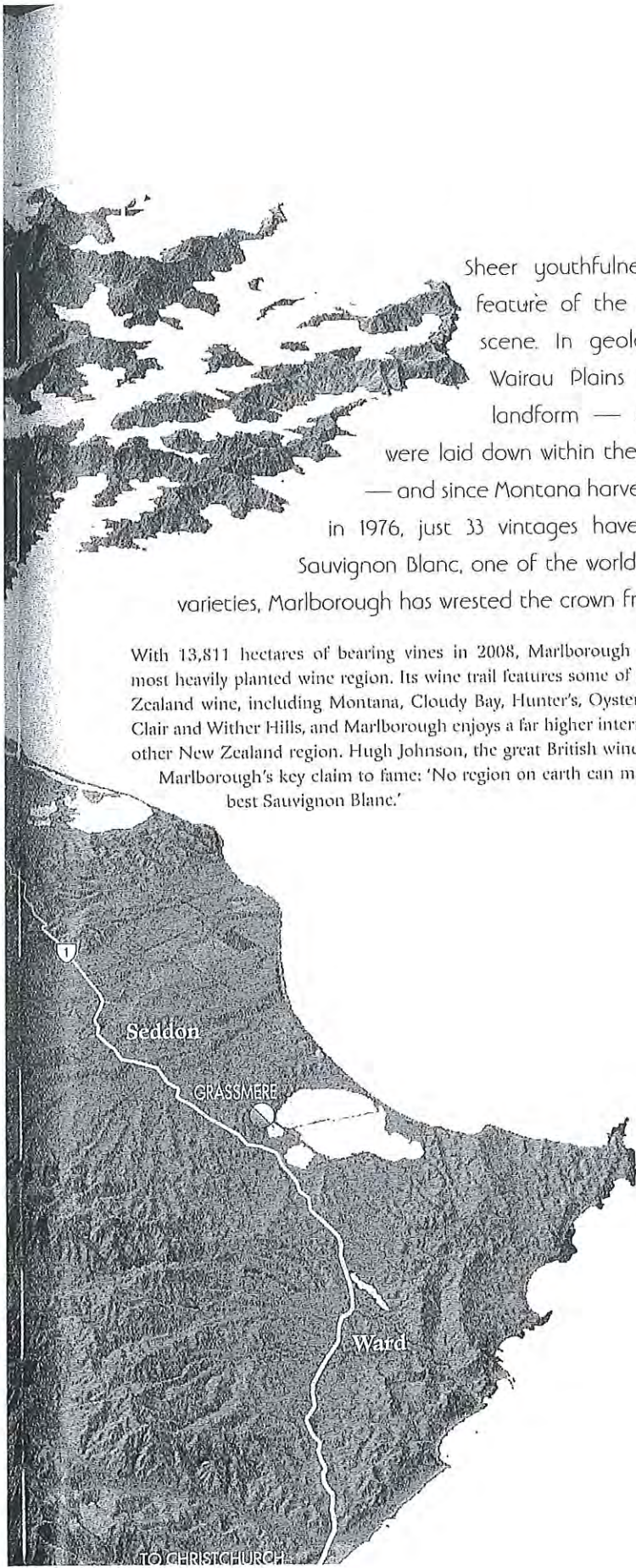


Hodder Moa

MOA *Part*





Sheer youthfulness is the striking feature of the Marlborough wine scene. In geological terms, the Wairau Plains is a very young landform — most of the soils were laid down within the last 14,000 years — and since Montana harvested its first grapes in 1976, just 33 vintages have passed. Yet with Sauvignon Blanc, one of the world's few classic grape varieties, Marlborough has wrested the crown from French hands.

With 13,811 hectares of bearing vines in 2008, Marlborough is by far the country's most heavily planted wine region. Its wine trail features some of the great names of New Zealand wine, including Montana, Cloudy Bay, Hunter's, Oyster Bay, Villa Maria, Saint Clair and Wither Hills, and Marlborough enjoys a far higher international profile than any other New Zealand region. Hugh Johnson, the great British wine writer, has summed up Marlborough's key claim to fame: 'No region on earth can match the pungency of its best Sauvignon Blanc.'

Pages 262-263; Mt Topuaenuku, at 2885 metres the highest peak in the Inland Kaikoura Range, rears to the south of the Awatere Valley.



Principal grape varieties

	Producing area 2008	% total producing area 2008
Sauvignon Blanc	9651 ha	69.9%
Pinot Noir	1903 ha	13.8%
Chardonnay	1058 ha	7.7%
Pinot Gris	446 ha	3.2%
Riesling	394 ha	2.9%
Merlot	88 ha	0.6%
Gewürztraminer	82 ha	0.6%
Sémillon	77 ha	0.6%

Marlborough, the north-eastern edge of the South Island, contains the inland Kaikoura Ranges, which reach an elevation approaching 3000 metres. Rugged mountains and snow-fed rivers make up the great expanse of Marlborough, with farms and pine forests extending far up the valleys, deep into the high country. The Wairau River, draining the ranges of silt and gravel, descends from the back country to the Wairau Plains, where Pernod Ricard NZ and a host of others have planted the majority of their vines. The original grape plantings were on the southern fringes of the Wairau Plains, but vines have since spread north to the stony river flats of the Rapaura district, west to the Waihopai and upper Wairau valleys, east to the coast, south into the Awatere Valley, and recently even further south, to Blind River, Tetley Brook and down to the Ure Valley, half-way between Blenheim and Kaikoura.

Prior to human settlement, the Wairau Plains was a vast swampland, periodically inundated by floodwaters from the Wairau River and its tributaries and covered in flax, raupo, toetoe and cabbage trees. Maori were attracted by the eels and birds of the lagoons, by the plentiful sunshine for cultivating kumara, and by the area's closeness to the fisheries and forests of the Marlborough Sounds.

During the nineteenth century, in order to create dry land for settlement, the swamps were drained and the rivers were stopbanked, channelled and diverted. In 1848 E.D. Sweet was the first European to settle with his family in the Wairau Valley, and by 1855 the town of Blenheim (then known as 'the Beaver', because it was originally built on stilts), was starting to take shape. Sheep early inhabited the Wairau Plains and later mixed farming, apples, olives and cherries flourished. Today, the sheep farms and orchards are in retreat and marching across the pebbly, pancake-flat plains are endless rows of vines.

History

The first vine in the modern era of Marlborough wine was planted by Montana on 24 August 1973. Watched by a sceptical group of industry leaders flown south for the occasion, Frank Yukich, the driving force behind Montana's relentless rise, and company chairman Sir David Beattie dropped a silver coin — the traditional token of good fortune — into the hole, and with a sprinkling of sparkling wine dedicated the historic vine. Three years later, the first crops of Marlborough Müller-Thurgau and Cabernet Sauvignon were shipped across Cook Strait and trucked through the night by Mate Yukich, Frank's brother, to Montana's winery at Gisborne.

Sauvignon Blanc, not planted until 1975, yielded the first Montana Marlborough Sauvignon Blanc in 1979.

