

Declaration

I, Bobby George Clark

[Name]

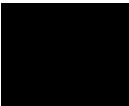
, of 

[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 evidence 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: Bobby George Clark

Signature: 

Declared at Gisborne this 26 day of July 2017.

Daniel Ben
Deputy Registrar
Magistrate's Court
Gisborne

Before me:

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

Signature: 

Evidence in support of application for registration of a New Zealand Geographical Indication: *GISBORNE*

Geographical Indication name

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

The Applicant notes that the GISBORNE GI may be used in conjunction with the names of smaller geographical units, including the following: *Waipaoa, Ormond, Ormond Valley, Central Valley, Patutahi, Patutahi Plateau, Riverpoint, Manutuke, Golden Slope*. The Applicant does not seek registration or protection for the names of these smaller geographical units as part of this application.

Quality, Reputation or Other Characteristic

The GISBORNE GI is New Zealand's third largest wine region by vineyard area. Located on the East Coast of the North Island, it has a warm, sunny climate and fertile soils, well suited to producing quality grapes for either the mid-price point, premium or ultra-premium price points.

The environment allows for mixture of large, medium and small producers to operate, enabling different strategies for success at the different price points. Throughout its long history, the GISBORNE GI has been home to pioneers in many respects: contract grape growing; commercial-scale sparkling wine production; world-leading Gewurztraminer; organic and biodynamic production; and the introduction of new varieties.

The GISBORNE GI has been responsible for some of New Zealand's most popular wine styles. Ripe and generously-fruited Chardonnay wines and aromatic white varieties are particular specialties, and the GISBORNE GI has also been a major centre for sparkling wine production.

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

- GISBORNE GI wines are specialised in a particular suite of grape varieties and wine styles suited to both the physical environment and the market, particularly Chardonnay, sparkling wine and Gewurztraminer.
- GISBORNE 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.
- GISBORNE GI wines are high quality products produced either as quality mainstream wines with mid-price market positioning or "boutique" wines with premium market positioning.
- GISBORNE 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.

BC

History and background

Background

The GISBORNE GI is situated within New Zealand's most eastern region on the east coast of the North Island. Covering 8,351 square kilometres, Gisborne is bounded by the Raukumara Ranges to the west, Hawke's Bay to the south, and the Pacific Ocean both north and east. The region's tallest mountain, Hikurangi (1752 metres) is the first place the emerging sun shines on mainland New Zealand. The Māori name for the area is Tairāwhiti, the coast upon which the sun shines.

The region – home to 44,000 people – is renowned for its dry, sunny climate, fertile soil and relaxed lifestyle. Its coastal position brings cooling afternoon sea breezes, characteristic of many of the world's great wine growing regions, to vineyards closer to the coast.

From the 14th century, several waka, including Takitimu and Horouta, brought people to the region from Hawaiki. The first formal meetings between Maori and European happened here, in what became Gisborne, when James Cook and his ship HMS Endeavour arrived in October 1769.

Today, plantation forests, and agricultural and horticultural farmland form the predominant land cover, primary industries being forestry, sheep and beef farming and horticulture.

A flood control scheme built along the Waipaoa River from the early 1950s enabled the fertile alluvial plains – known as the Gisborne or Poverty Bay Flats – to expand from sheep and beef farming, maize and squash to a cornucopia of products including sub-tropical fruits, market-garden produce and grapes.

In 2016, Gisborne was the third largest wine producer in New Zealand with 15,944 tonnes of grapes harvested on the Gisborne Flats. Grapes were the third most common crop on the Gisborne Flats behind maize/sweetcorn and squash, accounting for close to 10 percent of all crops.¹

History

Wine was produced in the region from the mid-1850s for altar purposes and from 1909 for pleasure. The first grapevines are believed to have been planted in 1840 by Rev. William Williams at the Kaupapa mission station, Manutuke, then a decade later by French Marist missionaries Father Lampila and Brothers Basil and Florentin near Muriwai.

In 1909, Austrian blacksmith Peter Gurschka planted about an acre of grapes at Manutuke including Black Hamburg, Framina and Albany Surprise and by 1916 was making 700 gallons of wine a year.

The region's first significant commercial winery, Waihirere Wines, was built by German immigrant Friedrich Wohnsiedler who began planting grapes in 1921. By the late 1950s, Waihirere and Ormond wines were household names among New Zealand wine drinkers. Pioneers Frank Chitty, John Vita and Antonio Zame produced mainly fortified wines for local consumption.

A positive future for Gisborne wine began to surface when Wohnsiedler's descendants expanded his winery and in the 1960s changed the focus from fortified to still table wines. Their winemaker Kevin Schollum introduced Riesling Sylvaner, Chardonnay and Cabernet. With capital from Auckland and Wellington liquor wholesalers, production skyrocketed. The family lost control to Montana Wines by 1973 but the name lived on in Wohnsiedler cask wine.

¹ Arable Land Use in the Gisborne District – Summer Crop Survey Summer Season 2015/2016 GDC Science Report 4/2016

Montana and Corbans needed Gisborne's volumes to expand and began contracting landowners to grow grapes on their behalf from the mid-1960s. Penfolds, Cooks, Villa Maria also claimed a stake. Growth was rapid. Within four years, Gisborne's 67-acre vineyard of 1965 grew to 650 acres. Early varieties were prolific – most common being Baco 22A, Seibel and Albany Surprise – but incapable of producing quality wines.

Gisborne's fertile soil and exuberant growth contributed to almost inconceivable tonnages and a 'carafe country' reputation. From the 1970s to the mid-1980s, Gisborne was New Zealand's primary source of grapes for the growing cask-wine market. With payment by the tonne, the focus was on quantity. Although large volumes of Gisborne grapes made their way into some of New Zealand's most highly regarded wines, few companies confessed to the source of their award-winners.

The Gisborne vineyard continued to expand throughout the 1970s with new varieties and new clones of existing varieties imported and planted to produce better-quality wine. Bill Irwin of Matawhero Wines imported the first Mendoza chardonnay clones to New Zealand and planted them in Gisborne.

Another step towards a higher-quality wine industry came with the 1986 Vine Pull – the government's response to a national wine glut and price war – in which about a third of the Gisborne vineyard, 600ha, was uprooted. Premium grape varieties replaced old hybrids, a large quantity of Müller-Thurgau – the basis of most bulk white wines – and phylloxera-affected vines. Better management techniques also helped Gisborne progress from cask-wine territory to award-winning wines.

Smaller boutique wineries – notably Matawhero Wines, The Millton Vineyard and Revington Vineyard – forged a name for themselves from the late 1970s, winning national and international awards with single-vineyard wines. These successes and excellent smaller-volume wines being produced by Montana, Corbans, Villa Maria and Nobilo helped partly rid the district of its bulk-wine infamy from the late 1980s.

By the late 1990s, various big companies began to acknowledge Gisborne as the region of origin. Foremost were Corbans with its Private Bin and Cottage Block Chardonnays, and Montana with various labels including its letter series that included 'P' Patutahi Gewürztraminer and 'O' Ormond Chardonnay – from grapes grown on Wohnsiedler's original vineyard.

Meanwhile, large producers Montana, Penfolds and Corbans were consolidated into a single company. Industry giant Montana bought out Penfolds in 1986 and, in 2000, acquired its biggest rival Corbans, the country's second-largest wine company. UK-based Allied Domecq gained control of Montana in 2001 and on-sold in 2005 to French company Pernod Ricard SA. In 2008, Pernod Ricard NZ owned 380ha of vineyards in Gisborne.

In 2005, Gisborne winegrowers identified nine sub-regions with unique soil and climatic features – Waipaoa, Golden Slope, Ormond, Ormond Valley, Central Valley, Riverpoint, Patutahi, Patutahi Plateau and Manutuke.

Chardonnays became Gisborne's greatest asset, its flagship variety. The grapes were the basis of Montana's huge-selling Gisborne Chardonnay – the first commercially produced chardonnay in the country, first released in 1974; its internationally renowned Lindauer Brut, first produced in 1981; and Lindauer Special Reserve Blanc de Blanc.

Denis Irwin's 1976 Matawhero award-winning Gewürztraminer put Gisborne on the map with the variety. This was followed by the 1994 Revington Vineyard trophy winner and Nick Nobilo's

Vinoptima, from 2004, by which time Gisborne held a third of the country's gewürztraminer plantings. Revington's 4.5ha vineyard was the former Benson vineyard at Ormond, which had earlier supplied grapes for several gold medal-winning Cooks Chardonnays. Revington vineyard is now owned by Wrights wines. Vinoptima specialises in world class, super-premium Gewürztraminer from the Ormond sub-region.

Millton won gold medals and trophies at Air NZ Wine Awards in 1986 for Riesling, 1987 for Chenin Blanc and 2009 for Viognier

In 2008, wine writer Michael Cooper described as "outstanding" Millton Vineyard's Clos de Ste Anne Naboth's Vineyard Chardonnay, Clos de Ste Anne Viognier Les Arbres and Te Arai Vineyard Chenin Blanc; Montana's 'O' Chardonnay and 'P' Gewürztraminer; and Vinoptima Ormond Reserve Gewürztraminer.

However, Gisborne's increasing reliance on Chardonnay as the predominant variety contributed to a collapse in mid-2009. To correct an oversupply, major companies drastically cut volumes from contracted growers, reducing the harvested tonnage by 25%. Grapes due for replacement because of variety or disease were uprooted.

The Gisborne winery returned to New Zealand ownership in October 2010, Pernod Ricard selling its Gisborne assets and selected brands to Lion Nathan NZ and joint-venture partner Indevin, New Zealand's largest independent contracting winemaker. Lion Nathan bought 12 wine brands, including the iconic Lindauer and selected Corbans, Huntaway and Saints, to become the country's second-biggest wine distributor. Indevin took ownership of all company-owned Gisborne vineyards, the Hawke's Bay vineyard and the Gisborne winery, renamed Indevin Gisborne in December 2010, ending the region's more than 40-year association with Montana.

In 2016, Gisborne had 1350 ha planted in grapes. Chardonnay accounts for half of all plantings, at 664ha; aromatic white varieties such as Pinot Gris, Gewürztraminer and Viognier account for 555 ha. Reds grapes account for 131 ha, less than 10 percent of the planted area.

The district's cluster of quality-focused boutique producers remains a source of regional pride despite Indevin dominating the region's wine output. Some wine labels like Millton and Longbush have been producing quality boutique wines for over 25 years. In the last 15 years there have been a number of new boutique labels formed including Vinoptima, Spade Oak, Bushmere Estate, Wrights, Ashwood, Stonebridge, Hihi. In addition some older labels like Matawhero and Bridge Estate have been re-invigorated under new management.

Indevin uses Gisborne's Chardonnay and Pinot Noir as the base wine for its international award-winning Lindauer range and Verde Brut Gisborne NV. The latter won "Champion Sparkling" in the 1996 Air New Zealand Wine Awards.

At the 2017 Royal Easter Show Wine Awards, gold medals were awarded to Villa Maria Reserve Barrique Fermented Gisborne Chardonnay 2014 and 2015 and Te Hana Reserve Cuvee, made with Gisborne Chardonnay and Pinot Noir grapes.

Gisborne's wine quality is internationally recognised; its reputation as a premium producer of Chardonnay, undisputed – for the consistency of crop, the wine and its flavour.

Numerous gold medals have been awarded over the years to Gisborne Chardonnay, Chenin Blanc, Riesling, Viognier, Albariño, Gewürztraminer, Pinot Gris and Malbec.

BC

The economic context

The geology, soils and climate of the GISBORNE GI does allow many suitable vineyard sites. However grape growing in GISBORNE GI has to compete with other potential uses of the highly productive land on the Poverty Bay flats. Other competing crops include kiwifruit (both gold and green), apples, citrus (oranges, lemons, mandarins), vegetables (lettuces, broccoli, tomatoes), maize, sweetcorn. This competition between crops has restricted the development of land in GISBORNE GI for viticulture as farmers seek the best economic return from their land.

GISBORNE GI typically does have relatively low costs of production per tonne when compared with other NZ wine growing regions, due to its highly productive soils, high use of mechanical viticulture work and no irrigation requirements. This means that the costs per tonne of grapes is typically low in GISBORNE GI.

However for grapes destined for premium wine production the costs per tonne are higher due to a higher requirement for manual viticulture work to ensure yield and quality requirements are met. This has resulted in mixed model in GISBORNE GI with the region providing grapes to both the mid-price point and premium market positions.

Industry structure

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

Gisborne Grape Growers Society was incorporated in 1968. Since this date the group has been actively promoting and fostering the growth of grape and wine production in the region. In recent times the group has been renamed Gisborne Winegrowers. This group continues to support the grape growers and wine producers in the GISBORNE GI.

Gisborne over the last 30 years has had a mix of industry players as follows;

- Brand owners – The entities own GISBORNE GI brands but do not own any vineyards or wineries in Gisborne. For example: Lion Nathan
- Vineyard and brand owners – These entities own vineyards in GISBORNE GI and also have their own brand. For example Ashwood, Matawhero
- Vineyards, winery and brand owners - These entities own GISBORNE GI brands as well as growing grapes and produce their own wine. For example – Indevin, Millton, Vinoptima
- Purchaser of grapes – These companies purchase grapes from GISBORNE GI with the wines typically made in wineries outside of GISBORNE GI. For example - Villa Maria, Pernod Ricard, Matua Valley, Constellation, Coopers Creek.

The split of production between large, medium and small wineries is heavily skewed towards large producers with Indevin alone processing over 60% of GISBORNE GI grapes for Lion and Indevin brands.

The GISBORNE GI covers a closely linked winegrowing community. All winegrowers are members of the Applicant and most participate in its activities. The Applicant provides a platform for many cooperative activities from marketing to education.

Regular viticulture workshops are held in the region to improve the quality of viticulture in the region including pruning, pest and disease, industry updates so all participants in the region are up to date with current best practice. Marketing initiatives have been held in the region jointly promoting the region both locally and nationally.

BC

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

Geographical features in the area / soil composition in the area

Vineyards are found in three main inland parts of the GI. The Patutahi plateau, west of the city centre, has deep clay loam and very friable silt soils high in organic matter that drain relatively well courtesy of its slightly sloping aspect. To the north-west along SH2, are the inland plantings of Te Karaka, Ormond Valley, Hexton Hills and Waiherere, the latter also known as 'the Golden Slope' for its clay-based sandy top soiled, elevated escarpment that extends along the foothills.

The Central Valley is more productive land and these vineyards are generally found along the banks of old unused streams. To the south-west of the city are substantial vineyard plantings on flatter, sandier soiled Matawhero with its sub region of Riverpoint Road, a cul-de-sac of land from the old Waipaoa river bed, and then the clay loam soils of Manutuke. This sub region was where the region's first vines were planted in the late 1800s by early missionaries.

Matawhero and Manutuke sub regions are also closest to the coast, receiving cooling afternoon sea-breezes in the height of summer. Vineyards across the GI are mostly on flat, riverbanks or gently sloping land as the rugged immediacy of the high country and ranges makes hillside areas mostly inappropriate for significant vineyard plantings. However in recent times particular valley sites have been planted in vines, exploring additional microclimates.

Within these broadly outlines, several distinct winegrowing areas have been identified in the GISBORNE GI, each with its own unique soil features. The key ones are described here.

BC



Golden Slope

A narrow 10km strip running across Ormond, Waihirere and Hexton, the Golden Slope is made up of small parcels of elevated sloping land. Medium to heavy Kaiti clay base material is overlaid with 20-30cm of light black topsoil, with influences from the limestone foothills. These conditions allow vines to grow with a balance suited to super-premium wine making.

Ormond

This area is a mixture of silt and clay loam soils. Numerous premium wines have been produced from grapes grown here.

Ormond Valley

A mesoclimate of gentle slopes of high-calcified soils within a narrow valley, this area holds a fantastic record for single vineyard wines. Soils are similar to the Golden Slopes, containing areas of Kaiti clay that balance the vines. This appellation is known for producing rich golden wines with broad palate weight and intense fruit flavours.

BC

Manutuke

Gisborne's oldest wine-growing region, with grapes first planted in the late 1890s. Manutuke has mainly silt soils with good drainage and areas of Kaiti clay closer to the hills. The silt loam soils close to the river are varied, light and have high calcium levels - creating wines of finesse. Further from the river the soils become heavy and complex - ideally suited to full-bodied Chardonnay and Viognier.

Central Valley

This area covers Waerenga-o-Hika, Makaraka, Makauri and Matawhero. The northern areas are made up of a mixture of clay loam and silt soils, ensuring consistent qualities across the blocks. The Waipaoa River exerts a profound influence as it meanders its way through the valley, providing deep silt soils on its margins.

Riverpoint

Riverpoint soils consist of free-draining silt loams that allow fruit to ripen well, with consistently high fruit sugar levels.

Patutahi

Patutahi is home to more than one third of Gisborne's vines and produces richly flavoured, award winning wines. Large parcels of consistent Kaiti clay soils allow premium viticulture on quite a large scale. Soils are predominantly a 50/50 combination of silt and clay loam.

Patutahi Plateau

The Patutahi Plateau has Kaiti clay loam soils in this growing area have produced premium, richly flavoured, award winning wines.

Waipaoa

Waipaoa area has clay soils which produce wines with riper fruit flavours and warm honeyed complexity. Vineyards are most situated close to the Waipaoa River on lighter more free draining soils with vines being highly productive.

Climate in the area

Climate is one of the primary determinants of the growth and ripening of the grapes grown within a GI, which in turn contributes to distinctive sensory attributes in the wine produced in the GI. It affects the development of fruit, the duration of ripening and the timing of harvest, as well as impacting upon fruit quality and vine health.

The GISBORNE GI's key features are its high sunshine hours with cooling sea breezes off the South Pacific Ocean. This temperate climate with its moderating coastal influence and sheltering topography allow vines to flourish in a favourable environment. The adequate rainfall and high moisture holding capacity of the sedimentary soils can allow vines to be dry farmed without any use of additional irrigation, mitigating any external energy requirements.

The GISBORNE GI is situated on the upper East Coast of the North Island of New Zealand. The broad river plain within the valley is hugged by the Raukumara Ranges to the south west. The Waipaoa River and its tributary Te Arai, originates in these foothills and winds slowly down the valley across some of the alluvial soils, out into Poverty Bay and onwards to the South Pacific Ocean beyond.

BC

The wine-growing area extends inland in a roughly triangular shape from the coastal city of Gisborne back towards the steeply rugged high country and ranges. This area is geologically unstable having been derived some of the most recent soils to rise up from the oceans' floor. The heavy clay hillsides with sandstone and limestone foundations are prone to slipping when not covered in native vegetation such as manuka.

Prior to the 1950s flood control scheme being established, the plains regularly flooded depositing fine silt loams of aromatic qualities. While floods are now rare, the rivers remain silty and the complex alluvial clay/fine silt soils of the plains are rich and deep, allowing a wide mix of horticulture, agriculture and viticulture to flourish.

The extensive Raukumara Ranges provide shelter from westerly and northerly winds (the region's prevailing winds are dry warm nor'westers), but also attract rain from easterly and south-easterly weather systems, which generally reduce vine stress. Rains at harvest time have proven to be a challenge for the region, which generally experiences greater rainfall in the February to April harvest months than fellow East Coast GIs Marlborough, Hawke's Bay and Canterbury.

The western (Patutahi plateau) side of the GI is drier than the east (Ormond). The GISBORNE GI remains subject to cooling easterly winds from the Pacific Ocean and these sea breezes are common in the afternoon, but mainly impact the coastal Matawhero and Manutuke plantings, the other growing areas being further inland.

Being the most easterly winegrowing region in the world, the GISBORNE GI's high sunshine hours and moderately warm temperatures give rise to harvest times commencing in the very early stages of autumn, and is typically amongst the first in the country to harvest grapes. This can mitigate harvest rainfall risks by enabling grapes to ripen relatively early in the season while the sun is still high in the sky and the air is clear.

While the GISBORNE GI has also been known to record some of the highest temperatures in the country, and experiences relatively mild temperatures throughout the year, frost can occasionally be a problem for vineyards on the fringe of the Central Valley and Ormond. The viticultural challenge for the GISBORNE GI is not therefore the more typical one experienced in the cooler southern GIs of achieving sugar or phenolic ripeness, but instead harvesting ripe clean fruit with attendant complexity and balanced acidity.

Harvest rainfall has been known to affect fruit intensity and shorten the window for phenological development but with changing viticultural practices including dry farming, vine understory management and increasing health of the receptive soils via humus and organic matter, many environmental challenges are becoming more easily mitigated.

Largely due to the climate, in conjunction with other geographical features, the choices of variety, (either mass selected from older plantings or new and recent imports of selected clones), together with complementary rootstock selections are important for the GISBORNE GI, as are meticulous viticulture practices. Earlier-ripening varieties such as Malbec often do very well in the GISBORNE GI, as do styles such as sparkling wine for which the grapes rely upon being picked early. It seems likely that the emergent style of early-picked lower-alcohol wines will be a successful style for the GI's climate and there are very positive results with the recent plantings of Spanish native, Albarino.

Chardonnay has been a consistently successful variety for the region and is responsible for most of the GI's most critically acclaimed wines. The GI does not experience a particularly high diurnal shift, but the overall high level of fruit ripeness achieved delivers robust flavour across its varieties. The

BC

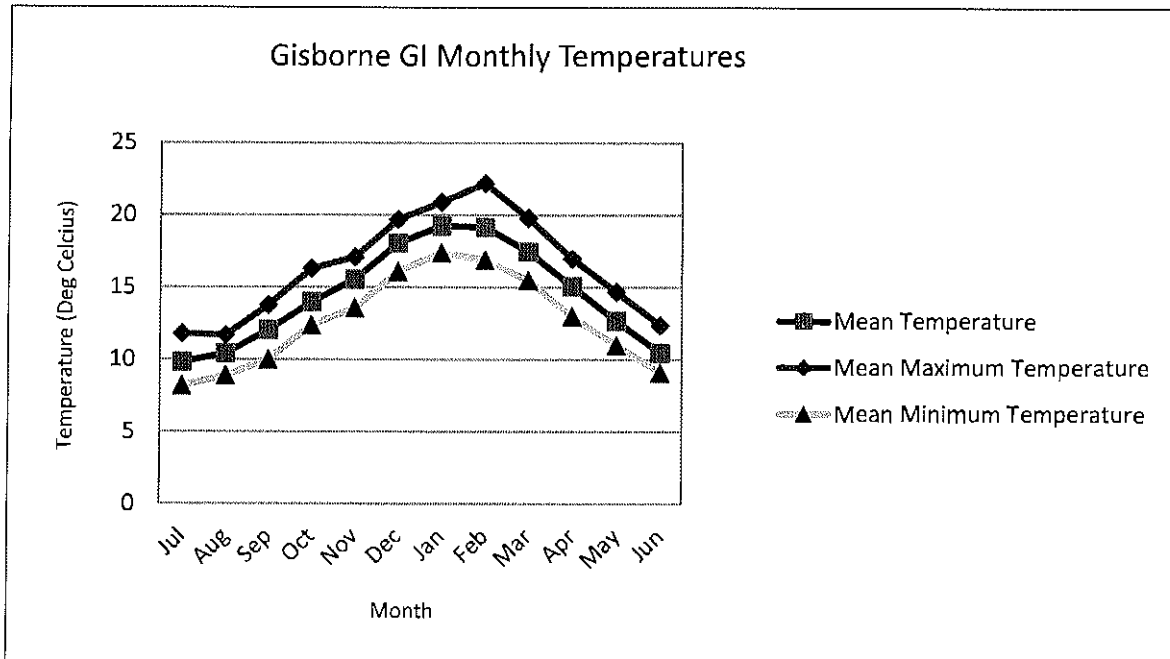
GI's warmth and sunshine also allow it to ripen fairly high levels of crop, which has made it an attractive region for larger producers seeking to achieve higher volume commercial crop levels allowing adequate returns for growers.

Key climate indices and statistics

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

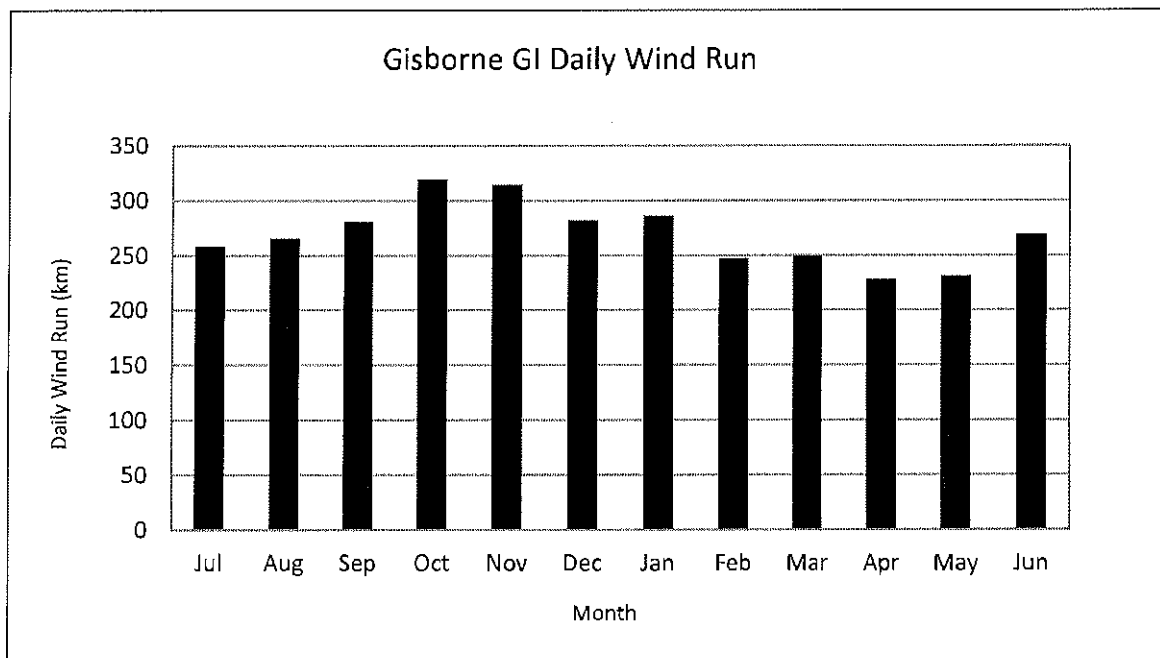
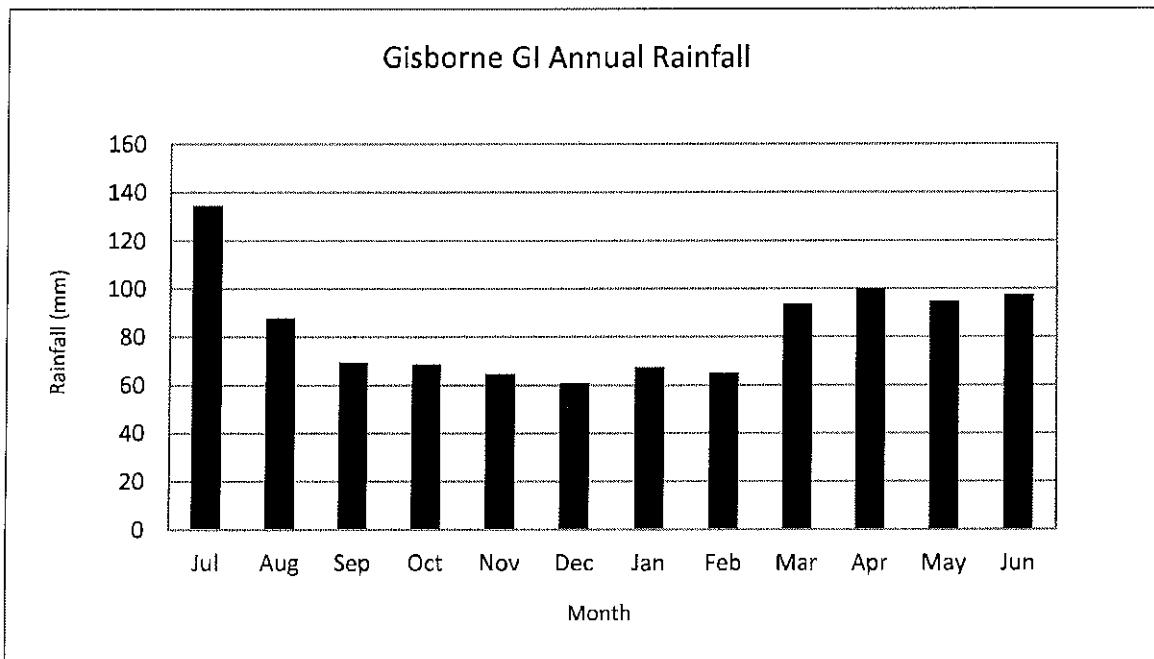
| | Sunshine Hours (sum) | Growing Degree Days (>10°C) (sum) | Rainfall (mm) (sum) | Screen (air) frost (# days per month) (sum) | Ground Frost (# days per month) (sum) |
|------------------------------|----------------------|-----------------------------------|---------------------|---|---------------------------------------|
| Annual | 2,475 | 1,725 | 1,005 | 1.7 | 31.5 |
| Season (Sept - April) | 1,845 | 1,543 | 591 | 0.01 | 6.7 |
| Season % of annual | 75% | 89% | 60% | 7% | 21% |

| Growing Season metrics (Sept-April) | °C |
|-------------------------------------|------|
| Mean Maximum Temperature | 18.4 |
| Mean Minimum Temperature | 14.4 |
| Mean Diurnal Shift | 4 |



² Data sourced from Gisborne AWS, Gisborne Aero, and Gisborne EWS

BC



Methods of production in the area

Grape varieties and wine styles

Gisborne typically produces white, sparkling, reds and rosé wines from the following grape varieties.

- Chardonnay;
- Sparkling wines; based on Chardonnay, Pinot Noir & Muscat
- Pinot Gris;

BC

- Gewurztraminer;
- Viognier;
- Merlot

In 2016, the tonnes harvested within the GISBORNE GI from each grape variety were as follows:

| WHITE | | RED | |
|-----------------|--------------|-----------------------------------|-------------|
| Variety | Tonnes | Variety | Tonnes |
| Chardonnay | 7,772 | Pinot Noir (mainly for sparkling) | 609 |
| Pinot Gris | 4,648 | Merlot | 387 |
| Sauvignon Blanc | 770 | Pinotage | 193 |
| Muscat | 601 | Malbec | 19 |
| Gewurztraminer | 387 | Syrah | 10 |
| Viognier | 172 | Other reds | 1 |
| Arneis | 159 | | |
| Other whites | 218 | | |
| TOTAL | 14727 | TOTAL | 1219 |

The "signature" styles produced in the GISBORNE GI are: Sparkling wines (based on Pinot Noir/Chardonnay blend or Chardonnay blanc de blanc), Chardonnay, Viognier, Gewurztraminer, Pinot Gris. Although Sauvignon Blanc is grown in Gisborne the majority is sold as bulk wine and blended into NZ branded blends of Sauvignon Blanc.

Viticulture and winemaking

Viticultural and winemaking practices vary within the GISBORNE GI dependent upon the variety and market positioning of the specific grape varieties in the range of physical environments that exist with the GI. While the practices themselves may not be unique, they are aimed at promoting the distinctive characteristics of wines from the GISBORNE GI.

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

- Most of the grapes are grown on flat land on the Poverty Bay flats using Vertical Shoot Positioning (VSP) trellising systems. On these sites mechanical viticultural work practices are mainly adopted.
- Some premium wines are grown on hillside sites using VSP trellising systems. On these site more a mixture of mechanical and manual viticultural work practices tend to be adopted.
- The majority of grapes in GISBORNE GI are machine harvested. There is a limited amount of hand harvesting carried within the GISBORNE GI, in particular for wines destined for the premium price points.
- There is no irrigation of vines; all vines are dry farmed.
- Yields vary considerably with the GISBORNE GI dependent on the market positioning and variety of grapes as follows;
 - Yields for Chardonnay & Pinot Noir varieties destined for sparkling wines are typically picked earlier than other varieties with yields typically between 15 tonnes to 20 tonnes per hectare.
 - Yields for Chardonnay, Pinot Gris, Merlot destined for mid-price points are typically harvested at between 10 tonnes to 15 tonnes per hectare
 - Yields for Chardonnay, Pinot Gris, Viognier, Gewurztraminer, Merlot destined for premium wines are typically harvested at between 6 to 10 tonnes per hectare

BC

- Wines made for mid-price point wines are typically fermented in stainless steel.
- Wines for premium wines are fermented in either stainless steel or oak barrel fermented dependent on the variety and the desired style.
- Grape growers and winemakers within the GISBORNE GI have a strong commitment to sustainable, organic or bio-dynamic winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification. The GI includes one of the oldest biodynamic wine estates in the southern hemisphere and is generally very receptive to embracing organic and biodynamic culture.
- Gisborne has also a strong connection to experimentation with new grape varieties for New Zealand. This includes Mendoza Chardonnay clone and Gewurztraminer by Matawhero wines. More recently Albarino, Arneis and Marsanne have been trialled by Gisborne winegrowers.

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 mainstream wines with mid-price point positioning

The majority of wines from the GISBORNE GI are quality mainstream wines produced by the larger New Zealand companies. Prices are typically in the NZ\$10 to NZ\$20.

The main wines produced in this category include Chardonnay, sparkling wines and Pinot Gris for wine brands such as Lindauer, Huntaway, Saints, Montana and Villa Maria. However there are many companies producing wines in this bracket such as the ones listed below on wine-searcher.com

| | | |
|--|----------|--------|
| Corbans Homestead Pinot Gris, Gisborne | Gisborne | NZ\$9 |
| Millton Crazy by Nature Shotberry Chardonnay | Gisborne | NZ\$18 |
| Ashwood Chardonnay | Gisborne | NZ\$21 |
| Duck Hunter Oaked Chardonnay | Gisborne | NZ\$18 |
| Hihi Chardonnay, Gisborne | Gisborne | NZ\$12 |
| Matawhero Chardonnay | Gisborne | NZ\$19 |
| Matawhero Church House Gruner Veltliner | Gisborne | NZ\$18 |
| Matua Valley Pinot Gris | Gisborne | NZ\$14 |
| Soljans Pinotage | Gisborne | NZ\$19 |
| Thornbury Gisborne Chardonnay, | Gisborne | NZ\$16 |
| TW Wines Gisborne Estate Chardonnay | Gisborne | NZ\$14 |
| Villa Maria Cellar Selection Albarino | Gisborne | NZ\$16 |

BC

"Boutique" wines with premium and super-premium market positioning

There are a number "boutique" wine labels in GISBORNE GI focused on quality wine production with premium and the occasional ultra-premium positioning. These wines are produced by both large, medium and small producers.

The main wines produced in this category include barrel fermented Chardonnay, methode traditional sparkling wines, Viognier, Gewürztraminer for brands such as Millton, Lindauer special reserves, Vinoptima, Matawhero, Coopers Creek, Villa Maria (e.g. Gisborne Barrique Fermented Chardonnay). For example the following wines are listed on wine-searcher.com

| | | |
|--|----------|---------|
| Millton Clos de Ste. Anne Naboth's Vineyard | Gisborne | NZ\$57 |
| Millton Clos de Ste. Anne Les Arbres Viognier | Gisborne | NZ\$51 |
| Millton Clos de Ste. Anne Chenin Blanc | Gisborne | NZ\$60 |
| Vinoptima Ormond Reserve Gewurztraminer | Gisborne | NZ\$74 |
| Vinoptima Estate Noble Late Harvest Gewurztraminer | Gisborne | NZ\$237 |

Quality

Sensory attributes

Master of Wine, Emma Jenkins, has provided the following descriptions of the sensory attributes typically associated with wines from the GISBORNE GI.

Chardonnay

Chardonnay is both the GISBORNE GI's most planted and its highest profile variety with 664 ha of vines as at 2016. The GI typically produces richly-fruited, fuller-bodied styles with immediate appeal. The mild maritime climate means wines are typically fruit driven with tropical and stone fruit aromas and flavours, with lower acidity and a soft more open-knit palate structure. Chardonnay grapes in the GISBORNE GI are well suited for both sparkling wines (refer Sparkling Wines below) from earlier selections and full bodied table wines where the silken clays and cooling sea breezes produce wines of great depth and exotic concentration. The Gisborne climate also allows growers to successfully ripen sustainable crop loads of high commercial value delivering well balanced wines for early to medium term consumption. Gisborne Chardonnay is also critically well-regarded at the higher price points, with particular wines regularly featuring in wine show gold medal results and suitable for medium-term cellaring. The GISBORNE GI can produce wines from fragrant, fruit-forward styles with minimal winemaking intervention through to layered, full bodied styles that may be barrel-fermented and matured and have yeast autolysis and malolactic fermentation influence. The use and choice of oak and winemaking techniques will vary according to style and market position.

Sparkling Wines

This is a key performer for the GISBORNE GI with numerous critically successful wines across many market price points and styles. GISBORNE GI fruit can be found in some of the country's best as well as most prolifically produced wines. The regions young rich soils derived from sedimentary deposits, together enhanced by the mild maritime climate and high sunshine hours allows grapes to be harvested early in the season with ripe fruit flavours and retention of natural acidity. Classical *methode traditionnelle* styles are made from early-picked Chardonnay, and Pinot Noir grapes, and

BC

offer a diverse range of classic styles with wines displaying a cushiony mousse and silken tactile appeal. Other varieties such as Muscat are produced in a lower alcohol style from either tank fermentation or occasionally added carbonation.

Pinot Gris

Pinot Gris is the second most planted variety in the Gisborne region with approximately 343 ha (2016). The grapes have thin skins and tight bunches which can present a challenge in moist seasons yet left to fully ripen in the regular years produces styles which vary in sweetness and fruit intensity but typically are expressive of exotic melon, Asian spices and warming mouth feel. Newer clones for the region, as well as careful viticultural techniques, have increased the growers' capabilities to advance this variety's potential. The regions mild temperate climate and high sunshine hours allow for good crop levels at full ripeness. Styles vary in sweetness and fruit intensity but typically are expressive of treefruit and baking spices. The wines are generally vinified using stainless steel to preserve aromatic and flavour purity.

Gewürztraminer

Gewürztraminer is a standout amongst the aromatic varieties planted in the Gisborne region with distinctly aromatic, layered and spicy wines. Plantings are relatively small at 43ha in 2016 and some of the country's most critically acclaimed wines are found here, featuring one producer solely dedicated to producing world class Gewürztraminer. The Gisborne region can capture the GI's advantages of well-timed humidity to produce very intense botrytis affected wines of great style and opulence. Generally, the mild temperate climate and warm soils of the GISBORNE GI delivers varietally intense, generously flavoured wines. Wines tend to be vinified in a neutral fashion to preserve aromatic and flavour purity and overall intensity.

Viognier

Viognier prefers warmth and clean air in its growing season to express well ripened, richly aromatic wines with mouth-filling textural qualities and as such the GISBORNE GI's unique climate can potentially deliver these qualities. The variety is also sensitive to fungal diseases and can have a tendency to drop acid and accumulate high sugar and therefore elevated alcohol levels. Viognier therefore requires careful viticultural management to ensure clean fruit and well balanced wines. Gisborne has small plantings at around 29ha in 2016 and in the great years produces wines of good varietal expression and balance with ripe stone fruit and floral aromas, and intensely fruited full-bodied palates, with the maritime influence often resulting in a complex saline quality in some wines. Wines may or may not have oak used during winemaking to balance the natural phenolics and depending on desired style are generally dry and in the higher alcohol style.

Albarino

The Spanish native variety Albarino is a relative newcomer to New Zealand and as elsewhere, the GISBORNE GI's plantings of 8.5 ha (2016) have only occurred over the past decade. However, the resulting wines of clear typicity and lifted aromatic profiles with deep flavour suggest Albarino is likely to become a consistent performer in this maritime wine region. Albarino is a hardy variety with good resistance to both heat and humidity, making it well suited to the GI's viticultural aspects. The variety's natural high acidity also allows good structure and balance to be retained at high levels of ripeness, displaying stonefruit, citrus and tangy mineral/saline notes. Wines are typically vinified in a neutral fashion in order to preserve freshness and aromatic intensity.

BC

Chenin Blanc

The small plantings of Chenin Blanc (6.2 ha in 2016) are some of the oldest in New Zealand and the GISBORNE GI has established a solid international reputation for the variety courtesy of a select dedicated producer. Wines are typically moderate to fuller-bodied with complex aromatics and rich ripe apple and quince flavours with a rich lanolin texture. They can range in style from dry to off-dry with occasional late harvested dessert-style wines when the unique conditions permit. Typically vinified in a neutral manner, older oak may also be used for additional texture. The variety is naturally high in acid which is useful for retaining good structure in Gisborne's maritime climate; the best examples are highly textural wines with very good aging potential.

Reds - Malbec/Merlot/Syrah/Pinot Noir

Gisborne has limited plantings of red varieties. Malbec and Merlot are well-established as a reliable red varieties for the Gisborne region. The earlier ripening habits allow the grapes to ripen fully into the autumn giving wines with robust plum and black berry fruit flavours, gentle tannins and soft acidity. Often plantings are on the slopes on either side of the valley where the elevation and thinner soils allows expedient ripening and subtle complexities. Syrah enjoys smaller plantings in selected sites where dry farmed soils provide harmonious wines with phenolic depth and complexity, with French and American oak commonly used for maturation. The significant majority of Gisborne Pinot Noir plantings are intended for early-picked sparkling wines styles (refer Sparkling Wines above). There are a small number of focused producers who deliver quality, interesting wines from vineyards looking out to sea where the vines enjoy a cooling sea breeze in the height of summer helping to retain natural acidity and imparting a rich aromatic and flavour profile. These soft, ripe fruited wines are made in a traditional manner and offer gentle, fragrant freshness, typically with subtle use of quality French oak.

REPUTATION

Use of the GISBORNE GI

Gisborne has been used consistently and continuously on wines since the 1960s. Some wine labels like Villa Maria, Millton, Montana, Matawhero, Nobilo, Matua, Corbans have been using the GISBORNE GI for over 30 years. Images of labels using the GISBORNE GI are attached as Appendix 1.

Gisborne has been one of the largest three wine producing regions in New Zealand for over 50 years, so the GISBORNE GI has been used extensively by many brands. The total harvest in the GISBORNE GI in 2017 was 16,338 tonnes, yielding approximately 11.8 million litres of wine. A significant proportion of this will be labelled with the GISBORNE GI.

Wines from the GISBORNE GI are also exported around the world. Data from the Ministry of Primary Industries indicates that 13.4 million litres of wine from the 2009-2016 vintages have been exported using the GISBORNE GI.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the GISBORNE 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>;

BC

- The www.nzwine.com website;
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
 - *Gisborne*: <https://www.nzwine.com/en/regions/gisborne/>
 - *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 GISBORNE GI has been used in marketing and promotional activities for many years. The local winegrower's association, Gisborne Winegrowers has placed the GI at the heart of its collective marketing activities. It supports highly anticipated local events such as:

- the Gisborne Wine & Food Weekend, which has been running in various forms for 20 years: <http://www.stuff.co.nz/travel/destinations/nz/85177590/gisborne-wine-and-food-weekend-celebrates-the-best-of-gisborne-and-its-wine>
- the Gisborne Regional Wine Awards and black-tie dinner: <http://gisborneherald.co.nz/localnews/2322202-135/gisborne-regional-wine-awards-open>

Producers within the GISBORNE 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 GISBORNE 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 Report referenced above.

Formal recognition of the GISBORNE GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised "Gisborne" on several occasions where this has been necessary to facilitate exports. This provides evidence that the GISBORNE 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 "Gisborne" be included as a viticultural region on the European Union's official list of "geographical ascriptions"³ to be used on New Zealand wines exported to that market.⁴

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

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

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

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

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

In 2010, the New Zealand Government included "Gisborne" as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.⁵

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

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

References to the GISBORNE GI in various media

The GISBORNE GI is identified in all of the key national and international wine reference works, and has been for many years. Appendix 2 contains indicative examples from the most nationally and globally authoritative and biggest selling wine books as listed below:

- 1964 – Scott, D. *Winemakers of New Zealand*
- 1969 – Buck, J. *Take a Little Wine*
- 1971 – Thorpy, F. *Wines of New Zealand*
- 1972 – Simon, A. (Ed.) *Wines of the World*
- 1988 - Cooper, M. *Wines and Vineyards of New Zealand*, 3rd Ed.
- 1996 – Cooper, M. *Wines and Vineyards of New Zealand*, 6th Ed.
- 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.
- 2014 – Hay, C. *New Zealand Wine Guide: An Introduction to the Wine Styles and Regions of New Zealand*
- 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*.

This is just a small selection and virtually every recent wine book that covers the New Zealand wine industry will refer to the GISBORNE GI.

The GISBORNE 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.cuisinewine.co.nz/region/new-zealand/gisborne/>

<https://www.wine-searcher.com/regions-gisborne>

<http://www.wineanorak.com/wineblog/new-zealand/in-gisborne-with-milton>

<http://nzwinedirectory.co.nz/wine-regions/north-island/gisborne/>

⁵<http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

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

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

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

<http://www.winesofnz.com/new-zealand-wine-regions/gisborne-wine-region/>

Leading New Zealand wine writer, Michael Cooper, says:

"Gisborne's greatest asset is the enormous drink-young appeal of its Chardonnays. Fragrant and soft, with lush, ripe citrus and tropical-fruit flavours, they can knock your socks off barely six months after they were a bunch of grapes.

Gisborne Chardonnay can also mature gracefully. Revington Vineyard Chardonnay 1989, the champion Chardonnay of the 1990 Air New Zealand Wine Awards, was in magical condition in 1999 and could easily have been taken for five, rather than 10, years old. The classy, tightly structured Montana 'O' Ormond Chardonnay has a proven ability to mature gracefully for up to a decade."

http://michaelcooper.co.nz/region-info/#_idAnchor-4

Wine writer and advisor, Raymond Chan says:

"In general terms, what makes Gisborne Chardonnay very popular with consumers is the richness, ripeness, breadth and accessibility of fruit they have. Most of this is a result of the warm climate of the region which "is the first to see the sun". The propensity of the fruit to be expressed this way has been enhanced by the more perceptive winemakers with barrel-fermentation, aging in oak, the contact with lees and use of MLF conversion. In the simplest sense, the making of "big, bold and buttery" wines enamoured early Chardonnay drinkers in this country, and there is still a strong segment of the market which hankers for this style of wine. And it seems that Gisborne is the region which tends to produce them."