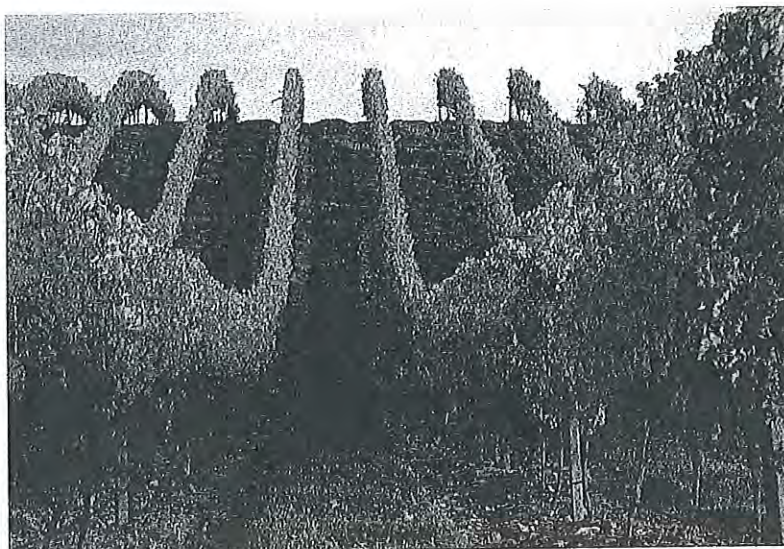
Montana triggered the modern era of Marlborough viticulture. The region's first wines, however, had flowed almost a century earlier. Scotsman David Herd's Auntsfield vineyard, in the hills to the south of Fairhall and Brancott, was first planted in 1873. Auntsfield's sweet red wine was made from red Muscatel grapes. In the *Annual Report of the Department of Agriculture* for 1900, 'Mr Hean' [sic] was credited for 'the care and attention which he has given the vines; it at the same time conclusively proves that there are portions of the Marlborough district eminently suited to the culture of the vine'.

Only about 800 litres of Auntsfield wine were produced each vintage, but the trickle survived Herd's death in 1905; his son-in-law Bill Paynter carried on the family tradition until 1931.

At Mount Pleasant Wine Vaults, just south of Picton, in 1880 George Freeth started making wine from a wide array of fruits, including grapes. However, no rush of vine plantings in Marlborough followed the 1895 publication of Romeo Bragato's *Report on the Prospects of Viticulture in New Zealand* — he was more impressed with Nelson's potential and made no mention of Marlborough.

Although his boat stopped twice at Picton during his 1895 national tour, Bragato did not venture inland, leading one wag to suggest that he obviously didn't like Sauvignon Blanc.





In late autumn, after the harvest, the vineyards fall silent and in a flaming shower the vines shed their leaves.

In the first half of the last century, in the heart of Blenheim, Harry Patchett and Mansoor Peters grew grapes and sold a trickle of wine. Patchett lived until 1974, just long enough to witness the Montana-led revival of Marlborough wine.

From the start, Montana established a commanding presence (although many of its first vines died, due to a mistaken belief that irrigation was not needed), and its pioneering move into Marlborough is discussed under the Pernod Ricard NZ entry, pages 112-17. Using intermediaries to avoid revealing its plans (speculation about the mystery buyer's intentions focused on lucerne and wheat-growing, even horse studs, but not vineyards), Montana snapped up nine blocks of land, totalling 2900 acres (1174 hectares), at an average price of \$463 per acre (\$1144 per hectare). The transactions were all completed within 10 days.

'Nothing more vividly recalls the sudden realisation of what wine could do for Marlborough,' Terry Dunleavy, Montana's sales manager in the early 1970s, has written, 'than the stunned reaction of Lucas Bros. when faced with a [Montana] order for 26 tractors.'

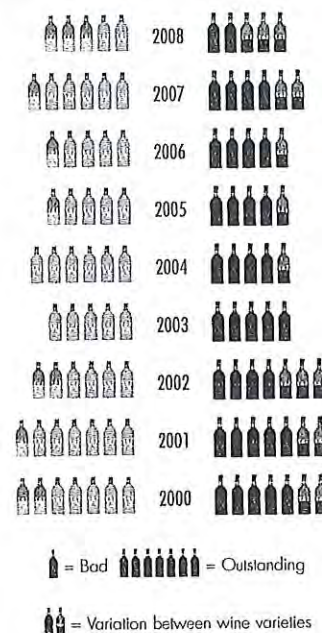
Despite initial opposition to the spread of viticulture by traditional farming families worried about restrictions on their use of hormone weed sprays and 'corporate farming', in September 1978 the Marlborough County Council relaxed its planning laws, making grapegrowing a 'predominant' rather than 'conditional' land use south of the Wairau River.

From 1973 to 1978, Montana was the only enterprise planting vineyards in Marlborough. Having decided that Montana's bold move had been successful, others in the industry eventually followed. The first contract growers' vineyards to supply Penfolds (NZ) were planted in 1979. 'The average grower had a 20-acre [8-hectare] property and at the most would grow two varieties,' recalls American Steve Carter, South Island viticultural manager for Penfolds in the early to mid-1980s. 'They all wanted to grow Müller-Thurgau.'

Corbans purchased its first land in the region in 1979. Unlike Montana, which had established its vineyards on the southern margins of the plains, where the less gravelly soil was thought likely to be kinder to machinery, Corbans planted its vineyards in the stony Rapaura district.

On a far smaller scale, in 1979 Allen and Joyce Hogan established the region's first boutique vineyard and winery, Te Whare Ra, at Renwick. Ernie Hunter also planted a

Regional vintage chart



267

contract grower's vineyard in 1979, and three years later startled observers by winning six medals at the National Wine Competition with his first six wines. Determined to make fine-quality sparkling wine, Daniel Le Brun (promptly dubbed 'the mad Frenchman' by locals) and his wife Adele planted their first vines near Renwick in 1980.

Marlborough emerged relatively unscathed from the glut-induced vine-pull scheme of 1985–86, losing only 10 per cent of its vines. And since 1985, when Australian capital financed the erection of Cloudy Bay's handsome concrete winery in the heart of the Wairau Valley, overseas investment has streamed into the Marlborough wine scene. Apart from the world's wine giants (see Overseas Ownership, page 20–21), smaller companies owned by winemakers of French, German, Swiss, Dutch and Italian origin (such as Clos Henri, Konrad & Co., Hans Herzog, Staete Landt and Mount Nelson) are scattered throughout the region. Others are owned or partly owned by Australian, British, American, Portuguese and Japanese investors.

However, as more and more vineyards were planted, Marlborough's water resources struggled to cope with the irrigation demands. In the southern offshoots of the Wairau Valley, where large blocks of land were available, until recently the potential for viticulture could not be developed without access to water. The Southern Valleys Irrigation Scheme, funded by the district council and the community, became operational in 2005, piping water to the roadside boundaries of 350 properties. A group of private shareholders also paid for the construction of the Delta Dam, holding 1.3 million cubic metres of water.

The ranks of Marlborough-based wine producers doubled between 1998 and 2007, from 52 to 104, although many companies do not own a winery. Wineworks Marlborough, the country's largest contract wine-bottling and warehousing plant, opened in 2007. Covering an area equal to 32 tennis courts, the \$18 million facility can bottle 23,000 cases of wine daily.

Marlborough's changing pattern of land use has transformed the landscape. 'As a child passing through Marlborough in the back of the family Land Rover, the vista was remarkably barren,' recalls Claire Allan, of Huia Vineyards. 'A few forlorn merino sheep shimmered in the heat on the plains. Trees seemed to be few and far between.' Today, well over 30 million grapevines are clustered in Marlborough, triggering debate about the environmental impact of the ever-intensifying monoculture.

Roses are commonly grown in vineyards as an early indicator of disease.



Marlborough's wine success cannot be explained solely in economic or environmental terms, as Peter Perry and Brendon Norrie have pointed out. 'There were elements of good luck — no one could know how well Sauvignon Blanc would perform — [and] there were mundane elements such as land prices.' Climate and soil, foresight and daring, investment and innovation, land prices and luck — all have contributed to the emergence of Marlborough as one of the world's most distinctive and exciting new wine regions.

Climate

At the end of a typically hot and sun-baked day, I dined at a friend's house in the upper Awatere Valley. It was the last day of January. Around midnight, I stepped out into the darkness — and an important lesson on Marlborough's grapegrowing climate. On this perfect mid-summer night, it was freezing.