<http://www.raymondchanwinereviews.co.nz/blog/gisborne-classic-chardonnay>

Awards and competitions

Wine bearing the GISBORNE GI have won many gold medals and trophies at wine shows both within New Zealand and internationally over the years. For example the following GISBORNE GI wines have won gold at the Air New Zealand Wine Awards between 2005 and 2016

- Millton Vineyard Riverpoint Vineyard Viognier 2009 – Pure Gold & Trophy
- Cooper's Creek Viognier 2005 – Gold & Trophy
- Cooper's Creek Viognier 2007 – Gold & Trophy
- Cooper's Creek SV Albarino "Bell-Ringer" 2012 – Pure Gold & Trophy
- Cooper's Creek SV Albarino "Bell-Ringer" 2013 – Gold & Trophy
- Villa Maria Reserve Barrique Chardonnay 2007 – Gold & Trophy
- Brunton Road Chardonnay 2007 – Gold
- Bushmere Estate Chardonnay 2005 – Gold
- Cardmember Cooper's Creek Limited Release Viognier 2005 - Gold
- Cooper's Creek Limited Release Viognier 2007 – Gold
- Cooper's Creek Chardonnay Unoaked 2008 – Elite Gold
- Kim Crawford SP Tietjen Chardonnay 2005 - Gold
- Kim Crawford Tietjen Chardonnay 2005 – Gold
- Landmark Estate Wines Ltd Chardonnay (Earls) 2004 – Gold
- Montana Ormond Chardonnay 2004 - Gold
- Montana "O" Chardonnay 2004 - Gold
- Montana "O" Chardonnay 2006 – Gold
- Montana "P" Gewurztraminer 2007 – Gold

BC

- Montana Terroir Series Waiherere Chardonnay 2004 – Gold
- Montana Terroir Series Waiherere Chardonnay 2005 – Gold
- Montana Terroir Series Stuart Block Chardonnay 2004 – Gold
- Montana Terroir Series Stuart Block Chardonnay 2006 – Elite Gold
- Saints Chardonnay 2005 – Gold
- Millton Vineyard Growers Series Vioignier Briant Vineyard 2006 – Gold
- Verde Brut NV – Gold
- Villa Maria Estate Reserve Barrique Fermented Chardonnay 2004 – Gold
- Villa Maria Estate Reserve Barrique Fermented Chardonnay 2010 – Pure Gold
- Villa Maria Estate Reserve Barrique Fermented Chardonnay 2011 – Pure Gold
- Villa Maria Reserve Barrique Fermented Chardonnay 2015 – Elite Gold
- Villa Maria Cellar Selection Albarino 2014
- Ashwood Estate Chardonnay 2010 – Pure gold
- Matawhero Church House Arneis 2013 – Pure gold

In addition the following blended wines including GISBORNE GI were awarded gold medals at Air New Zealand Wine Awards

- Lindauer Classic Rose NV – Gold & Trophy
- Saints Noble Semillon 2004 – Gold
- *Villa Maria Estate Cellar Selection Gewurztraminer 2005 – Gold*
- *Villa Maria Estate Cellar Selection Gewurztraminer 2007 – Gold*
- *Villa Maria Private Bin East Coast Pinat Gris 2012 – Gold*

BC

Appendix 1 – Representative wine label images from GISBORNE GI wines

BC



Ashwood Estate

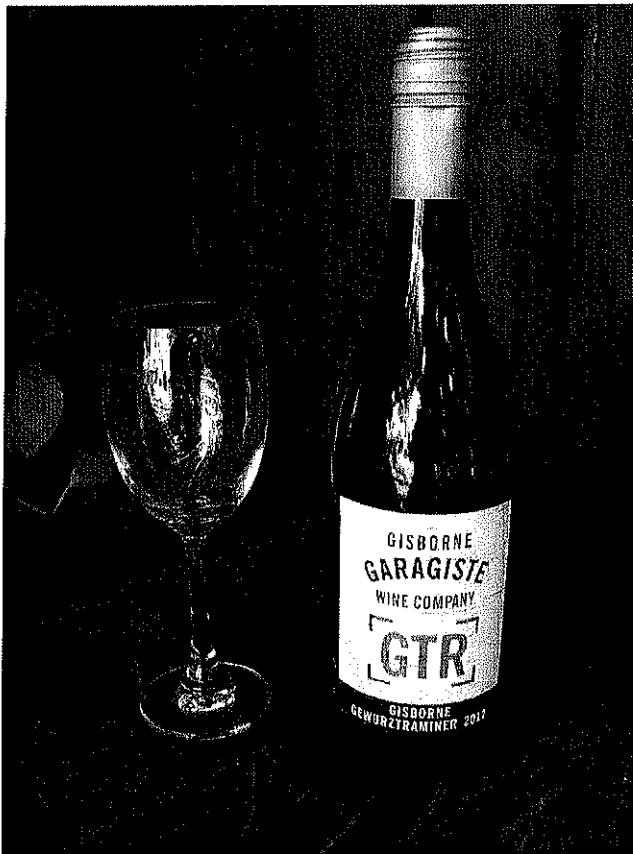
<http://www.ashwood.co.nz/>



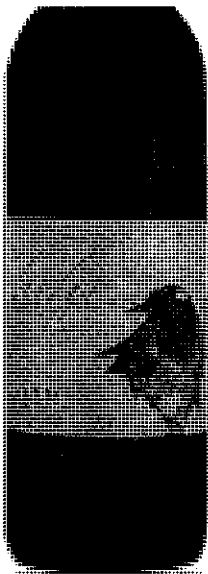
Bushmere Estate

<http://www.bushmere.com/>

BC



Gisborne Garagiste Wine Co
<http://www.garagiste.co.nz/>

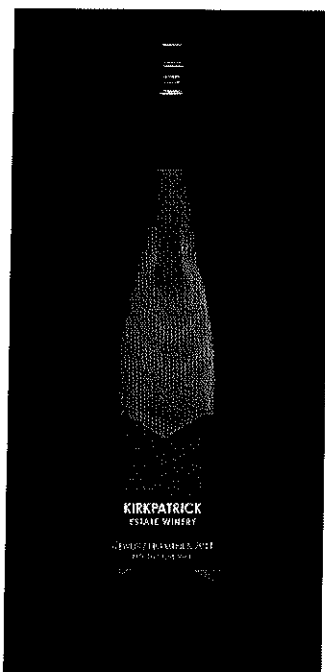


HIHI
GISBORNE
MERLOT
NEW ZEALAND

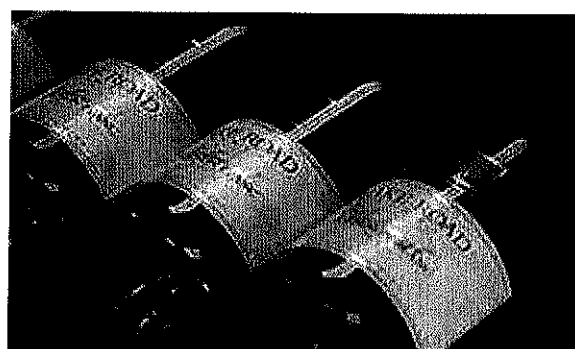


Hihi Wines
<https://hihi.co.nz/>

Bc



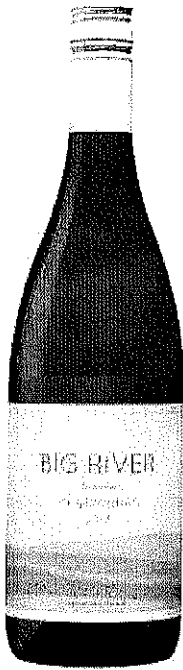
Kirkpatrick Estate
<http://www.kew.co.nz/>



Lake Road Wines
<http://www.lakeroadwines.co.nz/>

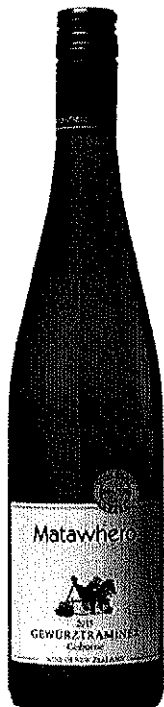


BC



Longbush

<http://www.longbushwines.com/>



Matawhero Wines

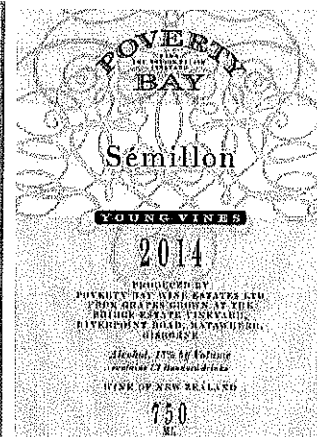
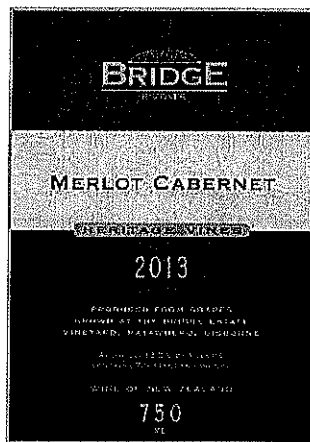
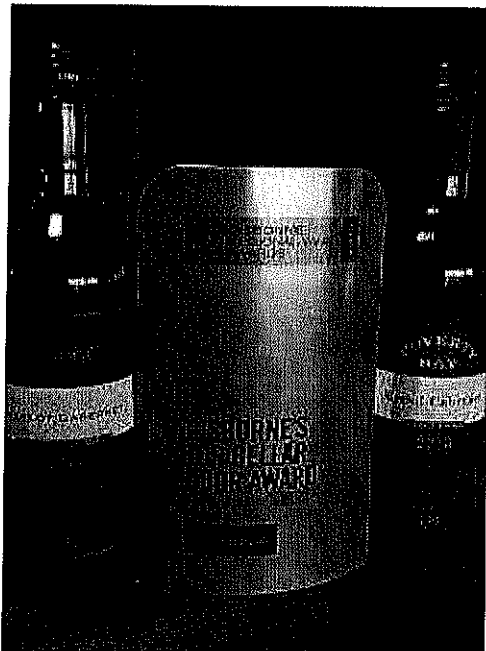
<http://www.matawhero.co.nz/matawhero>

BC



Milton Winery

<http://www.milton.co.nz/>



Poverty Bay Wine Estate Ltd

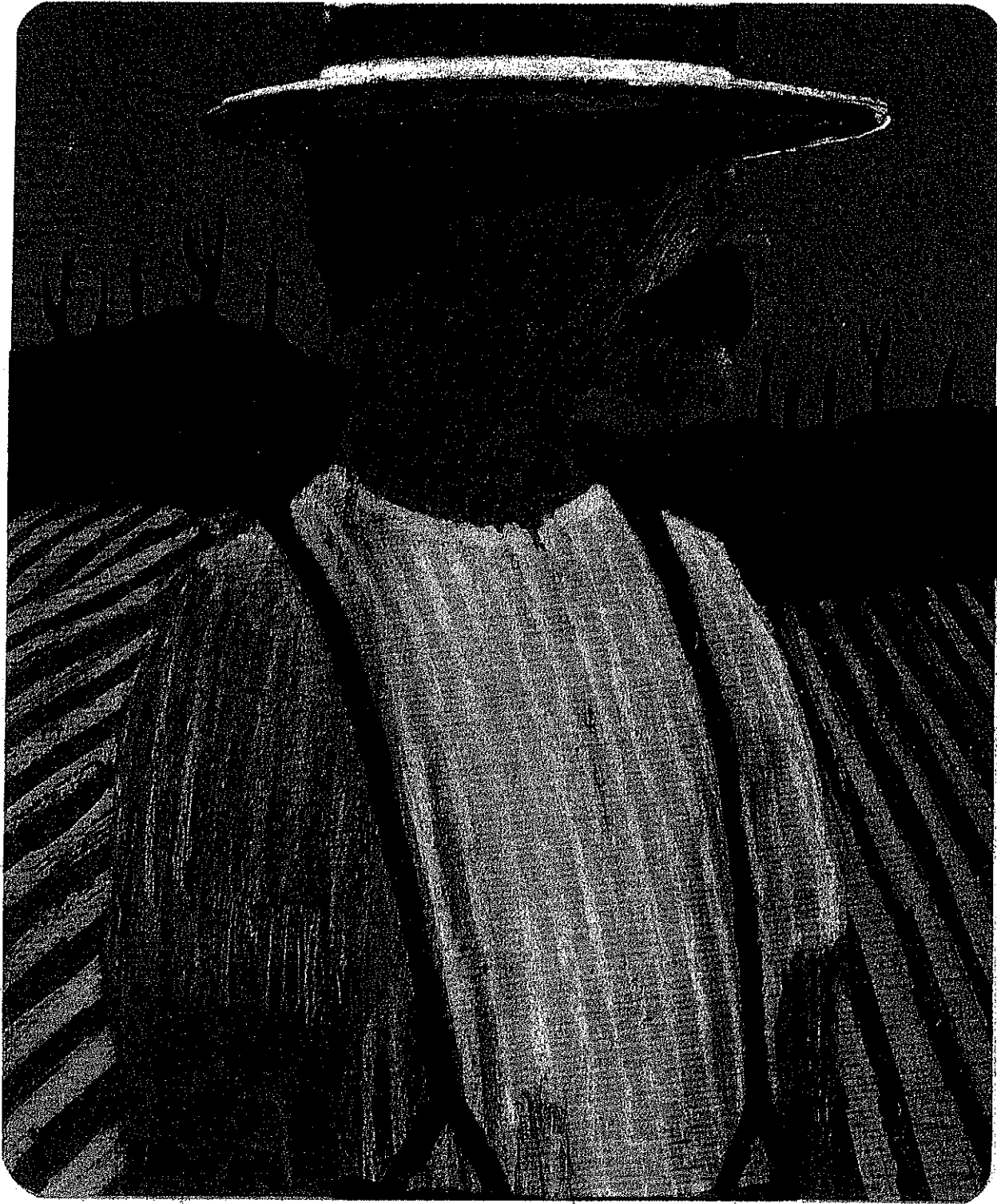
<http://www.povertybaywine.co.nz/>

BC

**Appendix 2 - National and international wine reference works referring to
GISBORNE GI**

BC

WINEMAKERS



OF NEW ZEALAND

DICK SCOTT

BC

WINEMAKERS OF NEW ZEALAND



by Dick Scott

SOUTHERN CROSS BOOKS AUCKLAND 1964

BC

Copyright by Dick Scott, 1964

Published by Southern Cross Books, Box 15053, Auckland, S.W.4.

Printed by Acme Printing Works Ltd., Auckland.

BC

Waihirere Wines — a family enterprise



The family business of Waihirere Wines began in 1921 when Freidrich Wohnsiedler purchased ten acres of rich Gisborne land from the McKenzie Estate at Waihirere, about nine miles from town.

Born in the country village of Eberbach-am-Jagst, near Wurtemberg, Germany, where all the villagers made their own wine, young Freidrich had come to New Zealand at the turn of the century. When over-zealous patriots completely destroyed the premises and equipment of his Gisborne small-goods business during the 1914-18 war he decided to settle on the land. Supported by bee-keeping, a small orchard and crops of maize and tomatoes he planted vines, built a double storey cellar, set about four feet underground and 40 x 15 in area, and began marketing a sweet red simply labelled 'Wine' with his own name beneath.

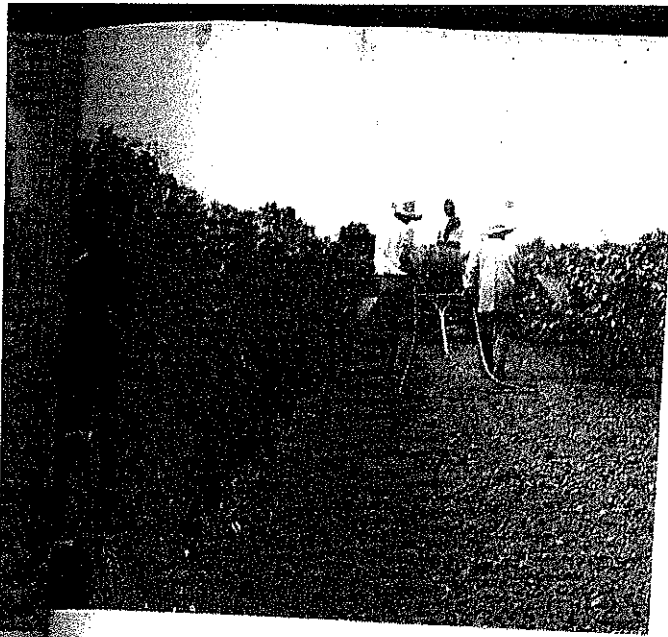
By the thirties he was selling port, madeira and sherry. When he died in 1956 his hard work and perseverance, aided by his wife, sons and daughters, had established the reputation of his ten-acre Waihirere vineyard as one of the best in the country.

A son, George, carried on the business. Far-seeing and versatile, he expanded the winery, purchased modern equipment, built a still himself, in regular use today, and made large totara vats of up to 1700 gallon capacity. He arranged for neighbouring farmers to plant grapes and produced a record level of 30,000 gallons of wine before he died suddenly in 1961.



The founder of Waihirere
as a young man

BC



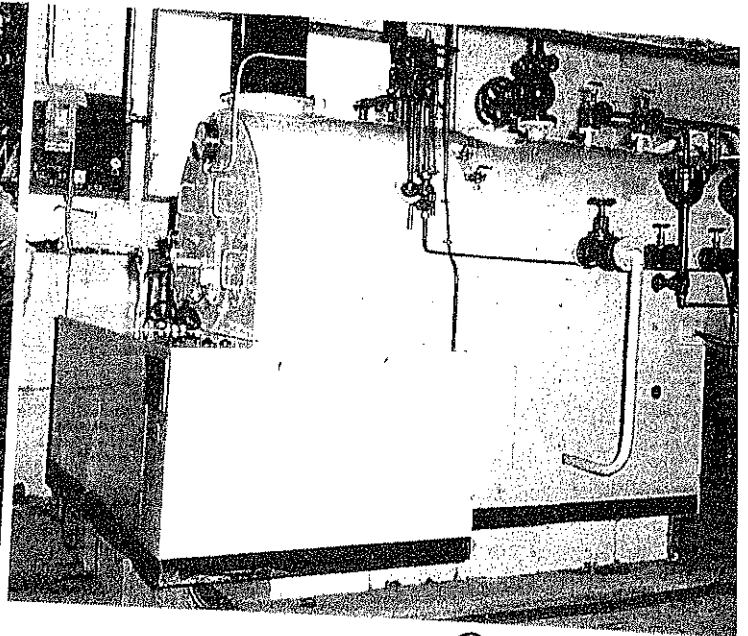
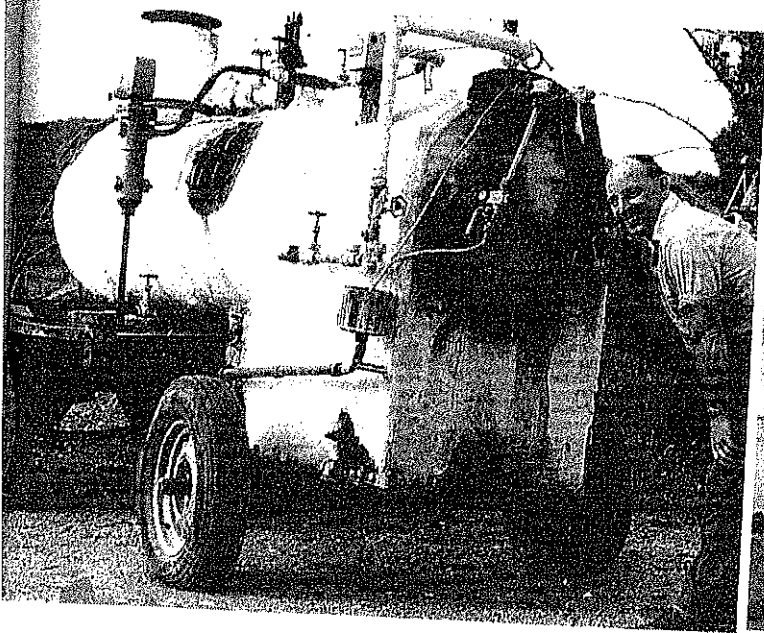
Far left: Freidrich Wohnsiedler (with hat) helps a friend, Peter Guschka, to harvest grapes in the 1920s. An Austrian backsmith who had made wine as a sideline at Manutuke, near Gisborne, for many years Guschka assisted with the establishment of Waihirere. Left: After ten years of spraying with two-gallon knapsacks on their backs, the Wohnsiedlers acquire a pump in the early thirties to mount on a barrel drawn by a horse and cart. Progress!

The eldest son, Fred, has his own vineyard about three miles from the family homestead and so carries on the family tradition. He is also vineyard manager at Waihirere and supervises the 50 acres grown by surrounding farmers.

On George Wohnsiedler's untimely death, a company was formed and Mr. Kevin Schollum, winemaker at Te Kauwhata Viticultural Station for twenty years, was engaged as production manager. Under his guidance the company is planning and executing a major development programme. Production has tripled in four years to 95,000 gallons and thousands of pounds have been spent on new equipment and extension of the premises.

Waihirere Wines, whose sales manager Hugh Mills, is a son-in-law of the founder, has established agents and bottlers throughout New Zealand. Continuing the high standards set by Freidrich Wohnsiedler, the company is confident of maintaining its high rate of progress and of making a worthwhile contribution to the economy of New Zealand.

Left: Mr. K. G. Schollum, production manager, farewells a faithful boiler, a 70-year-old converted traction engine one used for harvesting and purchased for a few pounds thirty years ago. Right: The replacement, a fully automatic, electrically controlled, fuel-oil burner costing £3000.



BC

TAKE A LITTLE WINE

John Buck



BC

*TAKE
A LITTLE
WINE*

BY
JOHN BUCK
CHEVALIER DU TASTEVIN



WHITCOMBE & TOMBS LTD

BC

First published 1969

Copyright © John Buck

Printed and published by
WHITCOMBE & TOMBS LIMITED
P.O.Box 1465, Christchurch

BRANCHES AT: AUCKLAND, HAMILTON, ROTORUA, HASTINGS, WELLINGTON, LOWER HUTT,
NELSON, TIMARU, DUNEDIN, INVERCARGILL, LONDON, SYDNEY, MELBOURNE, PERTH

BC

years to come. Montana, the third Henderson 'big-un', while undoubtedly having the capital resources, has suffered from not making haste slowly. The greater care now being taken and their present policy of steady rather than cyclonic expansion are giving this company products to market which are upgrading its image.

Of the smaller winemakers, undoubtedly Mate Brajkovich of the San Marino vineyards at Kumeu is the current front runner. He has given considerable thought to the future, and the small man's place in it, and is outstanding because he accepts the fact that he must specialise and aim for quality. Not that he always meets with success, but over all his wines show a steady improvement in quality and style. His reds are still rather light, but one way or another Kumeu wines should continue to become better known. And the same can be said of Babich's wines.

Pleasant Valley wines are consistent award winners for their sherries and Western Vineyards make a large and widely varying range. The latter very often make good quality wines, but as with other New Zealand producers a greater degree of consistency would be a help.

GISBORNE — THE ORMOND VALLEY

Apart from being the only production area in New Zealand for that famous and most delectable of foodstuffs, the avocado pear, the Ormond Valley houses Waihirere (Maori for 'waterfall') Wines, a company whose products are marketed in a distinctively shaped bottle. Essentially a family business, Waihirere has been extremely successful in producing wines to suit the current New Zealand mass taste. These wines are noticeable for their lack of faults, and here again a new awareness of the potential in *Vinifera* grapes, coupled with an immense desire to do well by the customer, should see Waihirere reaching undreamt of peaks of quality in the future. Plantings of classic species are well in hand, an indication of the new-found confidence among our vintners.