Isolated by high mountain ranges, Marlborough has one of New Zealand's sunniest and driest climates. The Marlborough Sounds provide some protection from north-westerly gales, the Kaikoura Ranges block cold southerlies and the North Island shelters the region from north-easterly storms. The cities of Blenheim and Nelson are long-term rivals for the title of New Zealand's sunshine capital.

Marlborough's sunny but not excessively hot climate gives the grapes a long, slow period of ripening. The average daily maximum temperature during summer is nearly 24°C, but clear, cold nights keep acid levels high in the grapes, even when their sugars are rising swiftly. The region's marked diurnal variations of temperature (at least 10°C, on most days) are a crucial climatic influence, retaining the grapes' fresh, vibrant fruit characters, promoting the retention of crisp, herbal characters in Sauvignon Blanc and enhancing colour development in the skins of Pinot Noir.

During summer, easterly sea breezes frequently cool the vineyards from mid-morning until early evening. The prevailing north-westerly winds bring much of the region's rain, but Marlborough is also regularly swept by hot, dry nor'westers, which by putting extreme transpiration demands on the vines force them to shut down, stopping their photosynthesis and fruit ripening. So much water is lost by the region's land and plants under extreme north-westerly conditions, most vineyard owners install a trickle irrigation system.

Due to Marlborough's location east of the Main Divide, the vines are cultivated in a significant rain shadow area. Summer droughts are common and in autumn the pre-harvest weather is more reliably dry than in most North Island regions, although in some years autumn rain is a problem. Humidity levels, slightly lower at Blenheim than at Auckland or Christchurch, are highest near the coast. Botrytis bunch rot poses a challenge in rainy seasons, but is generally less of a threat than in the wetter regions of the north.

Frosts are a danger, having been recorded at Blenheim as early as 28 March and as late as 1 November. In November 2000, some vineyards in low-lying areas of the Fairhall and Waihopai valleys lost their entire crop. A heavy frost in the autumn of 1990 turned the Wairau Valley black overnight, cutting the ripening season short by three weeks. The frost risk is highest away from the river, on the south side of the Wairau Valley.

Soils

During the past two million years, glaciers in the high country eroded masses of rock debris, later carried down to the coast by melt-water rivers. As the Wairau River snaked from north to south across the Wairau Valley and its developing plain, the finer particles were separated from the deposits, leaving strips of gravel in the old river channels.

Along Rapaura Road, shallow, stony 'Rapaura Series' soils of low to moderate fertility exist side by side with deep, sandy loams ('Wairau Series') possessing far greater water-



holding capacity. In the middle of the Wairau Valley are substantial areas of shallow, stony 'Awatere Series' soils, and the south side has extensive areas of deep 'Wairau Series, Mottled Phase' soils, including sandy loams and silt loams over very stony layers. In the Awatere Valley, the most common soils are 'Dashwood gravelly silt loams' and deep, free-draining 'Seddon silt loams'.

Not all the soil types suit viticulture. Large areas of deep silt loams are very fertile, with a high water-storage capacity. The preferred sites are of lower fertility, with noticeably stony, sandy loam topsoil overlying deep layers of free-draining shingle with sand infilling. These shallow, stony soils reduce the vines' vigour by improving drainage and reducing the soil's fertility.

Wine styles

Marlborough's keynote wine is its famous Sauvignon Blanc, which can simply explode with ripely herbal aromas and flavours, garden-fresh and zingy. For sheer leap-out-of-the-glass intensity, very few wines, from anywhere, can match it.

That Sauvignon Blanc thrives in Marlborough's coolness was demonstrated nearly 30 years ago by Montana. Winemakers are now eagerly exploring the effects of the region's individual *terroirs*. Pernod Ricard NZ views the Rapaura district as producing Sauvignon Blancs with 'tropical' flavours; the Brancott Valley as yielding more 'herbaceous' characters; and the Awatere Valley wines as having 'a distinctive flavour our winemakers describe as "tomato stalk"'.

Riesling is another long-term success: scented, crisp and lively, with strong citrus/lime varietal characters. The Chardonnays are leaner and less opulent than the top North Island wines in their infancy, but compensate with excellent freshness, vigour and acid spine, and the finest wines mature gracefully for several years.

James Healy, of Dog Point Vineyard, believes that Marlborough is ideal for 'any variety where fruit intensity is a key part of its makeup, such as Sauvignon Blanc, Gewürztraminer and Pinot Noir. However, it is less suitable for grapes such as Chardonnay, Pinot Gris, Cabernet Sauvignon and Merlot, where texture or tannin ripeness is really important.'

Most of New Zealand's top bottle-fermented sparkling wines and botrytised sweet Rieslings flow from the region. The climate is too cool to consistently ripen Cabernet Sauvignon and the Merlots are typically green-edged, but over the past decade Marlborough has emerged as New Zealand's most important region for Pinot Noir, in terms of the large volumes produced — half of the country's total Pinot Noir output — and the superb, show-stopping quality of the top wines. Pinot Noir grown on shingly sites is concentrated and tannic, contrasting with a more floral and supple style from soils with a higher clay content.

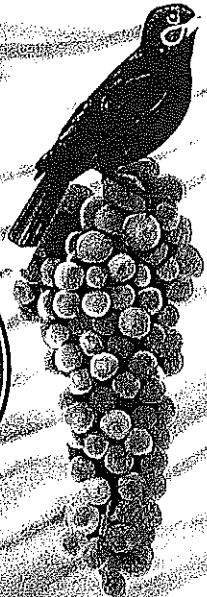
Sub-regions

The majority of Marlborough's wine still flows from the Wairau Valley, where Montana planted its first vines in 1973. Thirteen years later, viticulture spread south-east into the smaller, slightly cooler Awatere Valley, now heavily planted. When the supply of available land in the Wairau Valley dried up between Blenheim and Renwick, vines expanded into the upper reaches of the Wairau Valley and its southern side valleys (Brancott, Omaka and Waihopai); to Kaituna, on the north side of the Wairau River; and out to the coast, at Marshlands and Rarangi.

The Awatere Valley yields intensely aromatic Sauvignon Blancs, crammed with freshly herbaceous, zingy flavour.



THE COMPLETE GUIDE TO NEW ZEALAND WINE & FOOD



— 250+ —
WINERIES
TO VISIT

Best local
RESTAURANTS

&
CAFES



NZ \$19.90*
AUST \$19.90*
*INC. GST
cuisine.do.nz

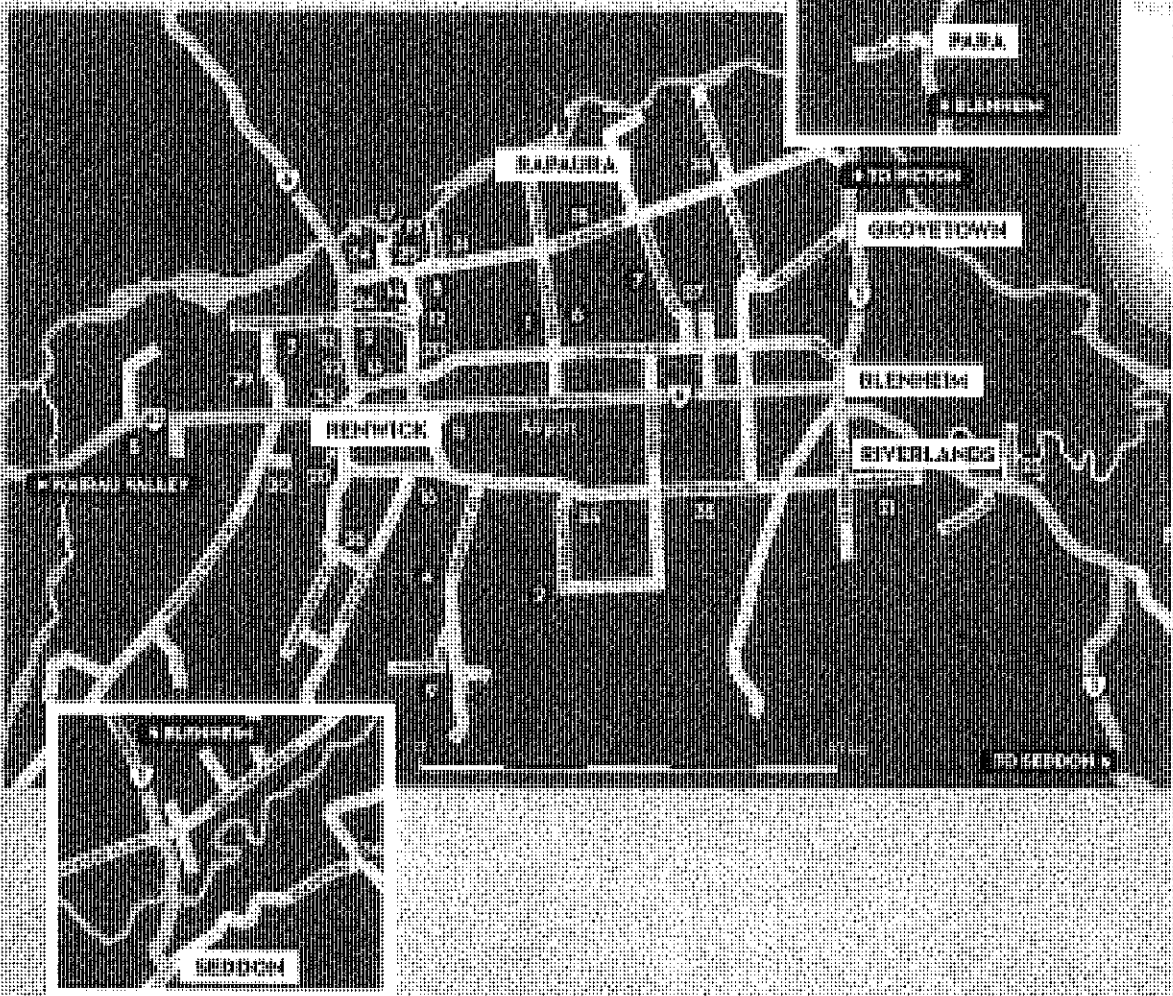
Fairfax Media





MARLBOROUGH

Whether you're getting active in the great outdoors amongst the breathtaking scenery or relaxing at one of its top-class cellar doors, Marlborough provides the perfect escape from everyday life.



MARLBOROUGH

- | | | |
|-----------------------------------|----------------------------|-----------------------------|
| 1. Alan Scott Family Vineyards | 13. Cannon Bridge Vineyard | 29. The Stevens Estate |
| 2. Amabile Cellars | 14. Casart Wine | 30. Crane Bridge Estate |
| 3. Barber Wine | 15. East Boston Estate | 31. Duck Farm |
| 4. Bannock Estate Vineyard Estate | 16. Chateau | 32. East Hill Family Estate |
| 5. Blue Hill Vineyard | 17. Blue Vineyard | 33. Granite Estate |
| 6. Clancy Oak Vineyard | 18. Barber's Wine | 34. Gap Valley Wine |
| 7. Corbett | 19. Cotnam's Estate | 35. Green Hill Vineyard |
| 8. Crocker Wine | 20. Little Chapel Wine | 36. The Heritage (VVO) |
| 9. Fernald Wine | 21. Lorton's Dry Hill | 37. Hill Vineyard |
| 10. Franchery Wine | 22. Hill Vine | 38. Mount Hope |
| 11. Green Wine | 23. Mount Hope Wine | 39. Mount Hope |
| 12. Grogan & Sons Wine Estate | 24. Northside | 40. Quaker Estate |



MARLBOROUGH

No matter which way you enter Marlborough, by air or road, you can't help but be astounded by the sea of vines that greets you. In the heart of summer, when the sun shines relentlessly, the thousands of hectares of vineyards offer a cool and soothing green vista. In the autumn that verdant expanse changes to an explosion of fiery reds and oranges, while in winter the leafless vines in straight rows deliver a sense of sculptural minimalism.

Despite the fact that Marlborough sauvignon blanc is renowned all over the world, the first modern-day grapevines weren't planted until 1973. Since then the region has become a tourism hotspot, offering a huge range of activities in some of New Zealand's most beautiful outdoor environments, plenty of gourmet food and some of the highest sunshine hours in the country. In vineyard numbers, Marlborough is New Zealand's

biggest wine region and its numerous cellar doors offer all kinds of experiences, from polished sophistication to casual Kiwi charm.

The three major valleys of Wairau, Waihopai and Awatere are all flanked by distinctive hills, with many of the region's wineries taking their label names from the geographical sentinels in their particular area.

And while Marlborough is perhaps most famous for its wines, there are plenty of other distractions for visitors. Braided rivers wind their way through the plains, offering superb fishing opportunities, while the beautiful Marlborough Sounds are one of New Zealand's most significant waterways. Take to the water on a boat cruise or admire the views while tramping the Queen Charlotte Track.

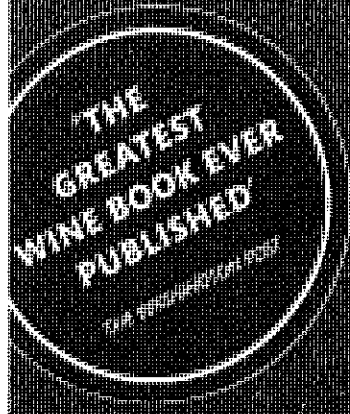
Plus, you can go kayaking and mountain biking, or simply enjoy the hospitality of the region's friendly towns. You can't help but fall in love with this very special part of the world.

Above:
Cloudy Bay Vineyards

cuisine.co.nz

CUISINE WINE COUNTRY 189





THE OXFORD COMPANION TO

WINE

FOURTH EDITION

JANCIS ROBINSON

and JULIA HARDING

OXFORD

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

OXFORD
UNIVERSITY PRESS



OXFORD
UNIVERSITY PRESS

Great Clarendon Street, Oxford, OX2 6DP,
United Kingdom

Oxford University Press is a department of the University of Oxford.
It furthers the University's objective of excellence in research, scholarship,
and education by publishing worldwide. Oxford is a registered trade mark of
Oxford University Press in the UK and in certain other countries

© Jancis Robinson and Oxford University Press 1994, 1999, 2006, 2015

The moral rights of the author have been asserted;
Database right Oxford University Press (maker)

First published 1994

Second edition 1999

Third edition 2006

Fourth edition 2015

Impression: 1

All rights reserved. No part of this publication may be reproduced, stored in
a retrieval system, or transmitted, in any form or by any means, without the
prior permission in writing of Oxford University Press, or as expressly permitted
by law, by licence or under terms agreed with the appropriate reprographics
rights organization. Enquiries concerning reproduction outside the scope of the
above should be sent to the Rights Department, Oxford University Press, at the
address above

You must not circulate this work in any other form
and you must impose this same condition on any acquirer

Published in the United States of America by Oxford University Press
198 Madison Avenue, New York, NY 10016, United States of America

British Library Cataloguing in Publication Data

Data available

Library of Congress Control Number: 2015941385

ISBN 978-0-19-870538-3

Printed in Slovakia by Neografia



Viticulture

New Zealand's remote location has not, as it has done in *CANALS*, provided a barrier against the importation of vineyard pests and diseases. *Phylloxera* still threatens around one-tenth of the country's vines which are planted on their own, *UNGRAFTED ROOT* while *FANLEAF DEGENERATION* and *LEAFROLL VIRUSES* have a detrimental effect on both the quality and quantity of the country's grape crop. Both are symptoms of an industry which has grown faster than the availability of grafted rootstock and virus indexed vines (see *INDEXING*). Strict *QUARANTINE* is of course enforced, and easily enforceable, on imported plant material.