The valley is an absolute suntrap and one of the best naturally suited areas in the country for wine production. All the wines have adequate body, a quality usually lacking in other areas. With the correct, long-term approach, the Ormond Valley could become New Zealand's counterpart of the Hunter, in the sense that it would account for only a small percentage of total output but a high percentage of quality.

Other companies are spreading into the Gisborne district through contract growing, an obvious tribute to the area's potential. Ideally, however, just to see what could be done, I would like to see someone setting up a small winery to produce only two wines, a first class dry white and a comparable dry red.

BC



WINE

in

**New
Zealand**

Frank
Thorpy



BC

Wine

in New Zealand

Frank Thorpy

Collins

Auckland and London

BC

Wine is
ature of
been ad
gastron
is part

Getting
has bec
wine-p
for com
the acq
ability
widely

Frank
among
growin
the wi
natural
whom
He is v

In this
hensiv
a pict
New Z
organi
wine-r
what
achiev

He de
the m
person

It is a
an un
here.

It will
as som
will in
meals
vinou

FIRST PUBLISHED 1971
COLLINS BROS. & CO. LTD.
P.O. BOX NO. 1, AUCKLAND

© 1971 FRANK THORPY

*Printed by Dai Nippon Printing Co. (International) Ltd.,
Hong Kong*

BC

years. To support this large modern winery, vineyards have been developed in other areas.

At Mangatangi, forty-five miles south from Auckland and near the Pokeno-Thames Highway, a three hundred acre block has been purchased and the largest single planting of vines in New Zealand history has been mounted. In two years, two hundred acres has been planted and in 1969 the third and final one hundred acres was planted, thus completing three hundred acres in exactly three years.

Under the capable and vigorous direction of Hedly Sunde, 60,000 vines a year have been put into the soil. The land is beautifully tended and laid out and has necessitated the laying of fourteen miles of drains. The soil is heavy clay which has been broken up with lime and contoured and shaped with huge bulldozers. Large shelter belts of trees have been planted. Eighteen varieties of grapes are growing and include all the varieties common to most of the vineyards. Impressive, however, is the large nursery housing many varieties of classical vines: Cabernet Sauvignon, Pinot Chardonnay, Riesling Sylvaner, Pinot Meunier, Pinot Gris, Sauvignon vert, and many others.

This planting of three hundred acres in three years reflects great credit on the energy and drive of all concerned particularly Frank Yukich, the managing director, Mate Yukich, the production director, and Hedly Sunde, the most enthusiastic resident manager of the Mangatangi Block.

In Gisborne, arrangements have been made for a further three hundred and twenty acres to be planted under long-term contracts by independent growers. A large processing plant and storage tanks of 30,000 gallon capacity will be erected there, and Montana will crush the grapes at vintage time by means of portable crushers and carry off the juice by tankers to the processing plant. After processing, the juice will be taken by road tanker to the modern winery at Titirangi. When this project is completed, it will rank Montana with the other two major wine-producing companies, as they will then have eight hundred acres of vineyards under their control.

Wines made and merchandised through their many retail outlets all through New Zealand, are Sparkling Grand Cuvée, Sparkling Burgundy, Sauternes, Moselles, Hocks, Chablis, Dry Reds, Pinotage and Rosé. Sherries, sweet and dry,

Ports, Muscatels, Madeiras and a range of Liqueurs and cocktails.

This completes our tour of the Henderson area. Space prevents us mentioning any more but as noted earlier, there are more than seventy-five vinegrowers in the area. All are hospitable and thanks to the tradition of selling wine from their cellars, all welcome the casual visitor. There is no more pleasant way of spending a Saturday afternoon than going from cellar to cellar, sipping the various products and making your own choice. The law permits sales of one bottle at a time and it is great fun to try out your own taste. It is a triumph to be able to produce for your guests at home, an acceptable wine which has been ferreted out by your own efforts.

The purchase of land in Gisborne by Corbans and Montana and the pushing out towards Kumeu, Riverhead, Waimuku, by Corbans, Penfolds and others, have caused many vigneron to wonder what is the future of Henderson as a wine area. Certainly it is a rosy one whichever way you look at it, for the sprawling city of Auckland is encroaching on the area and land values, both for housing and commercial developments, have risen appreciably. Such is the return per acre from wine at present that in not all cases have even urban values matched this. When it does one can only envisage more of the smaller winegrowers selling out and retiring.

But large scale capital developments in the wineries by Penfolds, Corbans, Montana and others mean that the area will always be important winewise. And it is hard to imagine people like Moscow Yelas, Joe Babich, and Dudley Russell, who have created particularly well favoured sites by their own efforts, ever wanting to sell. These sites, perhaps the most pleasing in the area, fortunately for wine lovers, are not the best sites for either housing or commercial development.

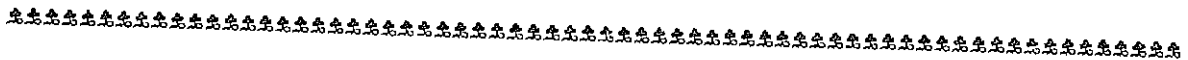
BC



WINES of the WORLD



McGRAW-HILL PUBLISHING COMPANY LIMITED
LONDON NEW YORK · TORONTO · SYDNEY



BC

This book was designed and produced by
George Rainbird Ltd,
Marble Arch House, 44 Edgware Road, London W.2,
for McGraw-Hill Book Company, Inc.,
1221 Avenue of the Americas, New York, 10020

© George Rainbird Ltd, 1962, 1963, 1966, 1967, 1971, 1972
Photographs by Percy Hennell, Kenneth Swain,
George Rainbird and Ekhart van Houten
Maps by June Brown
Endpapers photographed by Derrick E. Witty
Index by Irene Clephane
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,
electronic, mechanical, photocopying, recording, or otherwise,
without the prior written permission of the publisher.
Library of Congress Catalog Card Number: 67-14853
ISBN 07-057408-1

The color plates of the sections on
Italy and Spain were printed in the Netherlands by
L. van Leer and Company N.V., Davenport
The other color plates were printed by
Impact Litho (Tolworth) Ltd, England
The text and maps were printed by
Clarke Dohle & Brendon Ltd, Plymouth, England

Fifth printing, revised, 1972

PRINTED IN GREAT BRITAIN AND THE NETHERLANDS
AND BOUND IN GREAT BRITAIN

BC

in a white bordeaux bottle as *Sauternes* which is made solely from apple juice according to a recipe which 'wine-makers' may get for the asking from the Te Kauwhata Research Station. According to official statistics, the demand for fruit 'wines' fluctuates rapidly, thus their production rose from 1.6% in 1957/58 to 11.1% in 1960/61 and dipped to 2.7% in 1962/63.

| | 1957/58 | 1958/59 | 1959/60 | 1960/61 | 1961/62 | 1962/63 |
|-------------|---------|---------|---------|---------|-----------|-----------|
| Fruit wines | 10,090 | 24,238 | 40,156 | 59,430 | 62,230 | 35,735 |
| % | 1.6 | 2.9 | 4.4 | 11.1 | 5.1 | 2.7 |
| Grape wine | 630,406 | 829,822 | 878,143 | 918,133 | 1,143,972 | 1,132,049 |
| % | 98.4 | 97.1 | 95.6 | 88.9 | 94.9 | 97.3 |
| Total | 640,496 | 854,060 | 918,304 | 970,569 | 1,206,202 | 1,167,784 |

A million and a quarter gallons of wine is what the vineyards of New Zealand are expected to bring forth every year: it is not a large quantity by Australian and still less by European standards, and it is somewhat surprising to know that there were in 1964 no less than 155 registered wine-producers in New Zealand. 111 of them were in a small way of business and producing no more than 1,000 gallons, since their aggregate total production was only 117,882 gallons, an average of 1,061 gallons. The total production of the 44 in a larger way of business came to a total of 1,088,320 gallons, an average of 24,735 gallons.

Auckland-Northland

This is at present the more important of the two main groups of vineyards in the North Island, and although its acreage of vineyards is growing, it is not growing at the same rate as on the east coast of Hawke's Bay area: the increase was 10.9% in 1962 in the Henderson district of the Auckland area, and 47.9% in the Hawke's Bay area.

Henderson, 12 miles from Auckland, is a sprawling, obviously unplanned township, where wineries and residential quarters live happily together. The oldest and best known of the Henderson wineries is Mount Lebanon, the headquarters of Messrs A. A. Corban & Sons. Among the more flourishing vineyards owned and tended by Yugoslavs in the Henderson area mention must be made of the Pleasant Valley Vineyards, one of the oldest, Balich's Golden Sunset, Ivicovich's Panorama and, of course, those Yugoslav *vignerons* G. & F (Mr & Mrs) Mazuran, who have collected in a surprisingly short space of time quite a large number of Diplomas and Medals at different Wine Exhibitions in Australia and in Europe.

The most picturesque, but by no means the largest vineyard of the Henderson district, upon the tree-crested slopes of gentle hills, was planted by one of the few British pioneers, Dudley Russell: his vineyard and winery are known as The Western Vineyard Ltd.

Hawke's Bay — Gisborne

Most of the vineyards of this area are in the Hawke's Bay Valley, between Napier and Hastings, facing the Pacific Ocean. They may be divided into two groups: (1) those planted in the rich alluvial soil along the course of the Tuki Tuki and other rivers not long before they flow into the ocean at low tide; and (2) those which are planted in the

poor sandy soil of the jumble of downs rising between the ocean and the rich grazing grounds of the hinterland. The most important winery of this area is the former Macdonald winery, which has been acquired and greatly enlarged by Messrs. McWilliams of Australia, who also have a large winery at Napier. Among other well-known *vignerons* of the Hawke's Bay area, Messrs Vidal and Toogood Bros, enjoy a high reputation. One of Toogood's vineyards, at Te Awanga, has been in cultivation without a break for the past 72 years and challenges the claim of the Marist Mission's at Greenmeadows to be the oldest of the area. The Mission Fathers manage to make from their 15-acre vineyard every kind of wine for which there is a demand, still and sparkling, sweet and dry, as well as some brandy and liqueurs.

In the Gisborne area, some 150 miles to the north, there are but few vineyards, but they produce some very fair table wines, none better than those of the Wohnsiedler Wine Company Ltd at Ozmond.

In New Zealand, as in Australia, what is mostly lacking is a greater number of wine-conscious consumers ready to pay a little more for much better wines than the standard types at present so much more popular than the better wines.

BC



THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



Foreword by Jancis Robinson

BC

THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



HODDER AND STOUGHTON
AUCKLAND LONDON SYDNEY TORONTO

BC

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

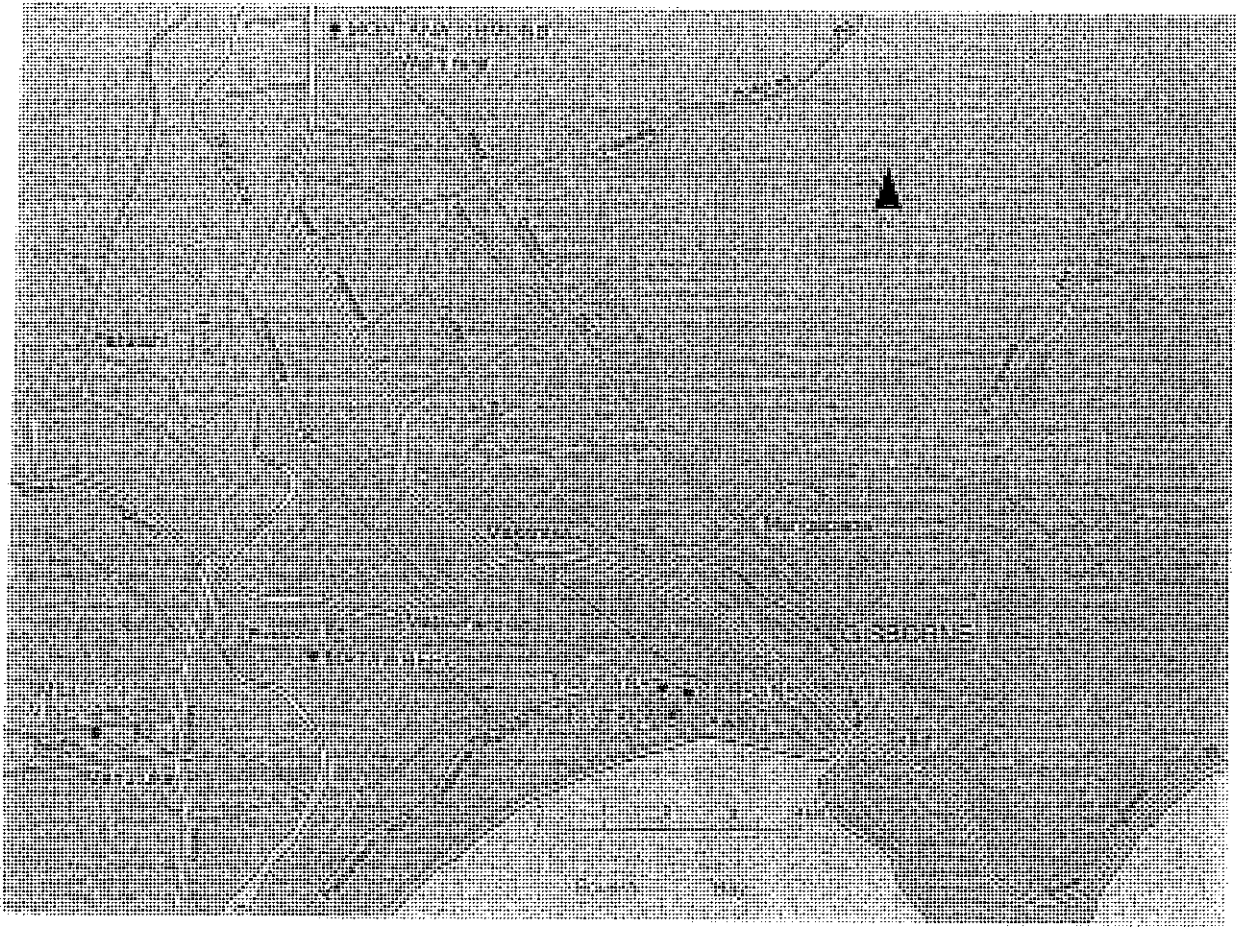
Typesetting by Glenfield Graphics Ltd, Auckland

Printed and bound in Hong Kong for

Hodder & Stoughton Ltd, 46 View Road,

Glenfield, Auckland, New Zealand.

BC



Wohnsiedler, born on a tributary of the Rhine, arrived in New Zealand around the turn of the century. When patriots laid waste his Gisborne smallgoods business during the 1914–18 war, Wohnsiedler moved out and onto the land, planting vines at Ormond in 1921. His first vintage, a sweet red, was labelled simply as 'Wine'.

When Wohnsiedler died in 1956, his Waihirere vineyard only covered four hectares. (His name lives on, of course, on the label of New Zealand's most popular varietal Müller-Thurgau, Montana Wohnsiedler.) In 1961, a rapid expansion programme began which, after a series of financial restructurings, saw the Wohnsiedler family eventually lose control. By 1973 Montana had completely absorbed Waihirere.

From a paltry acreage of vines supplying the old Waihirere winery, since 1965 viticulture has swept the Gisborne plains. Corbans and Montana between them have three large wineries in the area (not open to visitors), and by 1986 about 150 grapegrowers had between them one-third of New Zealand's total area in vines.

Gisborne is white-wine country. Müller-Thurgau, Chardonnay and Dr Hogg Muscat are – in that order – the region's three foremost varieties. Run your eye down a list of the ten leading grape varieties planted in Gisborne and you will not find a single red. Here the later-ripening red varieties tend to become swollen, at the cost of flavour and colour intensity: with the odd exception, Cabernet Sauvignon has not performed well in Gisborne.

The doubts over grape quality centre principally on the fact that although the vines get ample amounts of sunshine and heat, the highly fertile soils and plentiful autumn rains combine to produce both excessively dense vine-foliage growth and bumper crops. The rainfall during the critical

~~Artists~~

THE *W*INES AND VINEYARDS OF NEW ZEALAND

Text by Michael Cooper Photographs by John McDermott



Hodder Moe Beckett

BC

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 Whetu Place, Mairangi Bay, Auckland, New Zealand

Editor: Brian O'Flaherty
Cartography: Maps produced by Department of Survey and Land Information
Map Licence No. TL028898/7 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: Montrose'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.

BC

GISBORNE

Almost one-third of the country's wine flowed from Gisborne in the 1995 vintage, yet the area does not enjoy the powerful profile of New Zealand's two other key wine regions, Marlborough and Hawke's Bay. Much of the Gisborne crop is utilised for low-priced wines like Montana's Wohnsiedler Müller-Thurgau and Bernadino Spumante, and with only six wineries open to the public, the Gisborne wine trail is remarkably short.

What does Gisborne do best? Chardonnay and Gewürztraminer, above all else. Gisborne's warm, sunny climate produces fragrant, ripe-tasting, well-rounded Chardonnays that can be delicious at a year old, and the best improve for several years.

Gisborne Müller-Thurgau can be a flowery, fruity, charming mouthful at just three months old. At its best – from Revington Vineyard, Montana Patutahi Estate and Matawhero – the Gewürztraminer is the most richly perfumed and flavour-packed in the country. Even the much-maligned reds are showing signs of improvement; some of the chunky, rich-flavoured and supple Merlots would not be out of place in a line-up from Hawke's Bay.

The East Cape, dominated by the Raukumara Range, has only limited lowland areas suitable for viticulture. Grapegrowing is confined to the Poverty Bay flats around Gisborne, which form the largest of the coastal alluvial plains, and to smaller ones further north at Tolaga Bay and Tikitiki, and to the south near Wairoa.

Friedrich Wohnsiedler pioneered winemaking in Gisborne after a false start by Marist missionaries, who landed by mistake at Turanganui (Gisborne) in 1850 and planted vines there before departing for their original destination, Hawke's Bay. Wohnsiedler, born on a tributary of the Rhine, arrived in New Zealand around the turn of the century. When patriots laid waste his Gisborne smallgoods business during the First World War, Wohnsiedler moved out and onto the land, planting vines at Ormond in 1921. His first vintage, a sweet red, was labelled simply as 'Wine'.

When Wohnsiedler died in 1956, his Waihirere vineyard covered only four hectares. (His name lives on, of course, on the labels of Montana's Wohnsiedler range.) In 1961, a rapid expansion programme began which, after a series of financial restructurings, saw the Wohnsiedler family eventually lose control. By 1973 Montana had completely absorbed Waihirere.

From a paltry acreage of vines supplying the old Waihirere winery, since 1965 viticulture has swept the Gisborne plains. Corbans and Montana between them have three large wineries in the area, not open to visitors. In 1995 Gisborne was New

Zealand's third most heavily planted wine region, with 18.3 per cent of the country's total vines – a steep drop from 36 per cent in 1986, reflecting the recent vineyard expansion in less fertile, drier regions to the south.

Gisborne is white-wine country. Müller-Thurgau and Chardonnay total one-half of all plantings, followed by Dr Hogg Muscat, Reichensteiner, Sauvignon Blanc, Sémillon, Chenin Blanc and Golden Chasselas. Here the later-ripening red varieties have tended to become swollen, at the cost of flavour and colour intensity: with the odd exception, Cabernet Sauvignon has not performed well in Gisborne.

The few established winemakers believe that Gisborne's grapegrowers will not set up their own wineries to the extent growers have further south. 'Most of the grapegrowers are farmers at heart,' says one winemaker. 'A lot of them have the attitude: grapes are just another crop. They're not interested in wine quality; it's a tonnage game.' And several of the winemakers themselves are only involved in wine production on a part-time basis.

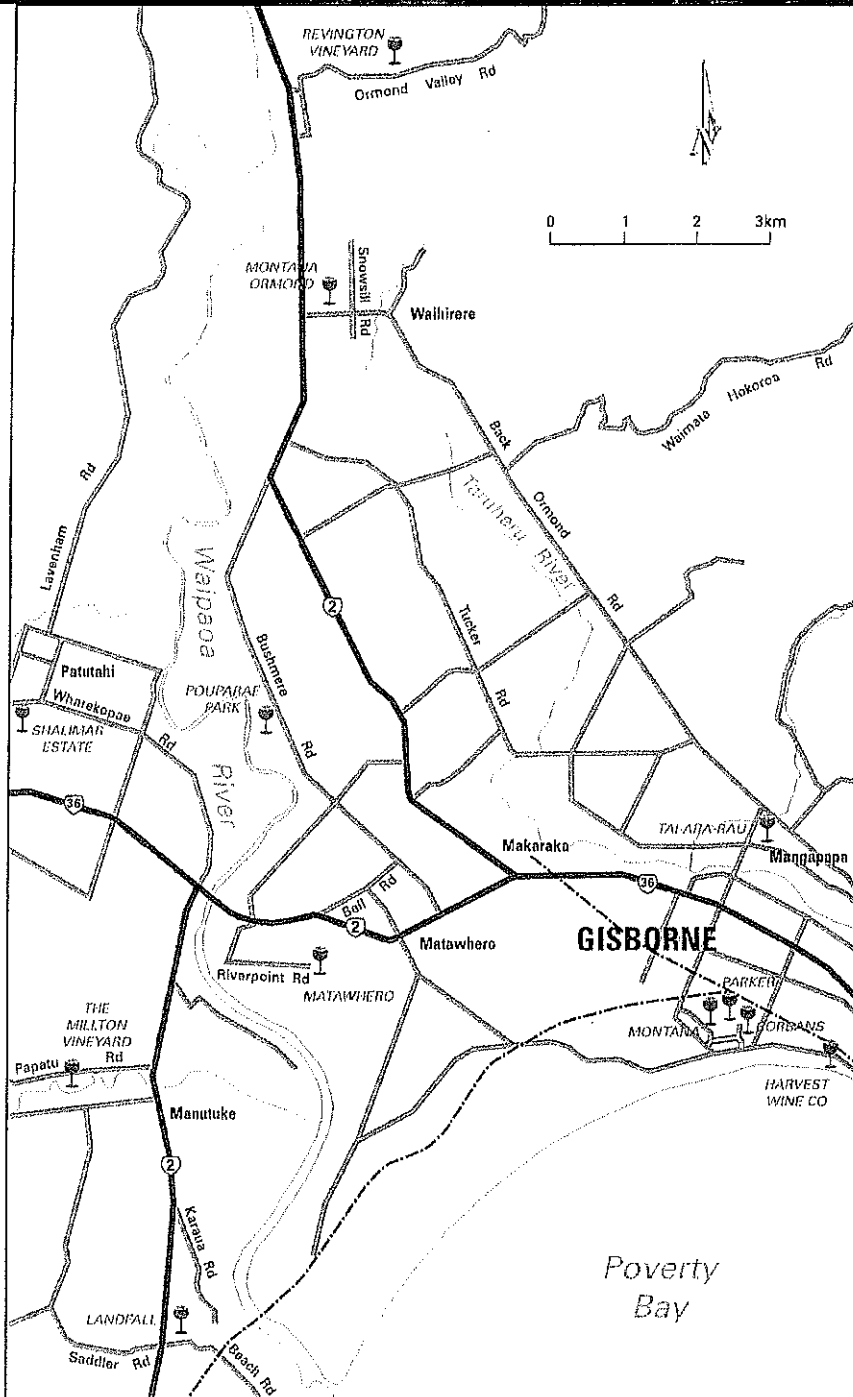
The doubts over grape quality centre principally on the fact that although the vines get ample amounts of sunshine and heat, the highly fertile soils and plentiful autumn rains combine to produce both excessively dense vine-foliage growth and bumper crops. The rainfall during the critical February-April harvest period averages 70 per cent higher than in Marlborough, and 33 per cent higher than in Hawke's Bay.