As explained above, New Zealand has come to be regarded as a cradle of knowledge about canopy management techniques, and New Zealand *VITICULTURISTS*, like their winemaking colleagues, are able usefully to spend the New Zealand winter in northern hemisphere wine regions during their growing season. New Zealand's harvest generally takes place from February to May (and sometimes as late as June in parts of Central Otago).

New Zealand's vine-growers are free to *IRRIGATE* and there are no restrictions on *PRUNING* of *VINEYARDS*, which average about 70 hl/ha (3.6 tons/acre) nationally.

Much of the viticultural equipment has to be imported from Europe, but New Zealand technicians have even developed their own specialist equipment such as the Gallagher leaf-plucking machine (see *LEAF REMOVAL*) and *MECHANIZED* pruning equipment. As increasing attention is paid to the selection of vineyard sites (and land in New Zealand is relatively inexpensive), the wine industry may begin to reach its full potential. Flatlands viticulture is the norm in a country where land is plentiful, but wine *PRICES* now justify the additional expense and trouble involved in establishing *HILLSIDE VINEYARDS*.

Vine varieties

Sauvignon Blanc, the variety for which New Zealand established an international reputation, is the country's most planted variety (20,027 ha/49,488 acres in 2014) with Pinot Noir a distant second (5,569 ha/13,761 acres). A significant percentage of the Pinot Noir crop is destined for sparkling wine production. Chardonnay is in third place (3,211 ha), followed closely by rising star, Pinot Gris (2,412 ha). Merlot has declined in the last decade (1,256 ha). Plantings of Riesling (787 ha), the sixth most planted variety, continue to grow slowly (they have declined from 968 ha in 2010 and the growth now is barely perceptible, unchanged since 2013) as the often slightly sweet and frequently very good wine made from it battles to lose its unfashionable image in the local market place. Other varieties planted on a total of more than

100 ha/250 acres are, in declining order, Syrah, Gewürztraminer (often spelt without the *umlaut*), Cabernet Sauvignon, Malbec, and Cabernet Franc. All vine materials are screened for *VIRUS DISEASES* by an official government-run agency, and the number of *CLONES* available from the country's nurseries is considerably more limited than, for example, in Europe.

Winemaking

The youthful and dynamic New Zealand wine industry has been greatly influenced by Australia's *ADELAIDE* University, which provided training, and personnel, for many New Zealand winemakers. In recent years, however, local universities and technical institutes have begun to offer courses in viticulture and oenology. These include *LINCOLN* University, Blenheim Poly-Tech, Massey University, Hawke's Bay Poly-Tech, and Gisborne Poly-Tech. Auckland University now offers an *MSc* in Wine Science. Traditional winemaking techniques from benchmark European wine regions have also been adopted, however. The country's southern hemisphere location has had a positive effect on the development of wine styles and winemaking techniques. Many young New Zealand winemakers choose to work a second annual vintage in Europe and gain a wider perspective on the world of wine (see *FLYING WINEMAKERS*). A reverse migration of mostly young French winemakers has a similar effect.

The country's isolation does have disadvantages, however, such as adding to the cost of importing highly fashionable new oak *BARRIQUES* from France (or at the very least from the nearest cooperage in Australia). An efficient domestic *STAINLESS STEEL* industry, however, developed to serve New Zealand's dairy industry, has provided economy and ingenuity in winery tank design.

Winemakers in New Zealand operate relatively free from regulatory constraint, with *ACIDIFICATION*, *DEACIDIFICATION*, and *ENRICHMENT* all permitted. It is a remarkable tribute to the ambitions of the industry, especially abroad, that overall wine quality is as high as it is.

In 2001, a small number of winemakers adopted the *SCREWCAP* as a closure instead of traditional cork. They created an organization *The Screwcap Initiative* to assist members with any technical aspects of application and to promote the new seal to an often sceptical market locally and in export markets. Twelve years later, 99% of all New Zealand wine bottles were sealed with a screwcap.

New Zealanders for long tended to worship the winemaker rather than the vineyard, although interest in subregions, notably in Marlborough and Central Otago, is fast increasing. This *NEW WORLD* phenomenon is in direct contrast to the French view of the

primacy of *TERROIR*. A decade or two will no doubt reveal the ephemeral nature of winemakers and the permanence of geography, but until that time, New Zealand winemakers will continue to be revered by an adoring domestic public.

Industry organization

The industry is dominated by *PERNOD RICARD NZ* whose leading brand is *BRANCOTT ESTATE*; the *Villa Maria/Vidals/Esk Valley* group; the *Nobilo Group*, which is part of *ACCOLADE*; *Matua*, which is part of *TREASURY WINE ESTATES*; and *Oyster Bay*. The large wineries rely on fruit bought in from the country's grape-growers although many supplement their own grapes with grapes grown under contract.

As in other New World wine-producing countries such as *ARGENTINA* and *AUSTRALIA*, many wineries have traditionally been located far from vineyards, and the development of South Island wine regions, separated from many winery headquarters by the treacherous *Cook Strait*, has only exacerbated this phenomenon in New Zealand. Increasing attention to field *CRUSHING* facilities, and the construction of wineries, or at least *PRESSING* stations, closer to the vineyards, was a notable development during the 1990s.

Exports to Australia, where some of the biggest-selling white wine brands are from New Zealand, overtook those to the UK in 2013 with exports to the US catching up fast.

Wine regions

See map. They are listed below in declining importance by volume of wine grown.

Marlborough Marlborough is by far the biggest of New Zealand's wine regions. Industry giant *Montana* (see *BRANCOTT ESTATE*) planted the first vines in Marlborough when it established the South Island's first commercial vineyard in 1973. At the time it seemed an enormous gamble but after the vines reached full production *Montana's* investment returned a handsome dividend in terms of quality and profit. Other producers soon followed to establish wineries in the region or to secure a supply of grapes for the 18-hour journey north to Auckland or *Gisborne*. The single wine that put Marlborough Sauvignon Blanc on the international map was *CLOUDY BAY*, in 1985. Since 1989, winemakers based outside the region have been able to use the services of a growing number of *CUSTOM CRUSH FACILITIES* to process grapes into juice or wine which can then be transported in bulk with less risk of extracting astringent *PHENOLICS* from grape skins. The availability of contract winemaking facilities has encouraged an increasing number of vine-growers to process part or all of their crop into wine for sale under their own label.



Marlborough, at the north eastern tip of the South Island, consists of a large, flat, river valley with deep deposits of silt and gravel. A number of soil patterns are found throughout the valley and even within single vineyards, leading to significant variations in quality and style depending on the grape source. Shallow, stony soils, which aid DRAINAGE and limit fertility, are favoured for high-quality wine production although some of the region's best Pinot Noir is from heavier, clay-rich soils at the base of the Wither Hills. Irrigation is widely used throughout the valley to establish vines in the sometimes arid, free-draining soils and to relieve vine stress during the typically dry Marlborough summer. Many of Marlborough's best wines are made from irrigated grapes, which, it is claimed, would have suffered a loss in quality if the vines were forced to rely on a natural supply of ground water. Three subregions are now gaining increased recognition. The northern Wairau Valley's lighter, stonier soils tend to make riper and often more pungent wines. The Southern Valley's richer soils produce richer and more concentrated wines, while the cooler, lower-cropping Awatere Valley would be the country's second-largest if it were a region in its own right.