Some vineyards, however, are employing a variety of techniques to achieve fruit quality far above the norm. By selecting devigorating rootstocks; planting more *Phylloxera*-resistant vines (the bug has made rapid inroads into Gisborne's vineyards since its discovery there in 1970); planting new, improved clones; planting virus-free vines; plucking leaves to reduce fruit shading; later harvesting to advance ripening; and a range of other approaches, Gisborne viticulturists have of late been exploring more fully their region's fine wine potential.

As winemakers explore sites on the fringes of the plains, away from the most fertile alluvial silts, the flow of exceptional Gisborne wines is sure to rise. 'The biggest difference we see is between Patutahi, where we get very elegant fruit, and the Ormond Valley, where the clay soils produce big, fat wines,' says Steve Voysey, Montana's Gisborne winemaker.

More new wineries are needed if Gisborne is ever to rival the wine profile of Hawke's Bay and Marlborough. However, the increasing array of top Gisborne wines from Montana and Corbans is a step in the right direction.

BC



BC

THE WINES AND VINEYARDS OF NEW ZEALAND

The Landfall winery, home of wines marketed under the Landfall and Longbush labels, is owned by brothers John and Bill Thorpe. Sited on the main highway at Manutuke, south of Gisborne, the winery's name commemorates the nearby landfalls of early Maori canoes and Captain Cook.

Landfall has changed tack several times during its short history. The founding partners were John Thorpe and Ross Revington. Revington, a lawyer, formed the Landfall partnership (originally called White Cliffs) with Thorpe in 1989, and for several years the wines grown in his own Revington Vineyard were marketed by Landfall. Revington, however, withdrew from the partnership in 1993. In the latest move, John and Bill Thorpe (who previously owned the Longbush range of wines, made by John at the Landfall winery) in 1995 formed a new partnership to jointly produce and market Landfall and Longbush wines.

The silty eight-hectare estate vineyard, planted in Pinot Noir and Gewürztraminer, has transitional Bio-Gro status. Landfall also buys fruit from other growers in the region.

The roomy, corrugated-iron winery started life as a packing shed, to which the partners

Landfall Wines
 State Highway 2
 Manutuke
 John and Bill Thorpe
 Winemakers
 Landfall Woodlands Chardonnay
 First Light Red, Pinot Noir
 Chardonnay, Langhale
 Chardonnay, Sauvignon Blanc
 Rhine Riesling, Kahurangi, Pure
 Gold Late Harvest Merlot

John Thorpe gathered the fruit from the vineyard, and the nature of the soil also runs the winery's life, producing Chardonnay for sale.

have added a Mediterranean-inspired café. About 10,000 cases are produced each year.

Winemaker John Thorpe has two specialties. 'Chardonnay is one of Gisborne's strengths, and constitutes half our output. Then there's Pinot Noir; we grow that and really want to develop it as a variety.'

The flagship Woodlands Chardonnay, which is fully barrel-fermented and lees-matured, and the lower-priced, partly barrel-fermented Landfall Chardonnay are both up-front, soft wines full of peachy-ripe, toasty, buttery flavour.

In the past, Landfall Pinot Noir was light, raspberryish and straightforward, but the latest vintages display greater concentration and complexity. First Light Red, a light, supple Pinot Noir, is a charmingly fresh, raspberryish red, soft and vibrantly fruity.

The Longbush range includes a crisp, vigorous, strong-flavoured Rhine Riesling that ages gracefully for several years; Kahurangi, a slightly sweet, very fruity blend of Müller-Thurgau and Muscat; the golden, sweet and treacly Pure Gold Late Harvest Riesling; and the impressively supple, spicy and rich-flavoured Merlot.

'In a "Woman's Weekly" world, I'm doing Hemingway,' claims Denis Irwin, the proprietor of Matawhero and one of the great individualists of the New Zealand wine scene.

Over a decade ago, Matawhero enjoyed a reputation second to none for its handling of Gewürztraminer. Today, the winery's star has dimmed, but the wines flowing from the end of Riverpoint Road can still be absorbing. Irwin's rollercoaster career has reflected his unique personal blend of innovative winemaking, entrepreneurial business style – and love of letting his hair down.

Matawhero's 30-hectare vineyard surrounding the winery is planted predominantly in Gewürztraminer and Chardonnay, with smaller plots of Sauvignon Blanc, Chenin Blanc, Cabernet Sauvignon, Merlot, Malbec, Syrah and Pinot Noir. The nearby two-hectare Bridge Estate vineyard is entirely planted in red-wine varieties.

So far, Matawhero's success has hinged primarily on Gewürztraminer. The Gewürztraminer at its best is everything that wine of this variety should be: pungent, very aromatic, unmistakably spicy in taste. Recent vintages have been more restrained in spiciness than their ebullient predecessors, but

Matawhero Wines
 Riverpoint Road
 Matawhero
 Denis Irwin
 Winemaker
 Gewürztraminer, Reserve
 Chardonnay, Estate Chardonnay
 Sauvignon Blanc, Cabernet
 Sauvignon Merlot, Pinot Noir

still distinctive wines: musky, substantial, honeyish and soft.

'There are a lot of more pungent, obvious Gewürztraminers on the market than mine now,' says Irwin. 'That's great – there's no challenge for me in that. I want structure, subtlety, complexity. Varietal character is the last point I'm interested in, although it does come as the wines age.'

Two Chardonnays are produced: a tank-fermented, oak-aged Reserve Chardonnay in a slightly oxidative, fat, figgy, ripe-tasting and robust style; and a fresher, broad, rounded Estate Chardonnay that offers satisfying, smooth drinking. The oak-matured Sauvignon Blanc, a world apart from the pungent Marlborough style, offers plenty of ripe, toasty, buttery-soft flavour.

Matawhero's red wines, more than any other winery's, have disproved the theory that Gisborne cannot produce fine quality reds. The dark Cabernet Sauvignon/Merlot is spicy, gutsy and tannic, in a rich-flavoured and characterful style. Bridge Estate, a single-vineyard blend of Merlot, Malbec, Cabernet Sauvignon and Cabernet Franc, is equally bold, with concentrated, plum-like flavours and spicy/leathery nuances.

BC



Hugh Johnson

Francis Robinson

The World Atlas of

Well Beazley

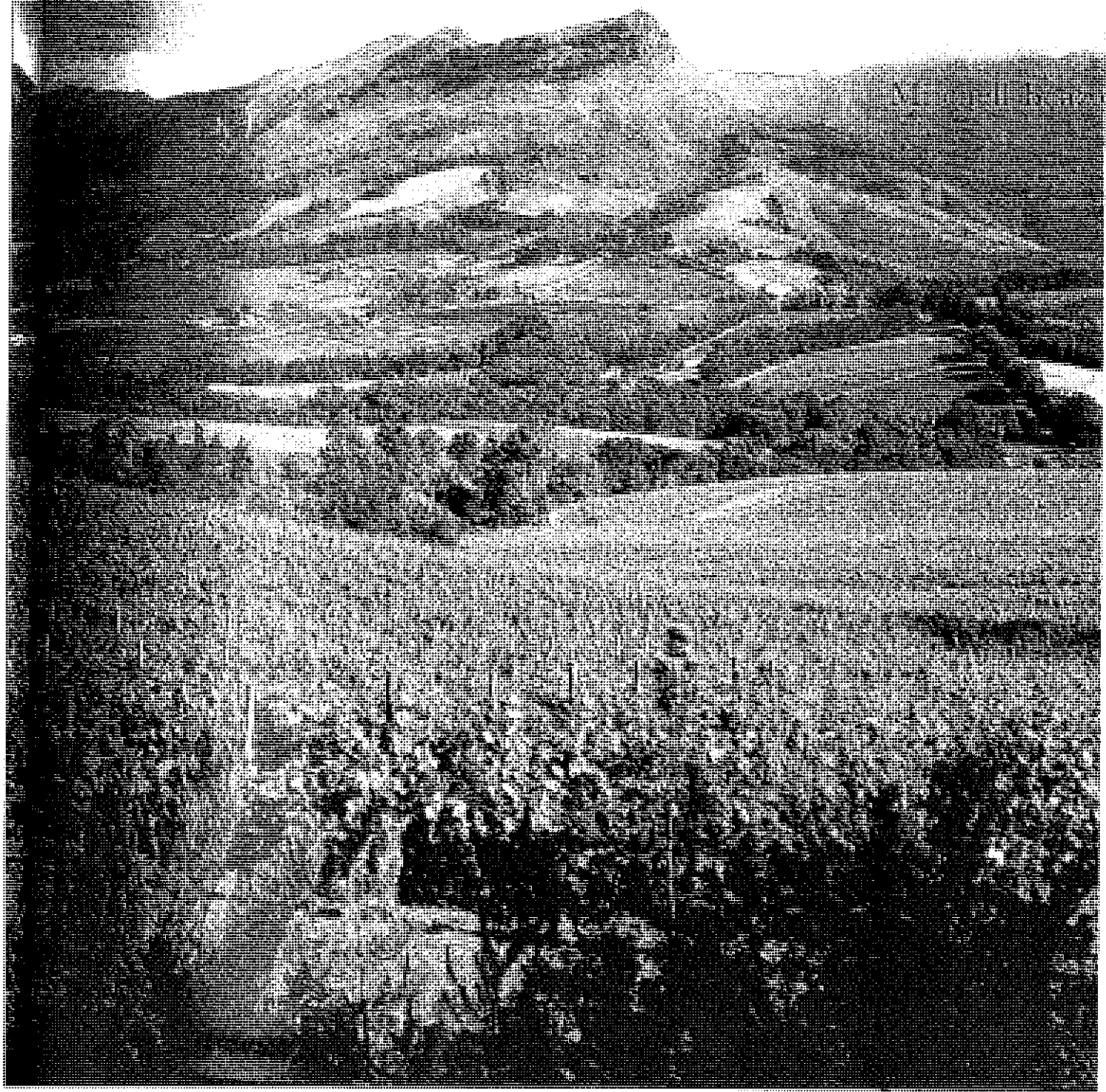
BC

Wine • *The World Atlas of*

Wine

FIFTH EDITION

Michael Jackson



RC



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 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 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 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.

BC

New Zealand

Few wine-producing countries have quite so sharp an image as New Zealand. The word sharp is apt, for the wines are characterized by piercingly crystalline flavours and bracing acidity. But then a high proportion of the world's wine drinkers will never have experienced proof of this, for New Zealand is not just one of the most isolated countries on earth (more than three hours' flight from its nearest and dominating neighbour Australia), but is also small. It produces about the same amount of wine as Cyprus, less than a tenth as much as Australia. It has colonized four pages in this book simply because so many of those who try New Zealand wines fall madly in love with them.

This has happened only recently. In 1960 the country had less than 1,000 acres (400ha) of vines, mainly in Auckland and Hawkes Bay, and too many of them hybrids. By 1980 there were 14,000 acres (5,600ha), 2,000 of which were in the brand-new Marlborough region on the South Island (see page 318 for more detail). The 1980s saw stabilization and upgrading. In this first boom, poor varieties were planted in unsuitable places. Prices fell alarmingly. A government programme in the mid-1960s grubbed out over a third of the acreage. This was followed in the 1990s by the most amazing expansion – it almost seemed as though anyone with a few acres wanted to try their hand at vine-growing – so that by 2000 the total was more than 30,000 acres (12,000ha) and there were 358 wineries, double the numbers of just seven years before.

It was New Zealanders who coined the term and bought the concept of a "lifestyle winery": a bucolic way of life whereby, typically, a fine education is focused on producing, in the most pleasing environment, one of life's more delicious commodities from the earth.

New Zealand had some natural problems to contend with before this enthusiasm could be positively harnessed. Only 150 years ago much of this long, thin country was covered with rain-forest. Soils here tend to be so rich in nutrients that vines, like everything else, grow too vigorously for their own good, a phenomenon exacerbated by the country's generous rainfall. Because of this, New Zealand wines in the 1970s and 1980s too often tasted of leaves rather than fruit, especially the reds. Grapes were often simply too heavily shaded to ripen properly.

The introduction of canopy management techniques, notably by state viticulturist Dr Richard Smart, changed all this, and allowed light to shine both literally and figuratively on New Zealand's unique style of wine. (Professor Hans Schultz of Geisenheim argues that increasing ultraviolet radiation due to ozone depletion in the southern hemisphere is also helping to build pronounced wine flavours even at New Zealand's high latitudes.)

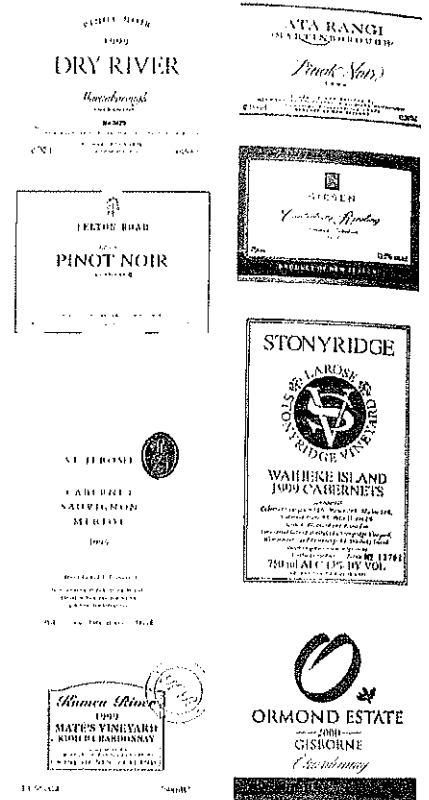
Winegrowing New Zealand lies, in terms of the northern hemisphere, on latitudes between those of Morocco and Bordeaux (see casefiles overleaf). The effects of latitude are countered, though, by the Pacific, by strong prevailing westerlies, and by the effects of the mountains on their rain-clouds: factors that give the two islands a wide range of growing conditions – almost all cooler than the bare figures suggest. Enthused by the relative coolness (compared with Australia), most growers initially took Germany as their model. Far too much Müller-Thurgau was planted as a result.

Chardonnay finally overtook this dreary grape (admittedly less dreary in New Zealand than in Germany) in 1992 and it has been the country's most planted vine variety ever since, made in a relatively narrow range of crisp, often oaked styles (although see comments on Hawkes Bay on page 319).

It was not Chardonnay but Sauvignon Blanc, however, that made the world take notice of New Zealand. After all, decent Chardonnay is made virtually everywhere; a cool climate is needed if Sauvignon is to be lively, and the cool, bright, sunny, and windy northern tip of the South Island seems to have been designed to intensify the scarcely subtle twang of Sauvignon. Early examples in the 1980s opened a Pandora's box of flavour that no one could ignore and, most importantly, no other part of the world seems able to replicate.

The success of Marlborough Sauvignon, a wine you either love or hate, has made Sauvignon Blanc almost as widely planted in New Zealand as Chardonnay. But the third most important variety, by an increasingly large margin, is Pinot Noir, enjoying success for much the same reason as Sauvignon Blanc: New Zealand's cool climate. In a surprisingly wide range of wine

Left Rippon pioneered Otago, now famous as a producer of dramatic Pinot Noir, in the early 1970s but its vineyard by Lake Wanaka still has to be netted against the predations of the local bird population as harvest time approaches.

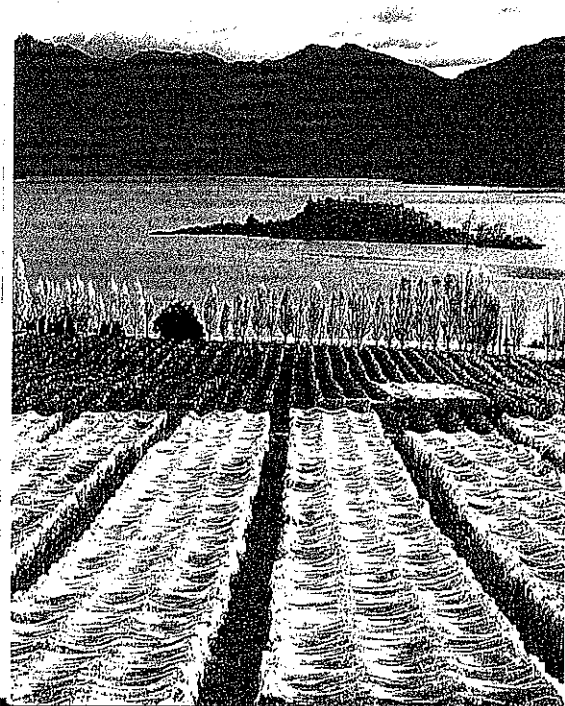


Three of the most sought-after Pinot Noir labels in a country besotted by this noble grape. Giesen also makes fine Pinot but its Riesling is just one of many exciting Kiwi examples. The greater Auckland region produces some admirable Bordeaux blends and one particularly ambitious Chardonnay, richer than Montana's top Gisborne bottling.

regions, this finicky grape offers another chance of succeeding where so many others (most importantly, much of Australia) have failed.

Among other red grapes, Merlot overtook the inconveniently late-ripening Cabernet Sauvignon in 2000. Bordeaux blends are in general more popular with Kiwis themselves than outside in the big, wide, Cabernet-saturated world. Other significant grapes include Riesling (which can be very fine here, either dry or sweet but too often in between) and other hopes are variously invested in Pinot Gris, Semillon, Gewürztraminer, and Cabernet Franc. Isolation has proved no defence against vine pests and diseases. Most of these new plantings are grafted onto phylloxera-resistant rootstocks.

New Zealand wine has come a long way since it was known locally as "Daddy plonk", a reference to settlers from Dalmatia, lured from the kauri-gum forests of the far north to plant vineyards near Auckland in the early 20th century. They persisted despite a rainy subtropical climate; several of the families in what is now a surprisingly good red-wine area have Dalmatian names. As in Australia's Hunter Valley, cloud



BC

cover moderates what could be overmuch sunshine and gives steady ripening conditions. Vintage-time rain and rot are problems. The most ingenious (and successful) answer has been to plant, as it were, out to sea – on an island east of the city that misses the mainland rain. Waiheke Island's Stonyridge and Goldwater Cabernets are evidence of a mesoclimate miraculously right for Bordeaux grapes.

Of the wineries using West Auckland grapes, Kumeu River is the most successful. Collards is another largely dedicated to local fruit. Most other Auckland wineries such as Nobilo's and Selaks (both owned by Hardys of Australia), Babich, Matua Valley, Delegat's, and Villa Maria draw on other wine regions for the majority of their grapes.

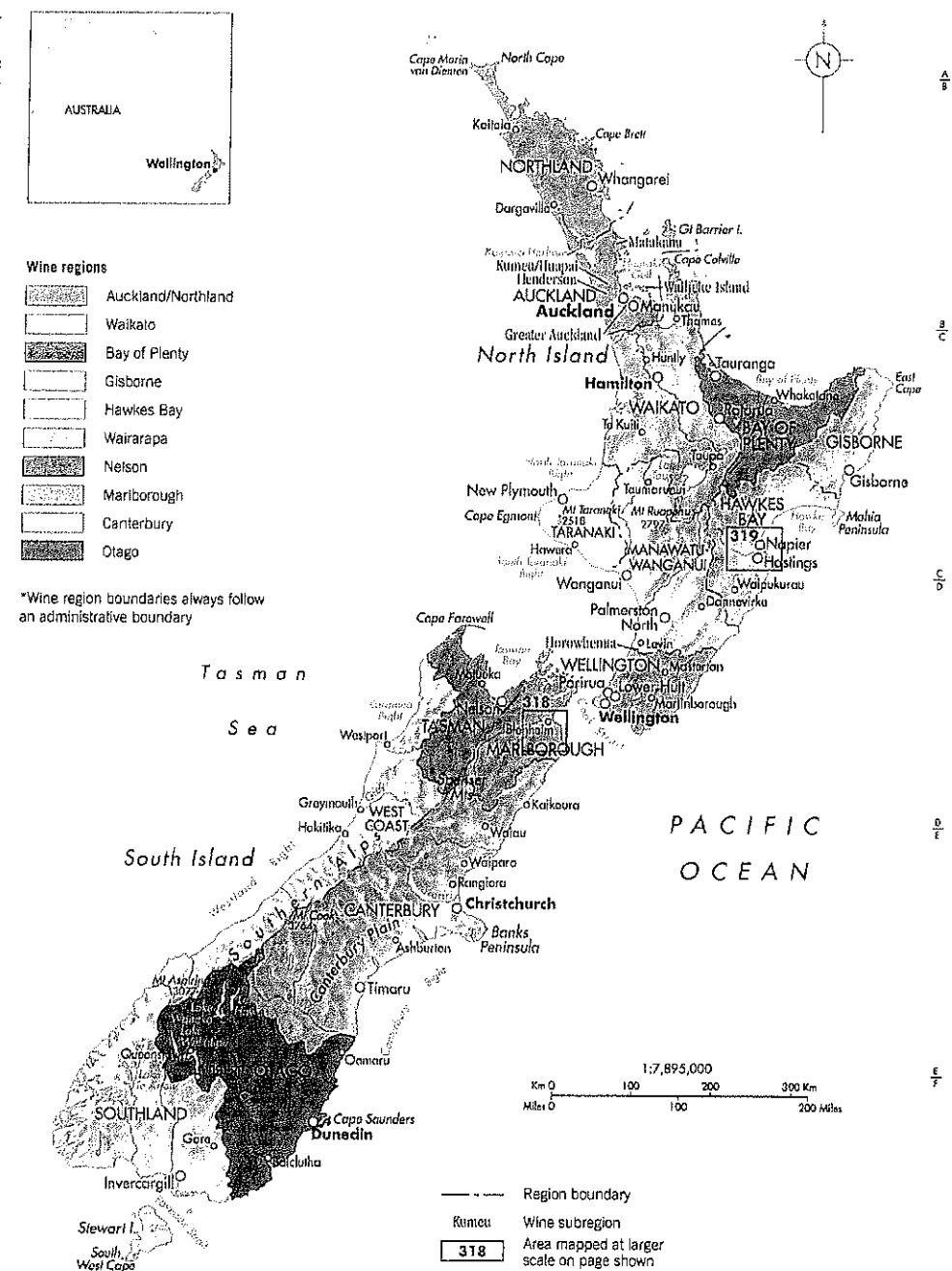
The wine giant Montana has over 60% of the New Zealand market following its purchase of Corbans (the second-largest company) in 2000. Both ferment in local sub-wineries in Gisborne, Hawkes Bay or Marlborough and finish their wines in Auckland. But many wine producers still transport white grapes long distances to their own crushers – a process that is not without some risk.

Gisborne on the east coast of the North Island (it has another name, Poverty Bay, like so many of New Zealand's wine regions) is a good example of a region plundered by the bottlers. It is the country's third most important wine region, after Marlborough and then New Zealand's answer to Bordeaux: Hawkes Bay (see page 319 for more detail), but has very few wineries. Gisborne, warmer but wetter than Hawkes Bay, especially in autumn, grows almost exclusively white grapes on relatively fertile soils and it has a particular reputation for Chardonnay.

The North Island's most exciting area for Pinot Noir is variously called Martinborough, Wairarapa, and Wellington; it is just an hour's drive west of the nation's capital over the mountains and into the country's eastern rain shadow. Temperatures may be lower but autumns are drier here than in other North Island wine regions, and its nearly 40 wineries, led by Ata Rangi, Martinborough Vineyards, and Dry River, have made some of New Zealand's most vividly varietal Pinot Noir so far. It has ranged from potently plummy to lean, dry, and earthy; but then so does burgundy. Here Chardonnay ripens well, keeping high acidity, while Riesling has demonstrated real potential.

Just across the windy straits on the South Island, the little Nelson region to the west of Marlborough has higher rainfall and richer soil than Martinborough but does well with similar grape varieties.

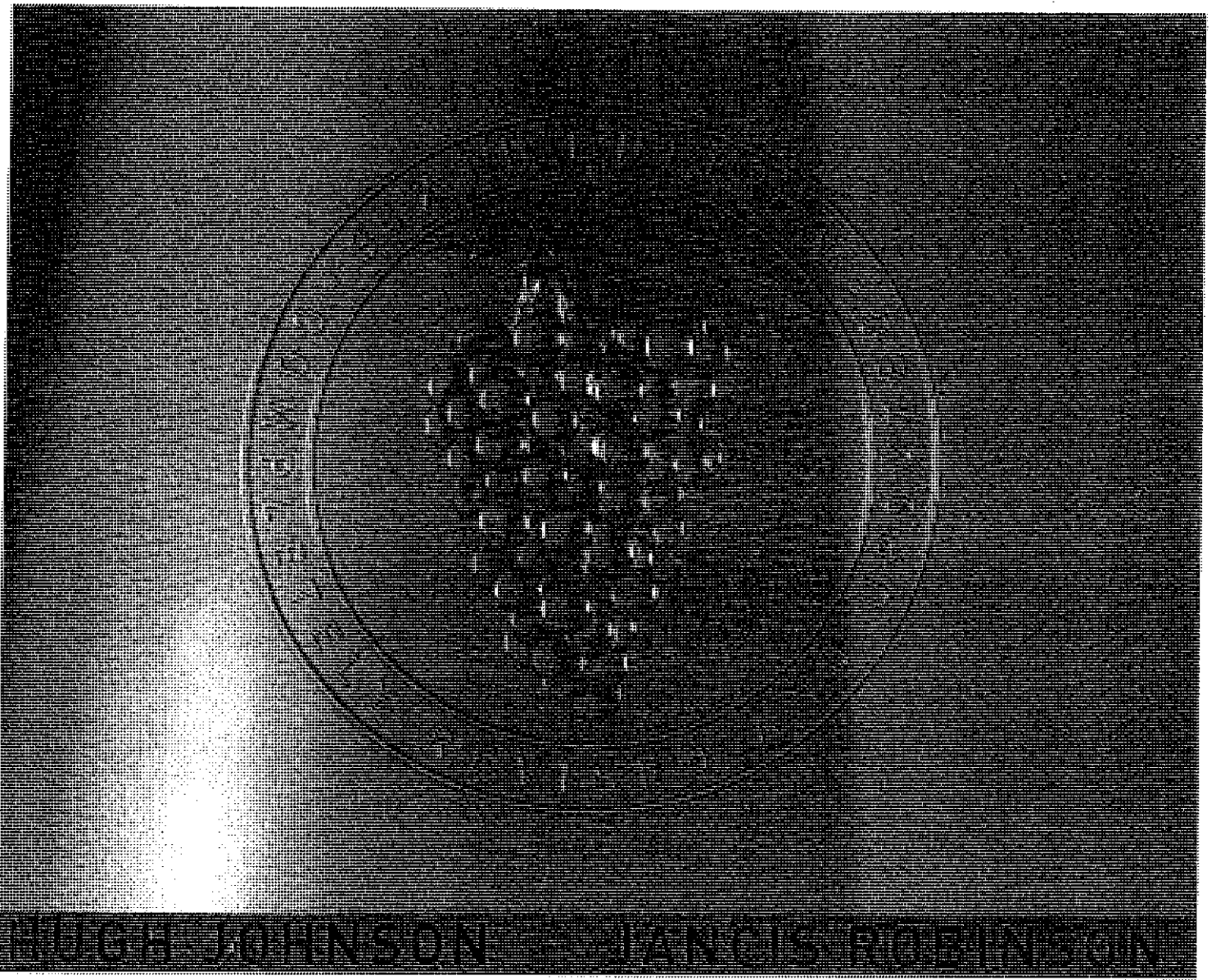
Meanwhile, well south of Marlborough, on the plains surrounding Christchurch and an hour's drive north in undulating terrain at Waipara, Canterbury's winemakers are producing crisp, flinty Rieslings and Chardonnays as well as Pinot Noir that ranges from disappointingly herbal to tantalizingly promising in extremely varied environments.



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

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

BC



HUGH JOHNSON FRANCIS ROBINSON

THE WORLD ATLAS OF
WINE

MITCHELL BEAZLEY

BC



THE WORLD ATLAS OF
WINE

SIXTH EDITION

Mitchell Beazley

HUGH JOHNSON JANCIS ROBINSON

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 84539 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 Yasla Williams-Leedham
 Designer Colin Goody
 Production Manager Peter Hunt
 Cartographic Editor Zsó 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 chateau, 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

Introduction

- Introduction 7
- The World of Wine 10
- The Ancient World 12
- The Middle Ages 17
- The Evolution of Modern Wine 16
- The Wine 13
- International Grapes 20
- Rational Grapes 22
- Wine and Weather 24
- Viticulture 26
- The Wine-growing Year 28
- Making Wine in the Vineyard 30
- Making Wine in the Cellar 32
- Old and Alternatives 36
- How Wine is Made 36
- Anatomy of a Winery 38
- Storing Wine 40
- Serving 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/Médoc 60
- Côte de Beaune/Beaune 62
- Côte de Nuits/Nuits-St-Georges 64
- Côte de Nuits: Gevrey-Chambertin 66
- Côte Chalonnaise 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
- SE Stepe 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-Emilion 108

- Wines of the Southwest 110
- Bordeaux 110
- Loire Valley and Muscadet 118
- Alsace 120
- Saumur 121
- Chalon and Bourgogne 122
- Vouvray and Montlouis 123
- Pouilly-Fuissé 124
- Alsace 126
- The Heart of Alsace 128
- Northern Rhône 130
- Côte-Rhône and Coteaux 132
- Hermitage 134
- Southern Rhône 136
- Châteauneuf-du-Pape 138
- Western Languedoc 140
- Eastern Languedoc 142
- Roussillon 144
- Provence 146
- Bandol 148
- Corse 149
- Jura 150
- Savoie 151
- Vin de Pays 152

Italy 154

- Northwest Italy 158
- Piemonte 160
- Barbaresco 162
- Barolo 164
- Northeast Italy 166
- Trentino 168
- Alto Adige 169
- Verona 170
- Triuli 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

BC



cover moderates what could be too much sunshine and gives steady ripening conditions. Vintage-time rain and rot are problems, although Waiheke Island to the east misses some of the mainland rain. Stonyridge has shown the island's potential with Bordeaux grapes, but prospects for Syrah look if anything even brighter. Te Whau is another winery to watch.

In the early years of this century, New Zealand wine was paid the compliment of more interest from multinational corporations than ever before. In 2005 Pernod Ricard New Zealand became the owner of the country's giant Montana and several other labels (including Brancott Estate, which substitutes for Montana for obvious reasons in the USA), thus producing more than a third of all New Zealand wine. The company's wines are fermented and generally aged at regional wineries and bottled in Auckland – common practice for the larger companies. Its Gisborne winery processes 60% of the region's production and is home to the country's largest cooorage.

Gisborne on the east coast of the North Island (like so many of New Zealand's wine regions it has another name, Poverty Bay) is a good example of a region plundered by the bottlers. In terms of vineyard area, it is the country's third most important wine region, admittedly a long way behind Marlborough

and also behind Hawke's Bay, New Zealand's answer to Bordeaux, but it has relatively few wineries, fewer even than Nelson and far fewer than Central Otago. Warmer but wetter than Hawke's Bay, especially in autumn, Gisborne grows almost exclusively white grapes on relatively fertile loamy soils. It has a particular reputation for lush Chardonnay, generally picked two to three weeks before Hawke's Bay and Marlborough for example, but also produces some of the world's finest Gewurztraminer as well as intense Semillon and relatively rich Chenin Blanc. Merlot and Syrah are notably approachable too.

If Poverty Bay is Gisborne, the Bay of Plenty is otherwise known as Waikato and produces bumptious Chardonnay in relatively small quantity. The North Island's other wine regions are considered in detail overleaf.

Just across the windy Cook Strait on the South Island, the little Nelson region to the west of Marlborough has higher rainfall and richer soil than Wairarapa but does well with similar (Burgundian) grape varieties.

Meanwhile, well south of Marlborough, on the relatively cool plains surrounding Christchurch and an hour's drive north in undulating terrain at Waipara, Canterbury's winemakers are producing crisp, flinty Rieslings and some unusually well-structured

The sun also rises in New Zealand, and shines brilliantly through unpolluted air. The hole in the ozone layer above Marlborough is said to play a part in creating those pungent wine flavours.

Chardonnays (from Mountford, for example), as well as Pinot Noir that ranges from disappointingly herbal to tantalizingly promising in extremely varied environments. The east of the region is dominated by alluvial gravels, often covered with thin loess, but some isolated outcrops of limestone, so revered in Burgundy, have been assiduously sought out further west by some of Waipara's most ambitious growers such as Bell Hill and Pyramid Valley. And the fact that Montana has planted several hundred hectares of vineyard in the region is surely significant. The isolation of most vineyards, the reasonably dry climate, and persistent winds make organic viticulture relatively easy here.

Another embryonic, limestone-dominated wine region has been scouted even further south. Waitaki Valley in northeastern Otago is discussed with Central Otago, on p.363.

Some particularly fine offerings from regions not mapped in detail on subsequent pages. Left to right they run north to south, with only one red wine among them: the Waiheke Bordeaux blend. Neudorf is a standard-bearer for the northwest of the South Island.



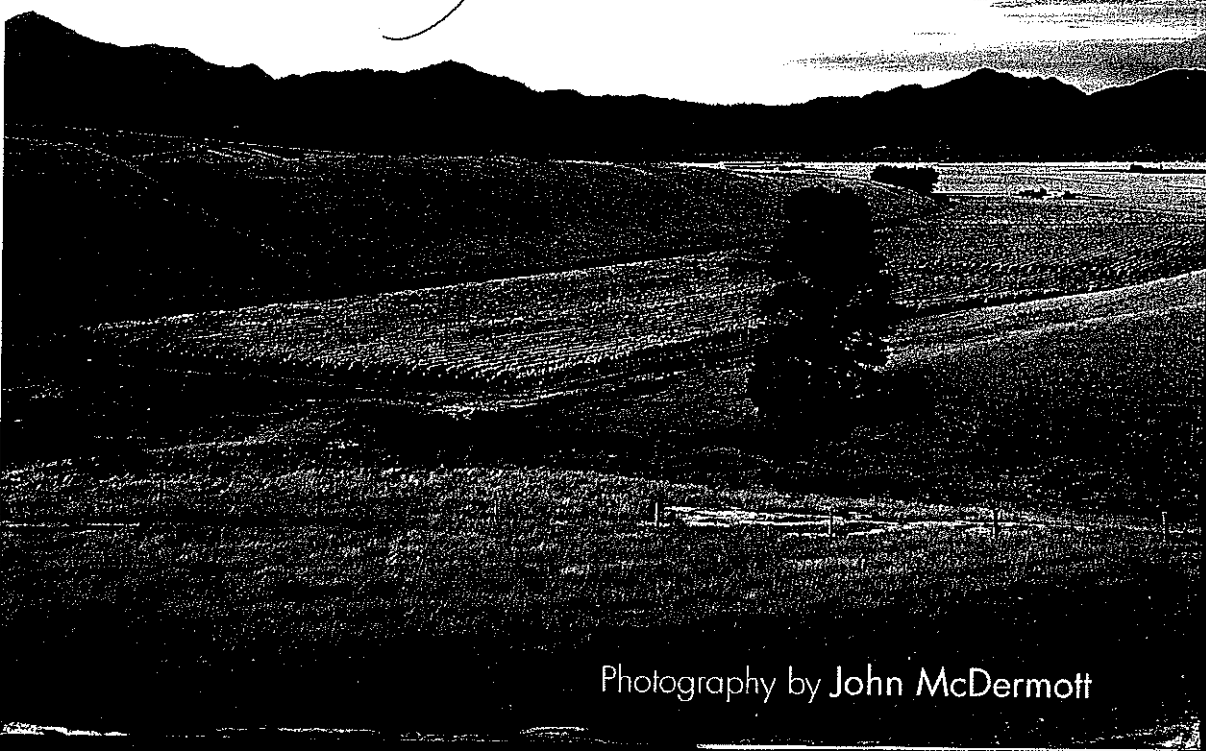
BC

~~Antebellum~~

MICHAEL COOPER

WINE ATLAS

of New Zealand



Photography by John McDermott

BC

MICHAEL COOPER

WINE ATLAS
of New Zealand

Second Edition

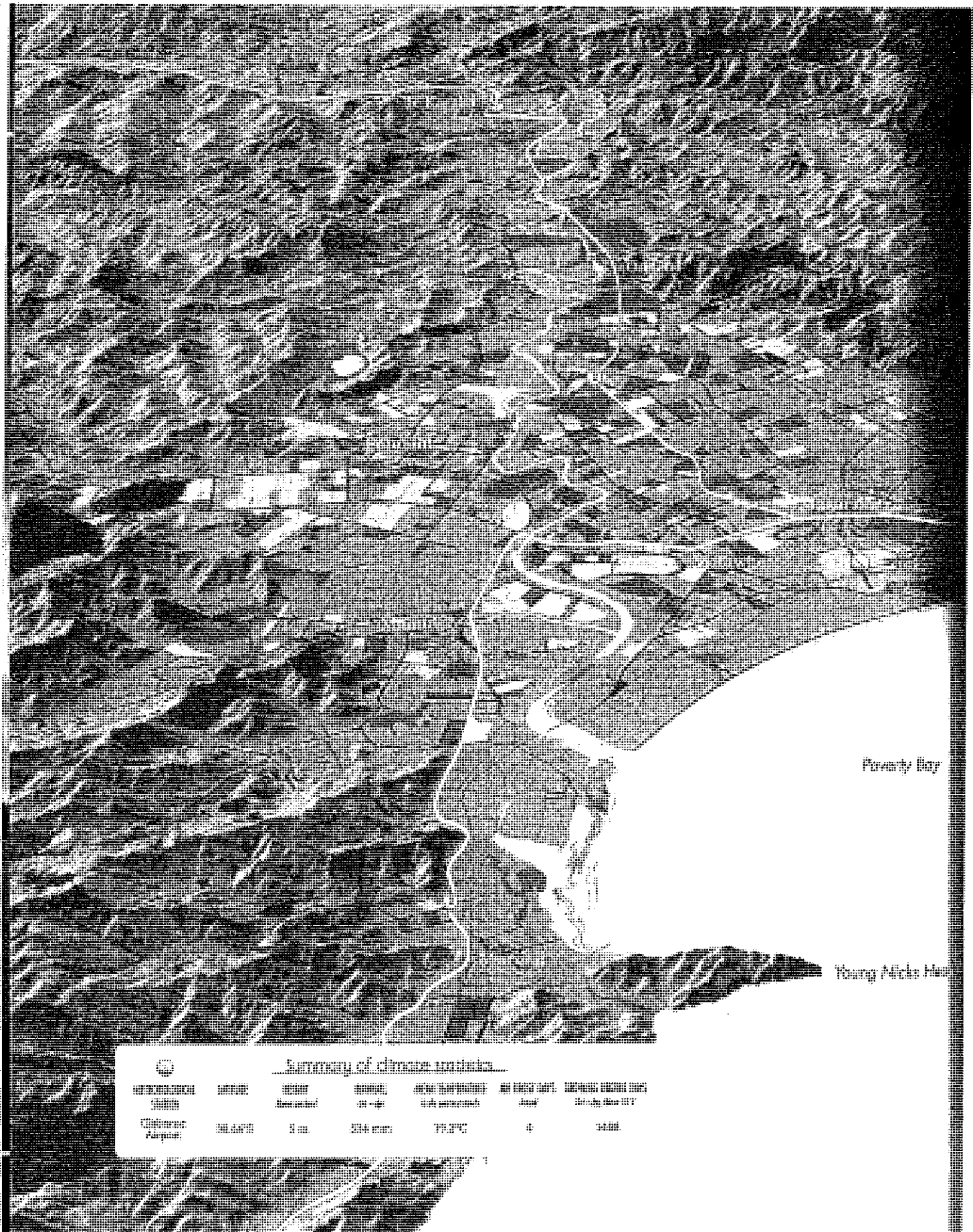
Text by Michael Cooper

Photography by John McDermott



Hodder Moa

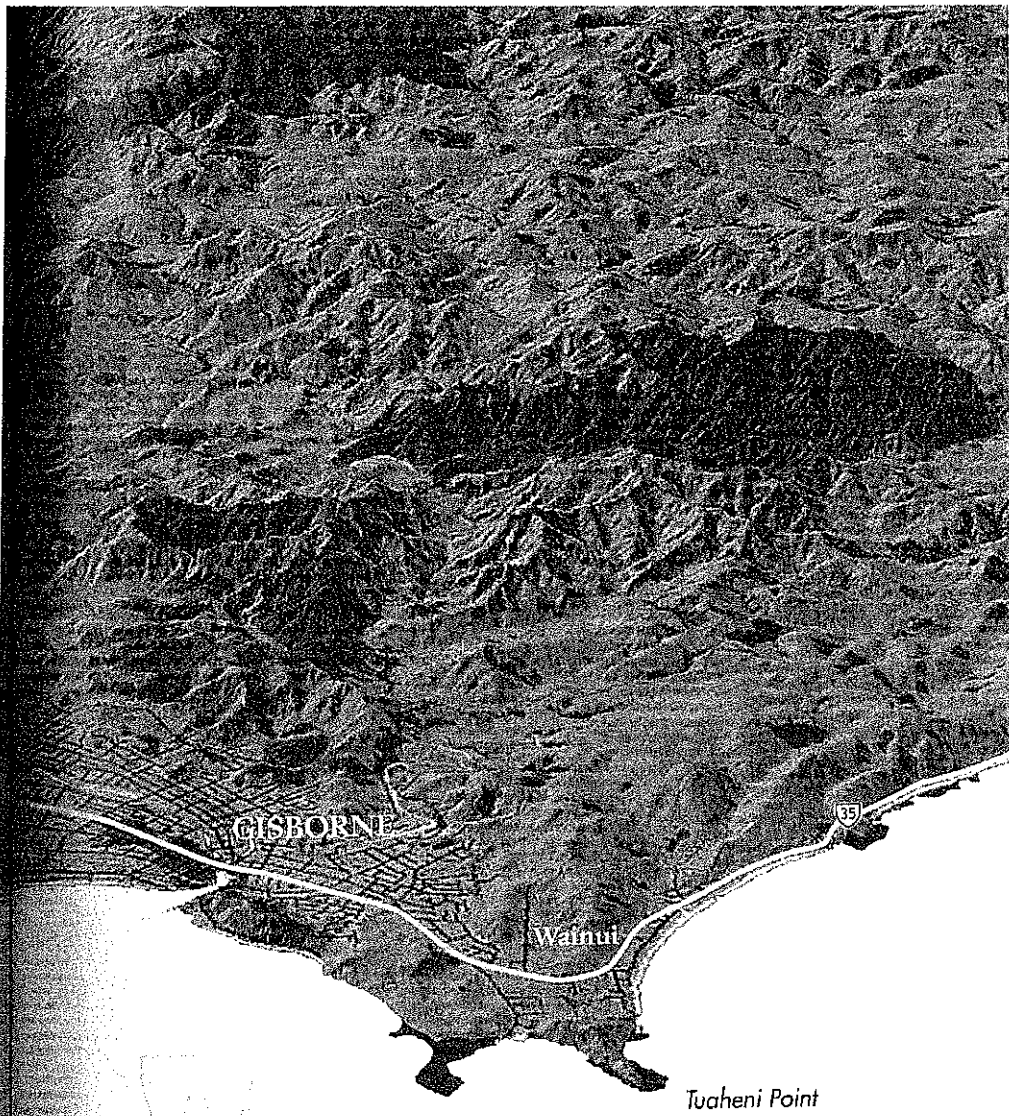
BC



Summary of drainage units

| Drainage Unit | Area (Acres) | Perimeter (Miles) | Area (Sq. Miles) | Perimeter (Miles) | Area (Sq. Miles) | Perimeter (Miles) |
|---------------|--------------|-------------------|------------------|-------------------|------------------|-------------------|
| Drainage Unit | 10.1475 | 3.00 | 2.54 | 78.37 | 4 | 11.00 |

BC



Gisborne is New Zealand's third-largest wine region, in recent vintages producing an average of 13 per cent of the country's wine. Chardonnay accounts for over half of all plantings and has enjoyed glowing competition success, and aromatic white varieties such as Gewürztraminer, Vignier and Pinot Gris are also coming to the fore.

The region's wine output, however, is dominated by Pernod Ricard NZ, and there is only a small cluster of quality-focused 'boutique' producers.

The hilly East Cape of the North Island is dominated by the Raukumara Range, leaving limited lowland areas suitable for viticulture. Grapegrowing is largely confined to the Poverty Bay flats near Gisborne city, which at just over 20,000 hectares form the largest of the coastal alluvial plains, and a much smaller one further north at Tolaga Bay.

The richness of its soils, warm summers and mild winters make Gisborne an ideal place for growing maize, grapes, kiwifruit, citrus and subtropical fruits. In the hill country, sheep, cattle, deer and goats are farmed and huge forests have been planted in radiata pine.

Pages 142-143: Gisborne promotes itself as the 'Chardonnay capital of New Zealand'.

BC

Principal grape varieties

| | Producing area 2008 | % total producing area 2008 |
|------------------|---------------------|-----------------------------|
| Chardonnay | 1132 ha | 52.8 % |
| Pinot Gris | 175 ha | 8.2 % |
| Merlot | 117 ha | 5.5 % |
| Gewürztraminer | 109 ha | 5.1 % |
| Muscat varieties | 109 ha | 5.1 % |
| Pinot Noir | 82 ha | 3.8 % |
| Sauvignon Blanc | 78 ha | 3.6 % |
| Sémillon | 77 ha | 3.6 % |
| Viognier | 65 ha | 3.0 % |
| Reichensteiner | 62 ha | 2.9 % |

This is one of the most unstable landscapes in New Zealand. The soft, easily eroded mudstones and clays of the back country are drained by the narrow, silty Waipaoa River, which meanders across the western side of the plains to the coast at Poverty Bay. In the past, the river frequently flooded, inundating the plains with clay and silt sediment up to 7.5 centimetres thick. A flood control scheme was introduced in 1953, and since then the plains have rarely been flooded.

At the lower end of the Waipaoa Valley, the Gisborne plains are shaped roughly like an isosceles triangle, with its apex near Te Karaka, 20 kilometres from the coast, and its base running 13 kilometres along the coast from Young Nicks Head to the mouth of the Turanganui River. On the north-east side of the valley — where the first vineyards were planted — 5 kilometres inland steep, strongly sculpted hills rise to 370 metres. On the western side of the valley, within 10 kilometres of the city, the hills climb to 450 metres.