Sauvignon Blanc is Marlborough's best-known and most planted variety. These pungent, aromatic wines that blend tropical fruit flavours with gooseberry and capsicum herbaceousness are regarded as representative of New Zealand's national wine style. The scramble to meet growing world demand for Marlborough Sauvignon Blanc combined with an unexpectedly bloated 2008 crop resulted in a drop in grape, vineyard land, and export prices causing financial hardship for many producers. Sauvignon Blanc accounts for more than 80% of the country's exports while Marlborough has nearly 90% of the country's vines. In the early years of this century Marlborough Sauvignon Blanc enjoyed particular success in Australia where it captured 40% of the white wine market, to the annoyance of local wine producers. Marlborough Pinot Noir has overtaken Chardonnay to become the region's second most planted grape variety, and a small but growing proportion of the Marlborough Pinot and Chardonnay crop is used in traditional method SPARKLING WINE production. Pinot Gris, whose NZ wines tend to follow the richer Alsace style than the Italian Pinot Grigio model, has risen rapidly to follow closely in Chardonnay's wake, although growth appears to have tapered off. Riesling is another very successful Marlborough vine variety, reaching its apogee as a sweet, luscious, botrytis-affected dessert wine. BOTRYTIZED wines can be produced here most years although the results vary considerably with vintage conditions.

Hawke's Bay around the town of Napier is one of New Zealand's older wine regions and

certainly one of the best. Complex soil patterns and MESOCLIMATES make it difficult to generalize about the wines of such a diverse region, particularly when they are made by such an eclectic group of winemakers. Situated on the east coast of the North Island, 215 km/130 miles south of Gisborne and 323 km/194 miles north of Wellington, Hawke's Bay frequently records the country's highest sunshine hours. The terrain varies from coastal ranges that rise to 1600 m/5,300 ft to wide, fertile plains consisting of alluvial and gravelly soils. A high water table and fertile soils can result in excessive vine vigour over much of the plains. In other parts of the region, deep, well-drained gravel soils encourage WATER STRESS and many vines require irrigation during long, dry periods. In pursuit of wine quality, vineyards were established on free-draining soils of lower fertility, at least from the mid 1980s. For ease of cultivation, vines have been almost exclusively planted on flat land, despite the allure of nearby limestone hills which may offer superior aspect and DRAINAGE. A collective of local grape growers and winemakers has identified an approximate 800 ha of deep shingle soils as an ideal area for the production of high-quality wines, particularly Syrah, Merlot, and Cabernet Sauvignon. The defined area has been named Gimblett Gravels, a district name that now appears on some of Hawke's Bay's better red wines.

Chardonnay and Merlot are the most planted Hawke's Bay varieties, with Sauvignon Blanc close behind. The best Hawke's Bay reds are a blend of Merlot and Cabernet Sauvignon, often with Cabernet Franc and/or Malbec playing a supporting role. They have intense berry and cassis flavours, often with a gently HERBACEOUS reminder of their moderately COOL CLIMATE origin and, sometimes, strong OAK influence from up to two years' maturation in new French BARRIQUES. The exalted status of BORDEAUX BLENDS is being tested by a small but rapidly expanding volume of Syrah, which at its best can perform with distinction. Hawke's Bay Chardonnay may lack the seductive charm of the Gisborne equivalent but the best have intense citrus flavours and a brooding elegance that are seldom matched by the wines of other regions. Hawke's Bay Sauvignon Blanc is a softer, fleshier wine than the better-known Marlborough Sauvignon Blanc. It often has a nectarine or stone fruit character, a useful indicator of regional identity.

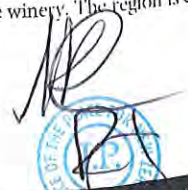
Central Otago Central Otago grows New Zealand's, and the world's, most southerly grapevines, some of them cultivated south of the 45th parallel. It is New Zealand's only wine region with a CONTINENTAL climate, providing greater diurnal and seasonal TEMPERATURE VARIABILITY than any other. Most Central Otago vines are planted on HILLSIDE VINEYARDS to give better sun

exposure and reduce frost risk. No other New Zealand wine region is as dependent on a single grape variety. Pinot Noir represents nearly 75% of the region's vines with Pinot Gris a distant second and Riesling in third place; this is one of New Zealand's very few Sauvignon Blanc-free zones. The growth in vineyard area, and development of new districts within the larger region, have been extraordinary. The now crowded valley at Gibbston was, with Wanaka, one of the original areas to be planted with vines as recently as the early 1980s. Bannockburn is widely regarded as the most successful district although subsequently planted vineyards in the Cromwell/Bendigo and Alexandra districts may challenge Bannockburn's crown. Central Otago's often voluptuous and intensely fruity Pinot Noir has helped put New Zealand red wine on the world map. The wines from this youthful and very experimental area have evolved rapidly in quality with potential for further gain.

Gisborne Total plantings in this east coast North Island region peaked in 2009, not least because of its dependence on once-popular Chardonnay when Pernod Ricard NZ decided that the future lay in Sauvignon Blanc. Gisborne Chardonnay is certainly the country's most distinctive regional example of the variety, with soft and charming fruit flavours that often resemble ripe peach, pineapple, and melon. Gewürztraminer is Gisborne's other claim to vinous fame. Pernod Ricard NZ sold off its large Gisborne winery and cancelled grape contracts there. Most Gisborne grapes are grown by farmers who sell them to wineries under long-term contract, or to the highest bidder. Several Auckland wineries buy Gisborne grapes and ship juice or wine to avoid extraction of unwanted PHENOLICS that might result from shipping grapes.

At the other end of the production scale are many small LIFESTYLE WINERIES that make only premium bottled table wine or TRADITIONAL METHOD sparkling wines. They include Millton Vineyards, New Zealand's first certified ORGANIC winery, which now produces grapes and wine according to the principles of BIODYNAMICS.

Canterbury/Waipara Canterbury, around Christchurch on the central east coast of the South Island, represents a collection of mostly small and very diverse subregions. Waipara, one hour's drive north of Christchurch, is by far the largest while each of Banks Peninsula to the east of the city, the plains west of Christchurch, the Cheviot Hills 40 minutes north of Waipara, and the limestone-rich Waikari Basin 15 minutes north west of Waipara have just a few producers each or, in the case of Cheviot Hills, a single winery. The region is cool



New Zealand *Wines* 2016



Michael Cooper's Buyer's Guide

Nearly 3000 New Zealand wines tasted and rated

MP *SC*

New Zealand *Wines* 2016

Michael Cooper's Buyer's Guide



upstart press



A catalogue record for this book is available from the National Library of New Zealand

ISBN 978-1-927262-41-2

All Upstart Press Book
Published in 2015 by Upstart Press Ltd
B3; 72 Apollo Drive, Rosedale
Auckland, New Zealand

Text © Michael Cooper 2015
The moral rights of the author have been asserted.
Design and format © Upstart Press Ltd 2015

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher.

Designed by www.cvdgraphics.nz
Printed by Opus Group Pty Ltd

Front cover photograph: Greenhough's Apple Valley Vineyard, Nelson, by Elspeth Collier



Nelson

After a notably warm, dry spring and summer, Nelson's drought ended at the beginning of March, triggering an early harvest of wines described by Neudorf as displaying 'elegance, vibrancy and purity'.

In spring, October and November were both sunnier than usual, and rainfall in November was the third lowest on record. However, a cold snap during the vines' flowering in late November and early December caused significant frost damage.