At least half of the vines are clustered at Patutahi, north-west of the city, where Montana (now Pernod Ricard NZ) expanded its plantings so markedly in the late 1990s that the locals dubbed the area 'Montanaland'. With its relatively low rainfall and heavy clay soils that drain well because the land is gently sloping, Patutahi has considerable advantages for viticulture, but a less obvious factor in the surge of investment was simply that the largest land holdings available for purchase were at Patutahi.

The second major grapegrowing district lies north of the city, in the Ormond, Waihirere and Hexton areas, where Gisborne's first commercial vineyards were planted. Here, on the eastern edge of the plains, at the foot of a long, irregular escarpment, lies the 'Golden Slope' or 'Slope of Gold', a gentle, clay-based slope with 20–30 centimetres of sandy topsoils which has given rise to many of Gisborne's top Chardonnays.

The Golden Slope faces south-west — rather than the preferred northerly aspect — but its soils are more free-draining and drier than those on the flats. There is also a crucial human factor in the medal-winning success of wines from the Golden Slope — some of Gisborne's most dedicated grape-growers, such as Geordie Witters and Paul Tietjen, are based there. Some local winemakers see the district name as frivolous (*Côte d'Or*, the name of the heart of the Burgundy wine region, translates as 'golden slope'), arguing it should be Hexton Hills.

Closer to the coast, there are also substantial vine plantings in fertile, sandy soils at Riverpoint, where afternoon sea breezes keep temperatures relatively cool.

The hunt for new, more favourable sites up off the valley floor is gathering pace, although the ruggedness of the hill country makes it difficult to find north-facing slopes large enough for vineyards. At its McDiarmid Hill Vineyard at Patutahi, Villa Maria has close-planted 6 hectares of Chardonnay in low-vigour pumice soils. This elevated, sloping site yields fruit for the company's acclaimed Reserve Barrique Fermented Chardonnay label. Villa Maria has also planted 11 hectares of Chardonnay and Gewürztraminer at the gently sloping Katoa vineyard in a warm, sheltered bowl at Manutuke, surrounded by low hills.

At Clos de Ste Anne, James and Annie Millton have planted Chardonnay, Viognier, Chenin Blanc, Pinot Noir and Syrah on a steep, north-east-facing hillside at Manutuke, and grape-grower Chris Parker also has a hillside vineyard, Parklands Crucible, at Patutahi. James Millton refers to these elevated, sloping sites as '*grand crus*' (superior vineyards).

Reservations about Gisborne's viticultural potential have centred principally on the fact that although the vines get ample amounts of sunshine and heat, the typically highly fertile nature of the soils and plentiful autumn rains can easily combine to produce excessive vine-foliage growth and bumper crops. The rainfall during the critical February–April harvest period averages 60 per cent higher than in Marlborough, and 35 per cent higher than in Hawke's Bay.

Today, however, many vineyards are achieving grape quality far above the norm of the past. By careful site and variety selection; choosing devigorating rootstocks; using cover crops to reduce vine vigour; planting healthy, virus-free vines and new, improved clones; shoot-thinning and leaf-plucking to reduce shading of the fruit and the risk of disease;

BC

bunch-thinning to increase ripeness and flavour depth; harvesting later to advance fruit ripeness; and a range of other approaches, many Gisborne viticulturists are exploring their region's fine wine potential. Such outstanding wines as Clos de Ste Anne Naboth's Vineyard Chardonnay, Clos de Ste Anne Viognier Les Arbres, Montana 'O' Ormond Chardonnay, Millton Te Arai Vineyard Chenin Blanc, Montana 'P' Patutahi Gewürztraminer and Vinoptima Ormond Reserve Gewürztraminer show what can be done.

History

Friedrich Wohnsiedler pioneered commercial winemaking in Gisborne after a false start by Marist missionaries, who landed by mistake at Turanganui (Gisborne) in 1850 and planted vines before departing for their original destination, Hawke's Bay. Peter Guschka, an Austrian blacksmith, later ran a vineyard and cellar at Manutuke as a sideline activity. Wohnsiedler, born on a tributary of the Rhine, arrived in New Zealand around the turn of the century. When patriots laid waste his Gisborne smallgoods business during the 1914–18 war, in 1917 Wohnsiedler moved out and onto the land, planting vines at Waihirere. His first vintage, a sweet red, was labelled simply as 'Wine', with his own name beneath.

When Wohnsiedler died in 1958, his Waihirere vineyard covered only 4 hectares. (His name survives on a range of Wohnsiedler wine casks produced by Pernod Ricard NZ. See the profile of Wohnsiedler on page 14.) In 1961, a rapid expansion programme began which, after a series of financial restructurings, saw the Wohnsiedler family eventually lose control. By 1973 Montana had completely absorbed Waihirere.

From a paltry acreage of vines supplying the old Waihirere winery, since 1965 viticulture has established a strong presence on the Gisborne plains. It was a decline in the profitability of small-holding pastoral farming in the 1960s that aroused farmers' interest in grapegrowing. When Corbans and Montana offered lucrative contracts, vineyards spread rapidly. Corbans opened a gleaming new winery in Gisborne in 1971, followed by Montana and Penfolds. By 1982, vine plantings reached a total of 1922 hectares, more than in any other region.

Bountiful crops drew the big companies to Gisborne. 'In Auckland, if we planted Müller-Thurgau, we'd get three to four tonnes to the acre [7.4 to 9.9 tonnes per hectare] in the vine's fourth year,' recalled Joe Corban in 2004. 'In Gisborne, Corbans would get 12 to 15 tonnes of grapes per acre [28.8 to 36 tonnes per hectare] for Chardonnay. And that was in vineyards that were just two to three years old.'

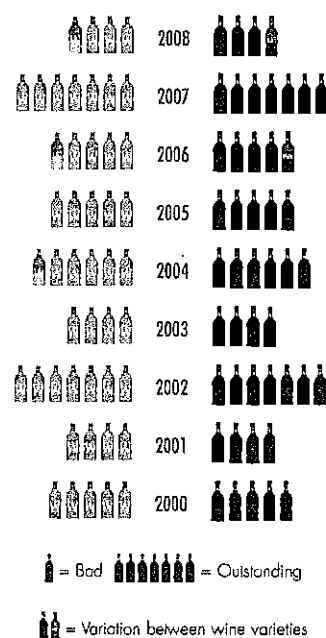
Denis Irwin, Gisborne's first small-scale producer of fine table wines, made the initial 1976 vintage of Matawhero Gewürztraminer in a converted chicken shed surrounded by vineyards planted since 1969 by his father, Bill Irwin. The Millton Vineyard — also based on family-owned vines established since the late 1960s — followed, producing its first vintage in 1984.

During the 1970s and early-mid 1980s, Gisborne was the wine industry's bread basket, the prime source of grapes for its hungry bulk-wine production lines. The tag 'carafe country' was easy to apply.

However, after New Zealand's fierce 1985–86 wine price war, as part of the government-funded vine extraction scheme, nearly 600 hectares of Gisborne's vines were uprooted and many growers left the industry. Since then, plantings have gradually returned to the extent of the early 1980s (and have recently nudged ahead), with Chardonnay replacing the almost-vanished Müller-Thurgau as the region's mainstay variety.

In 2008, with 2142 hectares of producing vines (up from 1447 hectares in 1999), Gisborne had 7.8 per cent of the country's total producing area, a steep drop from 25.8 per cent in 1990, reflecting the recent flurry of vineyard expansion in less fertile, drier regions to the south. Pernod Ricard NZ dominates the region, accounting for two-thirds of its total wine output, and the wine trail is still short: only 19 producers (3.5 per cent of the country's total) are based in Gisborne.

Regional vintage chart



Climate

One of the sunniest regions in New Zealand, Gisborne has also recorded some of the highest temperatures, with 38°C at Gisborne city. Such early-ripening grapes as Reichensteiner and Müller-Thurgau (of which 50 hectares survive) are typically among the first in the country to be harvested, and Chardonnay ripens in Gisborne up to six weeks ahead of southern regions.

That Gisborne is warm enough to mature its grapes early is of critical importance — especially in wet seasons — because its rainfall figures are relatively high. High hills at the coast collect moisture from easterly and south-easterly winds, making the region markedly wetter than Hawke's Bay. The western side of the Gisborne plains, however, is drier than the east. Over a period of five growing seasons, 30 per cent less rain fell on Pernod Ricard NZ's vineyards at Patutahi than at Ormond.

Gisborne's climate is strongly influenced by the surrounding mountains, with the North Island high country and nearby hills providing much shelter from westerly and northerly weather systems. The prevailing north-westerly winds are usually warm and dry and southerlies, although cold and wet, are generally of short duration. However, Gisborne is highly exposed to easterly winds and the coastal hills intensify the precipitation, bringing lengthy spells of wet weather.

Sea breezes are common in summer, especially in the afternoons, cooling the vineyards in the Riverpoint area but having less effect on the more extensive plantings further inland.

In Gisborne's relatively wet climate, the challenge facing viticulturists is to ripen their grapes fully in clean, rot-free condition. Bunch rot, especially botrytis, is the chief disease threat and a much greater problem than in the drier regions to the south.

A major plus-point for Gisborne, however, is its ability, at least in drier years, to fully ripen grapes on vines carrying 'commercial' (that is, heavy) crop loads. In the cooler regions to the south, smaller crops are necessary to achieve ripe fruit flavours. Gisborne's ability in favourable years to fully ripen relatively heavy crops is a bonus for companies seeking to produce moderately priced wine of sound, average quality.

Soils

The young alluvial soils of the Gisborne plains, derived from the soft, sedimentary rocks of the back country, rank among the most naturally fertile soils in New Zealand.

James Milton, the region's leading winemaker, sees two key soil types in the lower Waipaoa Valley for grapegrowing. 'The fine silt loams closest to the river produce aromatic wines, whereas the heavier clay soils on the edge of the plains give a fleshier character.' At Patutahi, the widespread Kaiti soils are principally clay loams with near-white sub-soils and black topsoils that dry out and crack in summer.

Soils of the Waipaoa type, found close to the Waipaoa River, include silt loams near the river banks and clay loams further afield. These are the newest soils on the plains, deposited by floods during the twentieth century after heavy erosion of the river's catchment area. Waipaoa soils are the least popular with viticulturists; they are the most flood-prone and

On a steep hill at Manūuke, on the south side of the plains, Milton's Clos de Ste Anne vineyard is yielding unprecedentedly complex and highly structured Gisborne wines.

BC

in Pernod Ricard NZ's view produce less richly flavoured grapes and wines.

Matawhero and Waihirere soils lie on the rarely flooded, higher parts of the plain. Deep, friable and well-drained, with an ample supply of nutrients, they are regarded as the finest all-purpose soils and are widely used for viticulture. Matawhero soils have distinctly organic topsoils, with some areas possessing a layer of humus-enriched sediment up to 100 centimetres thick; Waihirere soils are chemically similar and are again highly fertile.

Wine styles

Gisborne's greatest asset is the enormous drink-young appeal of its Chardonnays. Fragrant and soft, with lush, ripe citrus and tropical-fruit flavours, they can knock your socks off barely six months after they were a bunch of grapes.

Gisborne Chardonnay can also mature gracefully. Revington Vineyard Chardonnay 1989, the champion Chardonnay of the 1990 Air New Zealand Wine Awards, was in magical condition in 1999 and could easily have been taken for five, rather than 10, years old. The classy, tightly structured Montana 'O' Ormond Chardonnay has a proven ability to mature gracefully for up to a decade.

Gisborne is largely white-wine country. In the 2007 vintage, the region produced virtually all of New Zealand's Reichensteiner; 80 per cent of the Muscat varieties; 76 per cent of the Müller-Thurgau; 63 per cent of the Chenin Blanc; 60 per cent of the Gewürztraminer; 53 per cent of the Sémillon; 43 per cent of the Viognier; 39 per cent of the Chardonnay; and 20 per cent of the Pinot Gris.

Plantings are expanding of Chardonnay, Sauvignon Blanc, Gewürztraminer, Viognier and Pinot Gris. The region has produced some of New Zealand's most strikingly perfumed, rich and well-rounded Gewürztraminers, most recently under the Montana 'P' Patutahi, Vioptima Ormond Reserve and — in favourable vintages — Revington Vineyard labels.

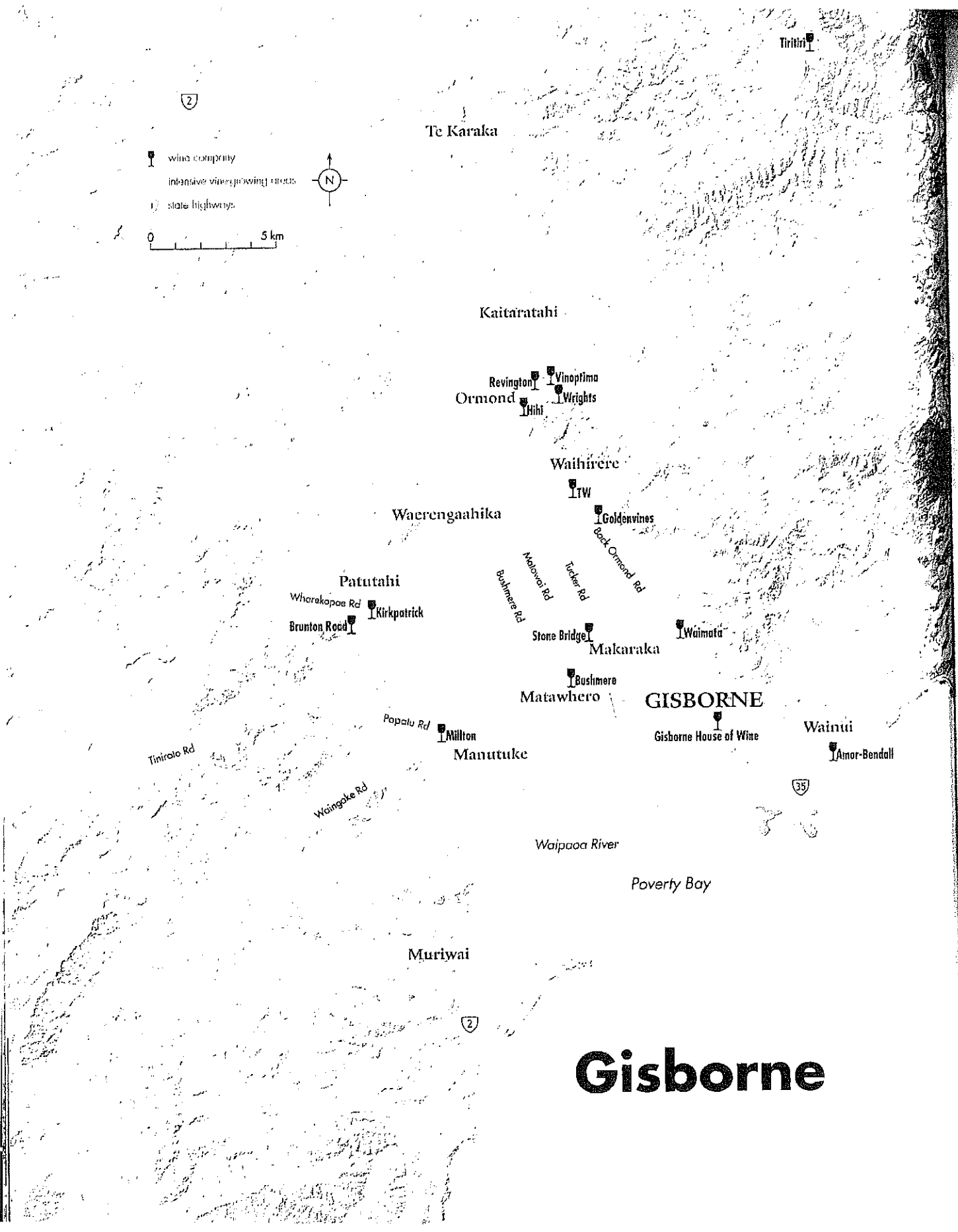
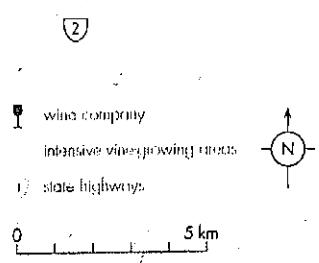
Gisborne Sauvignon Blancs are typically less aromatic and punchy than those grown further south, with non-herbaceous, tropical-fruit flavours. Pinot Gris has to date yielded solid rather than exciting wines, but Clos de Ste Anne Viognier, backed up by TW Viognier, has shown how deliciously weighty, sweet-fruited and lush Gisborne Viognier can be.

Gisborne is not viewed as a sparkling wine region, but two-thirds of the grapes for Pernod Ricard NZ's hugely popular Lindauer Brut are grown there. The Chardonnay and Pinot Noir grapes are harvested early, while they retain the desired high levels of acidity, and the region's high grape yields are suitable for such a low-priced wine.

Few Gisborne reds stand out, although good examples of Merlot, Malbec, Pinotage and Syrah can be found. The region has sufficient heat to grow later-ripening red-wine grapes, but rain is the bugbear, swelling the berries at the cost of flavour and colour intensity. Thin-skinned Pinot Noir is too susceptible to Gisborne's autumn rain to make quality reds. Rich, ripe Merlots have been made in drier seasons, but the variety performs better in Hawke's Bay. Steve Voysey, of Pernod Ricard NZ, predicts Syrah, now starting to attract attention, will enjoy greater success than Merlot: 'It's easier to manage, with wide, open bunches.'

Sub-regions

Gisborne winegrowers identify nine sub-regions: Waipaoa, Ormond, Ormond Valley, Golden Slope, Central Valley, Riverpoint, Patutahi, Patutahi Plateau and Manutuke. The most heavily planted district is Patutahi, a relatively cool and dry, slightly inland area north-west of Gisborne city, where Pernod Ricard NZ has extensive Chardonnay vineyards. The older-established, warmer Ormond area, more affected by rain-bearing easterlies, lies on the other side of the plains. Compared to the weighty, peachy, honeyed and soft Chardonnays from Ormond, those from Patutahi are more elegant and lemony, with higher acidity. Closer to the coast, afternoon sea breezes cool vineyards in the Riverpoint district, long the source of outstanding Gewürztraminers.



Gisborne

BC

~~Auckland~~

NEW ZEALAND WINE GUIDE



An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY

BC

NEW ZEALAND WINE GUIDE

An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY

BC

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 the prior permission of the publisher.

This book supports the delivery of unit standards currently registered by the New Zealand Qualifications Authority:

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

I have also drawn material from the Wine and Spirit Education Trust® for whom the New Zealand School of Food and Wine has been an Approved Programme Provider since 2004.

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



ACKNOWLEDGEMENTS

A big thank you to the Hospitality Training Trust for its generous grant supporting the publication of this book as a resource and textbook for wine education in New Zealand.



Photographs: Kevin Judd, for the use of his wonderful photographs which visually give important context and an essential lift to a lot of text. Therese and Hans Herzog, Milton Estate, Riversun Nursery, Villa Maria, Misha's Vineyard, Auntsfield Estate, Auckland War Memorial Museum, Alexander Turnbull Library.

Maps: Geographx for regional maps; New Zealand Winegrowers for map of New Zealand wine regions; NIWA.

For editorial comment and advice: Joelle Thomson, Lynnette Hudson, Therese Herzog, Kevin Judd, Paul Tudor MW, Michael Brajkovich MW, Tim Hanni MW, New Zealand Winegrowers.