In summer, the weather stayed sunny, warm and dry. December brought much-needed rain to help with canopy growth, before we settled into a warm, dry Christmas and January, reported Neudorf. Disease pressure from powdery mildew reduced the vines' yields further, according to *New Zealand Winegrower*.

In late summer, the great growing conditions continued... albeit with an autumnal feel, says Neudorf. The moderately warm February slowed sugar accumulation, but allowed for continued flavour development.

In early autumn, the rains arrived. Nelson's drought broke with a vengeance today, *The Nelson Mail* reported on 6 March, 'with waves of heavy rain...'

After a warm first half of the month, temperatures declined markedly in the last two weeks of March. Overall, although March proved slightly sunnier and drier than usual, it still ranked as the wettest month in Nelson since June 2014.

Neudorf, the region's most prestigious producer, picked its last grapes on 8 April – earlier than any other of its 34 vintages. It praised 2015 as 'an uncomplicated vintage with the juice... displaying elegance, vibrancy and purity. We are seeing lower alcohols and are quietly predicting a classic vintage.'

Marlborough

Marlborough produced 75 per cent of the country's grape crop in 2015, despite the fact that only 233,000 tonnes of grapes were picked – a steep drop of 30 per cent from the 329,500 tonnes harvested in 2014. The Marlborough Research Centre attributed the drop to lower temperatures during the vines' flowering, which meant 'poorer fruit set (fewer berries per bunch) and consequently lower bunch weights at harvest...'

Spring was warm, although with frequent frosts. After a warm, dry September, October was sunny and dry, with average temperatures. Following a windy, warm, dry and very sunny November, flowering started at Pernod Ricard's Squires vineyard at Rapaura on 1 December – earlier than in most of the past 10 years.

That day, temperatures plummeted, affecting many of the region's Sauvignon Blanc blocks, just starting to flower. December proved to be a month of two halves, beginning with two weeks of cool, cloudy weather. However, from the middle of the month, temperatures soared and hot conditions prevailed.

Summer was warmer, sunnier and drier than 2014. January was the hottest since 2008 and notably dry, with less than 10 per cent of the average monthly rainfall. In late January, a grass fire swept across 50 hectares in the Awatere Valley.

In early February, Marlborough was declared a drought zone (total rainfall from July 2014 to February 2015 was the lowest for 86 years). The rest of the month was dry and sunny, with warm days, cool nights and slightly below-average mean temperatures. Irrigation schemes were sometimes turned off, leading growers to use water tankers.

At the start of autumn, early March rains eased the irrigation problem. March proved to be slightly warmer and sunnier than average, although it cooled significantly as the month wore on. Rainfall, although slightly below average for the month, was the highest since June 2014.

April was average, in terms of rainfall, but also cloudy and warm, due to high night-time temperatures. May was slightly warmer, a lot sunnier and much drier than usual.

Overall, reports about wine quality have been upbeat. 'The signs are that vintage 2015 will be one out of the box... enthused *Winepress*. 'Winemakers throughout the province are lauding the ferments and promising some iconic wines.'

Nautilus reported 'exceptionally clean' fruit with no botrytis pressures. 'The crops were down,' noted *The Darling*, 'but the intensity was up.'

Spy Valley reported 'remarkable' Pinot Noir, 'in that the acids were the highest and best balanced of any vintage so far, and with low crops, some real intensity of flavour and structure.' A 'cautiously optimistic' Mahi predicted 2015 'will go down as one of the classics'.

Canterbury

Canterbury winegrowers, mostly clustered in the north at Waipara, were the hardest hit of all the country's producers, in terms of yields, with a grape tonnage drop of over 50 per cent, compared to 2014.

In spring, an October frost affected up to 80 per cent of all vineyard blocks in Waipara, says *New Zealand Winegrower*. The district was also buffeted by high winds. Sauvignon Blanc, Chardonnay and Pinot Noir were all hard hit.

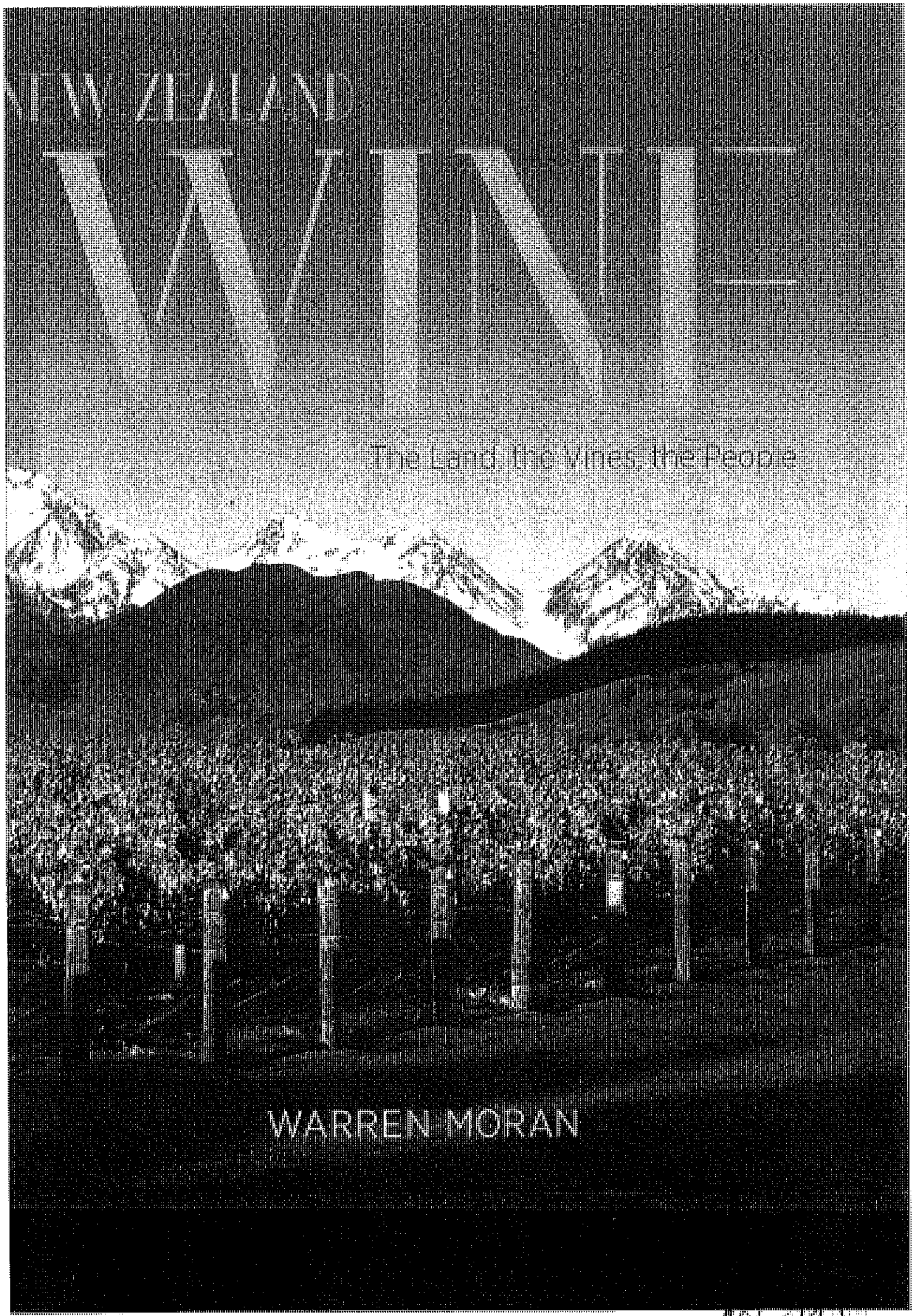
'Strong nor-west winds, direct from the Main Divide, was the theme of spring,' declared Black Estate. 'In the spring of 2014, Mother Nature was not playing cricket by the rules and she bowled the Waipara Valley an underhand ball,' reported Pegasus Bay. 'Many vineyards sustained some frost damage.'

In summer, 'beautiful weather from mid-December promoted really good ripening,' stated Black Estate. Towards the end of a dry, warm January, 'the big dry' hit much earlier than usual', according to the *New Zealand Herald*, and irrigation schemes were struggling.

Top wines are expected. 'Crops were well down,' reported Torlesse, 'but the fruit was of excellent quality.' Sherwood enthused: 'This year's Pinot Gris is the best we have ever seen.'

Black Estate experienced 'a wonderfully dry, hot growing season' with 'glorious autumn weather'. Tongue in Groove agreed: 'The fruit looks beautiful, with plenty of small berries.'





NEW ZEALAND

WINE

The Land, the Wines, the People

WARREN MORAN

New Zealand Wine

The Land, the Vines, the People

Warren Moran

With cartography by Igor Drecki

AUCKLAND
UNIVERSITY
PRESS



First published 2016

Auckland University Press
University of Auckland
Private Bag 92019,
Auckland 1142
New Zealand
www.press.auckland.ac.nz

Text © Warren Moran, 2016
Maps and figures © Igor Drecki and Geographx, 2016

Publication is kindly assisted by the
Wine Industry Research Institute and



ISBN 978 1 86940 478 9

A catalogue record for this book is available from the National Library of New Zealand

This book is copyright. Apart from fair dealing for the purpose of private study, research, criticism or review, as permitted under the Copyright Act, no part may be reproduced by any process without prior permission of the publisher.

Cover design: Carolyn Lewis
Front cover: Jim Tannock Photography
Back cover: Marti Friedlander
Page ii: Ngatarawa Wines, Hawke's Bay. *Ngatarawa Wines Collection*
Pages iv–v: Long Gully, Mt Difficulty Wines, Central Otago. *Tim Hawkins*

Printed in China by 1010 Printing International Ltd



Marlborough

'To the Blenheim vineyards,' said Mr Justice Beattie yesterday afternoon. 'Raise your glasses to the Blenheim vineyards.'

'Sandy, you heard the Judge's toast. He said "to the Blenheim vineyards". You get hold of Montana's public relations man and make the name stick. Cloudy Bay vineyards is a terrible name.

Blenheim vineyards it is.' – MAYOR OF BLENHEIM, MR S. P. HARLING,
QUOTED IN THE MARLBOROUGH EXPRESS, 25 AUGUST 1973

That Frank Yukich used the words 'Cloudy Bay' for the name of Montana's legal entity that in 1973 bought 2900 acres of Marlborough farmland in ten days has been forgotten by all but the most fervent followers of New Zealand winegrowing. None of the vendors had any idea that vines were to be planted on the land they sold to Montana. In 1985, David Hohnen, the owner of the West Australian wine company Cape Mentelle, embraced the name of Blenheim's coastal waters and called his Marlborough winery Cloudy Bay. He designed a label and created such a successful brand that it later enticed one of the world's trendsetters in luxury goods – LVMH (Louis Vuitton Moët and Hennessy) – to buy the enterprise for its stable in 2003.

All grapes going into Cloudy Bay's Sauvignon Blanc, Pinot Noir, Riesling, Gewürztraminer and *Méthode Traditionnelle* are grown in Marlborough. What is it about this environment that gives its grapes and wines, especially Sauvignon Blanc, qualities

Hunter's Wines,
Marlborough. *Hunter's Wines*





Figure 7.1 Marlborough, Nelson, and Wairarapa vineyard regions in their North and South Island settings

overlain by loess. The valleys between them are a very complex mix of silts, gravels and clay with clay-loam soils. On the terrain of these valleys and the flattish plain between them and the Wairau River, an intensification of land use has been played out. It is as dramatic as has occurred at any time, anywhere in New Zealand. During the last four decades the species *Vitis vinifera* has taken over this Wairau Plain as well as the terraces and rolling hills flanking the Awatere River to the south.

The pattern of streams and rivers of the Wairau Plain, and especially of the Southern Valleys, gives clues to their origins and the soils that have formed here (Figure 7.2). Today, smaller watercourses wander across the flat valleys and plain as if not quite knowing in which direction to flow. Without artificial drainage their courses would be even more complicated. Their current pattern is just one instant in a long history of changing sea level, periods of glaciation and glacial melt, and changes in the types of rocks being eroded in the headwaters of rivers and transported during many sequences of deposition and erosion. Rivers and streams have changed course; parts of the plains have been lakes when fine sediments have been deposited and later exposed. The presence of loess – materials fine enough to be blown by wind then deposited – makes the range of parent materials and their presence in the current soils even more complicated. It is not surprising that these soils and their deeper surface stratigraphy change rapidly, even over small distances.

As recently as 1863 the whole of the Wairau flood plain was covered in floodwater. When the Wairau and Waihopai are in full spring flood, more than 5000 cubic metres of water per second rush past Conders Bend. Before the flood-control works of the 1960s

Figure 7.2 (overleaf) Vineyards alongside natural and built drainage of the Wairau Plain



that attract international winegrowers and consumers? Even the viticulturists and winemakers, those closest to the daily and seasonal development of the vine and wine, as well as the scientists, find that question difficult to answer. This chapter explores the application of human effort in Marlborough's natural environments to tease out the complex interactions between the two.

The Wairau and Awatere valleys

On a clear day when your plane lands at Wellington airport from Christchurch or Auckland it is easy to imagine that the North and South Islands were joined as recently as two million years ago. They overlap. Picton and Nelson are at the same latitude as Wellington, while Motueka is north of Martinborough, and Cape Palliser, the southernmost tip of the North Island, is well south of Blenheim. Because the rugged southern tip of the North Island protrudes so far south it provides some shelter to the Wairau Valley from easterly weather conditions (Figure 7. 1). Even more importantly, the Richmond Range protects the Wairau Valley from the north and west, and the Inland and Seaward Kaikouras protect it from the south. Weather systems from the west also often funnel through Cook Strait, so it is not surprising that the Wairau Valley has low precipitation compared with most of New Zealand and that most years Blenheim vies with Nelson for the highest annual sunshine hours. Their location gives the valleys of the Wairau and Awatere distinctive atmospheric environments for the vine.

The Wairau River has its headwaters in the Spenser Mountains and St Arnaud Range. When you cross from St Arnaud at the base of the Rainbow Springs ski field into the headwaters of the Wairau River the origins of the downstream plains become obvious. The tumbling mountain streams surging across tussock pastures have names like Stony Creek and the Wash. They are charged with smooth, flat and rounded pebbles and boulders that strew the already braided beds and fill the narrow valley. On its course to the sea at Cloudy Bay the Wairau flows only slightly north of east, hugging the Richmond Range that separates Blenheim from Nelson. On its northern bank the flood plain is narrow and the tributaries are short. This is one fork of the Alpine Fault that reappears in the North Island.

When the Waihopai joins the Wairau from the south, about 10 kilometres west of Renwick and 30 kilometres from the east coast of Cloudy Bay, the valley widens. These southern rivers – the Waihopai, the Omaka with its tributaries Mill Stream and the Fairhall River, together with the Taylor River, that gathers in several streams before joining the Opawa – are much longer than those on the north bank. They have formed a series of almost flat valleys subsidiary to the Wairau, face north and are separated by low ridges rising to between 100 and 200 metres. These ridges have mainly clay soils, often