Wine and Spirit Education Trust® WSET

Celia Hay

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

Book design: Donna Hoyle Design Ltd

Hay Publishing
PO Box 106750
Auckland

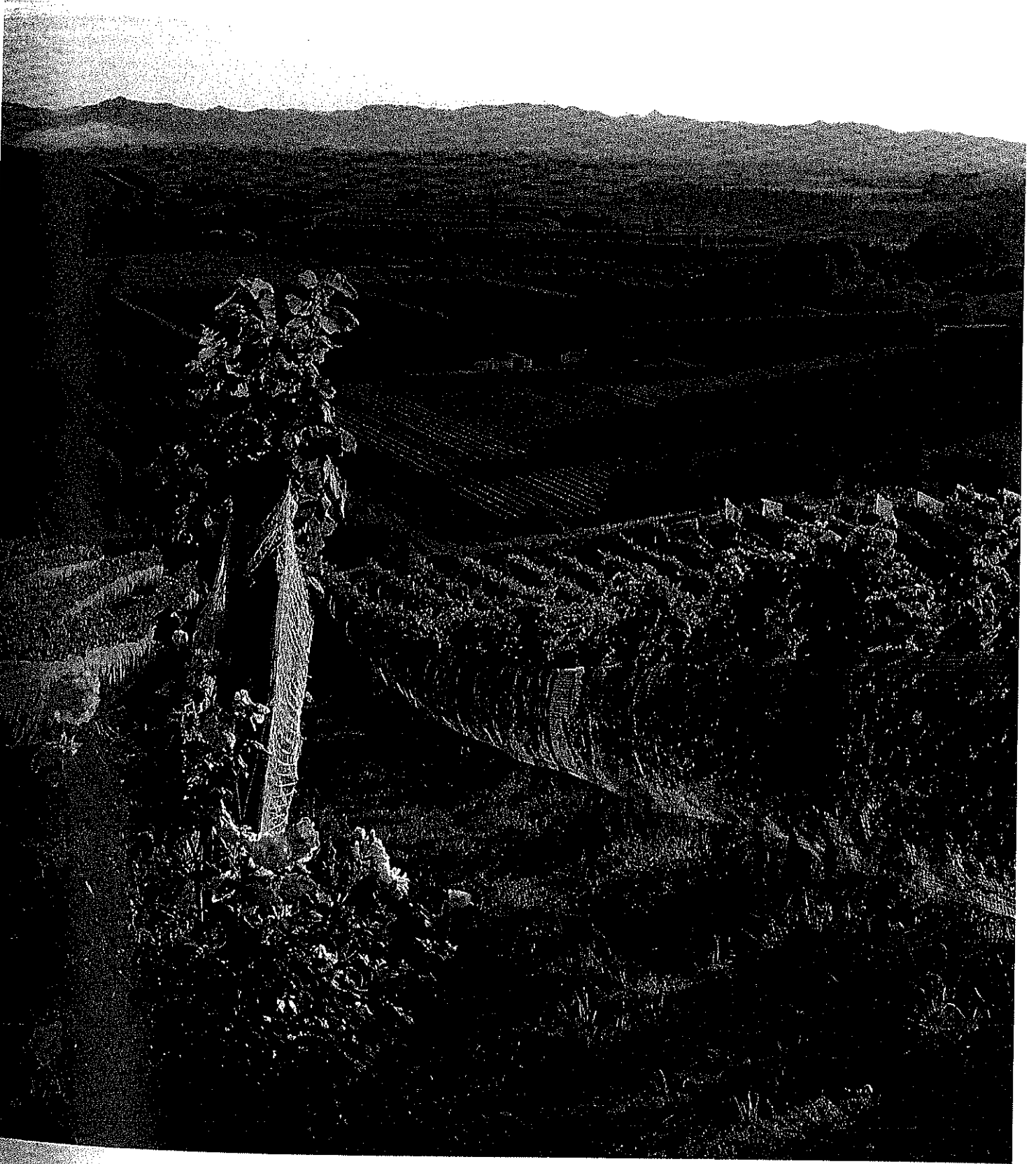
www.nzwinebook.com

© Celia Hay 2014

ISBN 978-0-473-28066-6

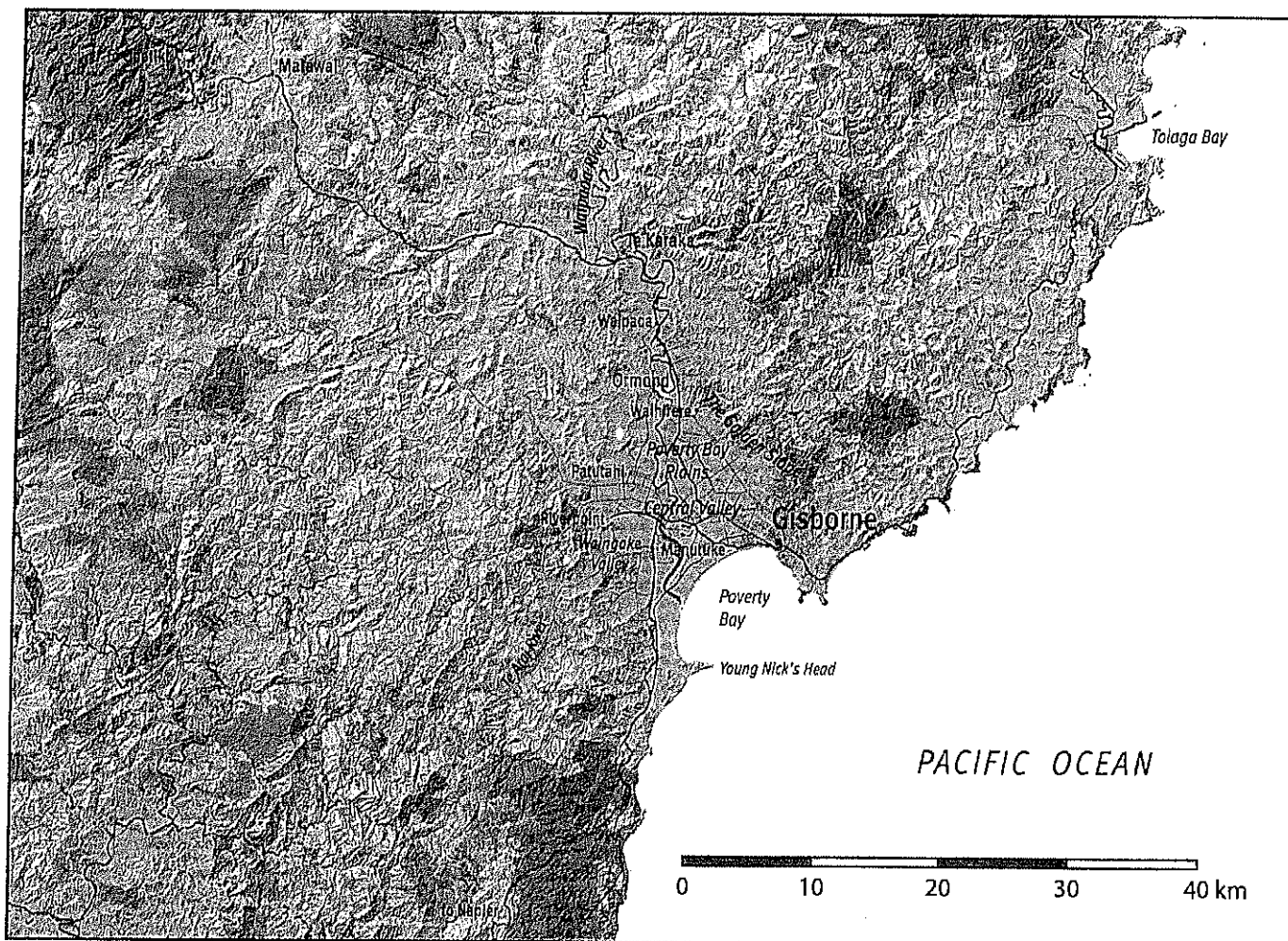
BC

Gisborne



Milton Naboth's Vineyard, looking north across Poverty Bay Plains.

BC



Gisborne is known for its high sunshine hours and warm climate, although this is tempered by bursts of rain. Increasingly, Gisborne is considered a white-wine region where aromatics thrive. It is one of the first regions to start the harvest each year, often two weeks earlier than Hawke's Bay or Marlborough.

HISTORY

Gisborne is the first city in the world to see the sun each day and is New Zealand's fourth largest wine region. Small pockets of grapes were grown from the nineteenth century, but the region really took off when Corbans began to plant Muller-Thurgau in the 1960s and was quickly followed by other large wine companies. During the 1970s Gisborne was the largest wine-growing region in New Zealand, with Muller-Thurgau the most planted vine. Vines

flourished until the mid 1980s when growers were given the opportunity to receive compensation and pull out vines as part of the government's vine-pull scheme, which followed a wine glut. Many replaced their Muller-Thurgau with Chardonnay.

Today the region is associated with the production of Lindauer and bulk red and white wines, such as Wohnsiedler, named after an early winemaker from the 1910s. A number of artisan producers have emerged and gone on to build national reputations for their wines.

Chardonnay remains the most important grape, but aromatic grapes such as Pinot Gris, Gewurztraminer and Viognier are also producing highly regarded wines.

SUB-REGIONS

Patutahi

Famous for its top Gewurztraminer, Patutahi is an inland area north-west of Gisborne city and considered to be warmer and drier than the other sub-regions.

Climate: Lower rainfall than other nearby regions and cooler.

Soil: Well-draining clay, silt.

Predominant grapes: Gewurztraminer, Chardonnay.

Try these wines: Matawhero Merlot.

Manutuke

Manutuke was originally planted in the 1890s and is located south of Gisborne city and close to the coast.

Climate: Warm, with sea breezes; ideal conditions for the formation of *Botrytis cinerea*.

Soil: Well-drained sandy, silt soils with some heavier clays.

Predominant grapes: Chardonnay.

Try these wines: Millton Clos de Ste Anne.

Ormond

Ormond is north of Gisborne city and where the first commercial vineyards were established. Today it has some of the best vineyard sites producing single-vineyard wines. It is also where the 'Golden Slope' is located. This is a 10-kilometre elevated strip, facing south-west with 20-30 centimetres of light black topsoil. The Golden Slope has produced many top Chardonnays.

Climate: Warmer, slightly drier with silt-loams prevailing.

Soil: Gently sloping, free-draining, sandy escarpment with limestone-influenced topsoil.

Predominant grapes: Chardonnay, Gewurztraminer.

Try these wines: Matawhero Chardonnay, Huntaway Gisborne Viognier, TW Estate Unoaked Chardonnay.

KEY WINE STYLES

Full-bodied Chardonnay and aromatic white wines made from Gewurztraminer, Pinot Gris, Muscat and Viognier are the leading styles. Gisborne is still a source of grapes for wineries located elsewhere in the country.

Chardonnay and Chenin Blanc

The Millton Vineyard, owned by James and Annie Millton, was the first vineyard in New Zealand to gain organic certification. It now has biodynamic certification as well. James Millton has been the leader in this movement among New Zealand wineries. Millton is best known for its Chenin Blanc, made in a number of styles and premium Chardonnay from the Clos de Ste Anne vineyard located on a steep north-facing slope.

Gewurztraminer

Nick Nobilo, former head winemaker and CEO of Nobilo Wines, owns Vinoptima, a boutique vineyard specialising in Gewurztraminer. He firmly believes that Gewurztraminer is the unsung hero of New Zealand wine, showing complex and exotic aromas and suited to a number of winemaking styles. The premium quality and purity of his wines are an exciting development for the Gisborne region.

EXPLORE NEW ZEALAND WINE & FOOD



Best local
RESTAURANTS



CAFES

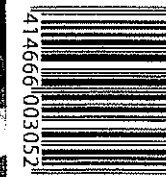


— 250+ —
WINERIES.
TO VISIT

NZ \$19.90*
AUST \$19.90*
*INCL GST
cuisine.co.nz

Fairfax Media

9 414666 003052 >



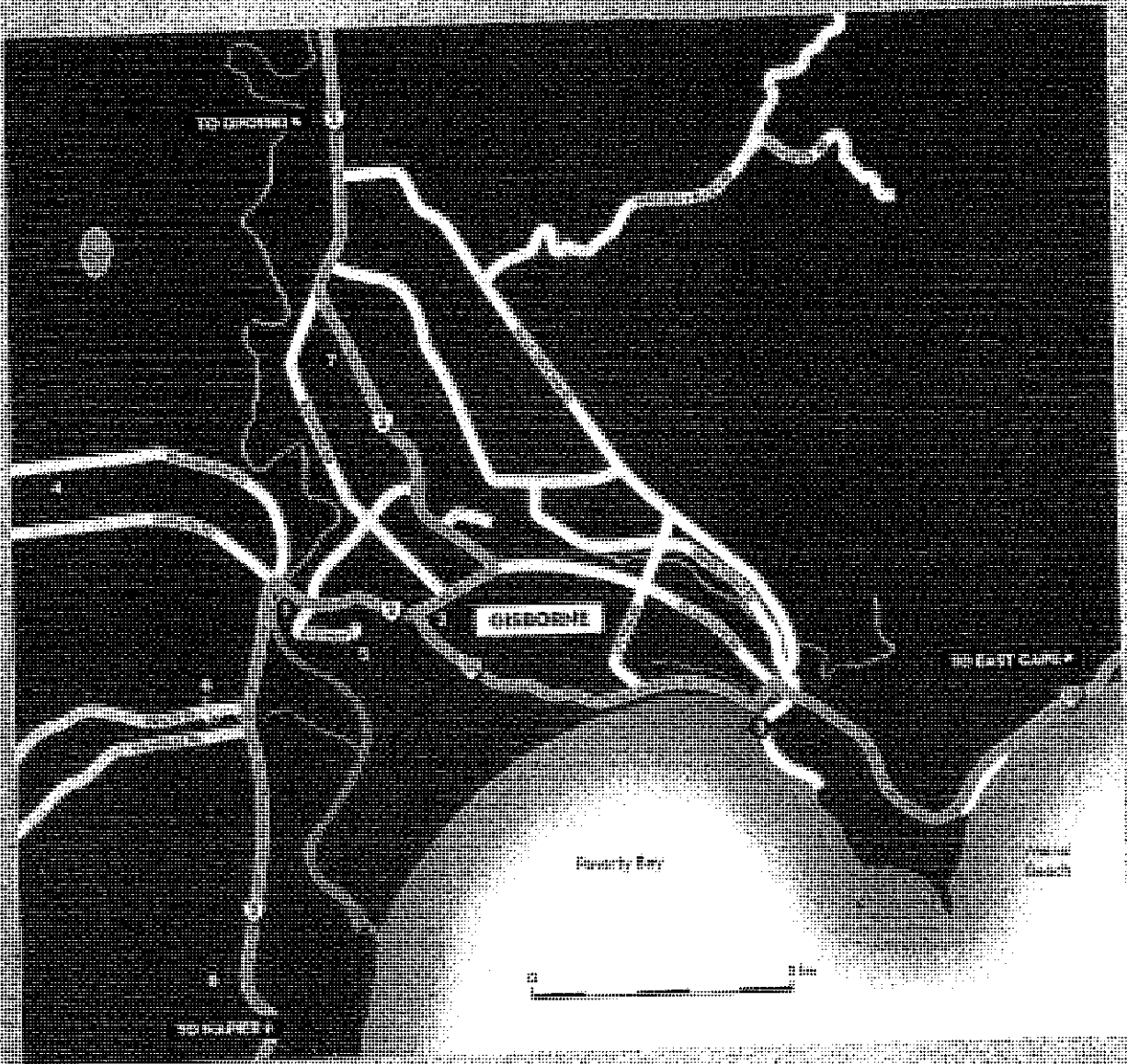
BC



GISBORNE

With miles of golden sand beaches, consistent sunshine and delightful wine matched with a relaxed way of life, Gisborne offers visitors a piece of paradise quite unlike any other.

BC



GISBORNE

- | | |
|-------------------------------|----------------------------|
| 1. Gisborne Municipal Council | 2. The Press |
| 3. Harbour Bridge | 4. Police Station & Courts |
| 5. Chamber of Commerce | 6. State Bank Branch |
| 7. Maritime Museum | 8. Sports Ground and Club |

BC



Over New Year Gisborne's population nearly doubles with the world-class music festival Rhythm and Vines, which, as its name suggests, showcases top international and local music acts in a verdant viticultural landscape. The festival might draw visitors in, but Gisborne's many other attractions keep them here.

The vineyards are the first in the world to see the sun each day and benefit from highly favourable growing conditions. Fertile plains are sheltered by hills and a combination of northern warmth and plentiful sunshine.

The wine-growing area is made up of several distinct localities, each producing a broad varietal mix and diversity of wine styles, reflecting the different soil types of the region.

Historically, Gisborne's calling card was chardonnay, but in recent years winemakers have also excelled in producing alluring examples of aromatics, as well as newer

varieties including montepulciano, albariño, arneis and St Laurent.

This variety is also reflected in the wealth of things to do while visiting the city. Gisborne is a culinary hotspot where the region's talented chefs make the most of offerings from local food producers. Whether you want good coffee, a sunny brunch or a great dinner out, there are top food and drink options on offer at any time of day or night.

And when you're not eating and drinking your fill, you'll want to get amongst some of the most celebrated surf breaks in the country and visit remote townships up the East Cape. Discover the region's rich history at the Tairāwhiti Museum (tairawhitimuseum.org.nz), and visit landmarks of Captain Cook's first arrival in New Zealand.

It may take a while to travel to Gisborne, but don't let that put you off - the journey is part of the appeal of this charming

BC

Above:
Rhythm and Vines

EXPLORING THE REGION

Waimū Beach



Gisborne is one of the country's most remote cities, so you might want to fly - regular flights depart from main centres. Alternatively, if you have the time, it's a lovely scenic drive.

GETTING AROUND

Gisborne Taxis
Ph: 06-867 2222 or 0800-505 555

WINE TRAILS & TOURS

You can download a handy map of the region's wineries at gisbornewine.co.nz

Gisborne Wine Centre
Daily wine tours leave from the centre at 11am and incorporate visits to three wineries (these change daily) and an antipasto lunch.
Shed 3, 50 The Esplanade,
ph: 06-867 4085, gisbornewine.co.nz

The Gisborne Cycle Tour Company
Take a guided version of the Gourmet Vineyard Tour or do it on your own; both options include everything you need for a day spent cycling on the Poverty Bay Flats, moving from wine tasting to food producer and back to wine tasting. The price includes a vineyard lunch or picnic and there are other extras on offer.
Ph: 06-927 7021,
gisbornecycletours.co.nz

MORE INFORMATION

Gisborne i-SITE Visitor Centre
209 Grey St, ph: 06-868 6139,
gisbornenz.com

DIARY DATES

29-31 Dec 2014
Rhythm and Vines 2014
The 12th anniversary of the three-day music festival will see a line-up of renowned local and international acts.
Waiohika Estate Vineyard,
75 Waimata Valley Rd,
rhythmandvines.co.nz

Oct 2015
A&P Spring Show
The 2015 show will be the 140th since its establishment in 1875.
Showgrounds Park,
gisborneshow.co.nz

24-25 Oct 2015
Gisborne Wine & Food Festival
This wine and food festival, which showcases all the local food and wine producers, has been running every Labour Weekend for 17 years and will be based at Awapuni Stadium.
gisbornewineandfoodfestival.co.nz

ACCOMMODATION

A list of accommodation options in Gisborne can be found at gisbornenz.com/accommodation

CELLAR DOORS

Wineries offering tastings by appointment only are listed at the end of the cellar-door profiles.

BRIDGE ESTATE (POVERTY BAY WINE)

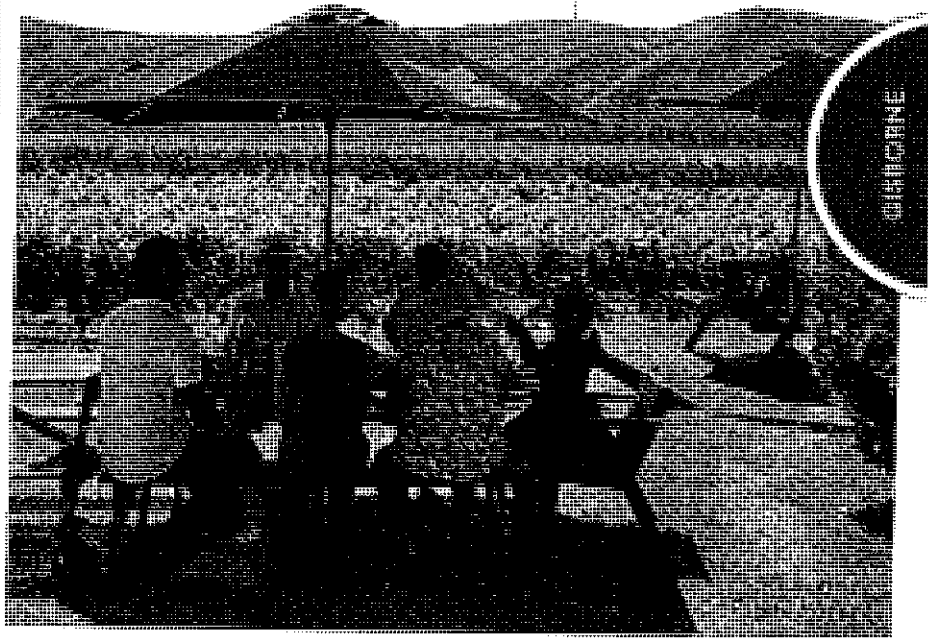
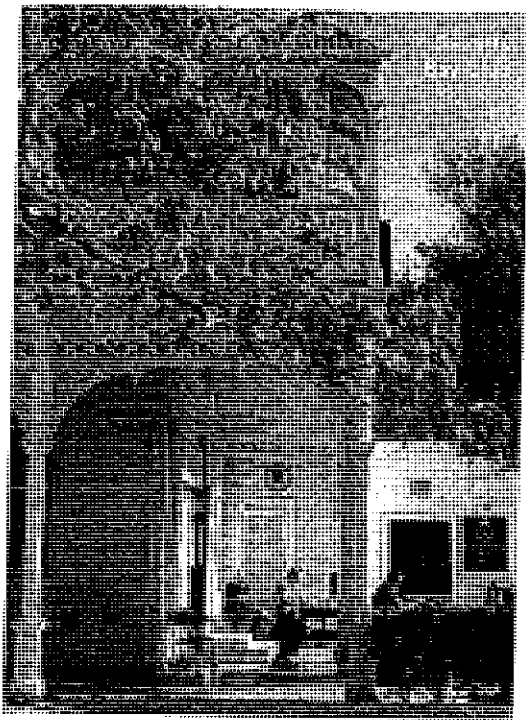
SETTING A 120-year-old stables, framed with rosebushes and a white picket fence, provides the charming setting of Bridge Estate, home of Poverty Bay Wine. For decades, the site was used as a horse paddock for the former Bridge Hotel; nowadays artefacts from that era are incorporated into the cellar door, from an old cow bail to a chicken coop that partially forms the bar and even old horse buggy wheel rings that have been fashioned into the legs of an 18-seat banquet table in the dining room.

THINGS TO KNOW The Bridge Estate vineyard is one of the region's oldest, first planted by Denis Irwin in the mid-80s. Self-described "Bordeauxophile" Klaus Sorensen bought the vineyard eight years ago and has resurrected it with classic Bordeaux varieties including cabernet sauvignon, cabernet franc, merlot, malbec and semillon. A wine tasting consists of five varieties complemented by a selection of tasting plates - all prepared by Klaus - such as potted shrimp with salmon, dill cream and pink toast, or duck liver pate with cured meats and pickles. Once a month Klaus hosts a long lunch around the banquet table, during which guests can try the wines from the two labels, Bridge Estate and Poverty Bay. The latter label is named after the local area, which James Cook dubbed Poverty Bay in 1769. The name is a misnomer - although Cook's initial impression was of a barren landscape, this is in fact a very fertile region.

OUR PICKS The rosé is a favourite from the Poverty Bay label, ideal on a sunny Gisborne day. The handsomely aged Bridge Estate Cabernet Merlot is another highlight.

PLUS If you fancy continuing on into the night, a gate on the property leads straight into the neighbouring Colosseum Banquet & Bistro.

📍 16 Riverpoint Rd, Matawhero,
ph: 029-232 2576, povertybaywine.co.nz
CELLAR DOOR Labour Weekend to Easter 7 days 11am-4pm (Dec-Feb to 6pm)



BUSHMERE ESTATE



BUSHMERE
• ESTATE •

SETTING A contemporary space with high ceilings and a slightly industrial aesthetic, the corrugated iron exterior is the only hint of the building's previous incarnation as a kiwifruit and citrus pack house. Owners David and Shona Egan transformed it into the cellar door for the Bushmere Estate wine label in 2004 and the first winery restaurant in Gisborne. Today the property has a permanent marquee for large events, plus loads of outdoor seating overlooking the vineyards.

THINGS TO KNOW Having grown grapes in Gisborne for 40-odd years, the Egans know what works and what doesn't, so it's hardly surprising that aromatics and chardonnay dominate the wine portfolio, along with a couple of unusual reds. The expansive facility is ideal for larger groups or functions, or you can find a sunny table for two and enjoy a wine tasting (or a bottle) with platters to match. There's live music on summer Sundays and the estate hosts an annual charity event, Carols in the Vines.

OUR PICKS Winemaker Amelia Riwai, who has been with Bushmere since its inception, produces an elegant chardonnay and gewurztraminer.

For something a little more luxurious, try the Diavolo Rosso - a rich, fortified sweet red, perfectly matched with chocolate truffle.

THE VINES RESTAURANT This year Melissa Murphy bought the onsite restaurant, The Vines, which encompasses an indoor dining room (The Bond Room), a stylish 50-seater, as well as the outdoor marquee space, which can accommodate up to 190 people. Head chef Bryn Lewis offers thoughtfully crafted dishes that taste as delicious as they read.

📍 166 Main Rd, Matawhero,
ph: 06-868 9317, bushmere.com

CELLAR DOOR Summer 7 days
11am-5pm; winter Wed-Sun 11am-2pm

RESTAURANT Summer 7 days 11am-5pm; winter Wed-Sun 11am-3pm; also available for hire for private functions

KIRKPATRICK ESTATE WINERY

SETTING Nestled in the heart of the Patutahi plateau, Kirkpatrick Estate's cellar door is an intimate space for serious wine tasting. The surrounding grounds have been beautifully set up for visitors with cushion-strewn couches on a sunny terrace, complete with tables overlooking the surrounding vineyards. This spot

benefits from all-day sun, making it a truly enticing place to spend a leisurely afternoon.

THINGS TO KNOW This is very much a family business, owned and operated by Simon Kirkpatrick but with plenty of help from his 13-year-old twins and the wider Kirkpatrick family who have lived in the area for generations. Simon, or Kirky as he is known, does everything from managing the vineyard, assisting winemaker Chris Hunt and of course greeting visitors along with cellar door manager Janine Christensen. The KEW range includes a barrel-fermented and unoaked chardonnay, gewurtztraminer, viognier, plus merlot, malbec, wild rosé and fortified merlot. Although reds are often held back until they are ready to release to the market, barrel samples are happily offered. Visitors can match tastings with customised platters and choose from an extensive list of delectable treats to suit their taste.

OUR PICKS The reserve chardonnay under the Kirky Signature label (named after Simon's uncle, legendary All Black flanker Ian Kirkpatrick) is simply excellent. The wild rosé is also a summer favourite.

PLUS While it's a little bit of a drive from Gisborne CBD to Kirkpatrick Estate Winery, make the most of your journey by continuing on to the world-famous Rere Rockslide (take an inflatable mattress, inner tube or

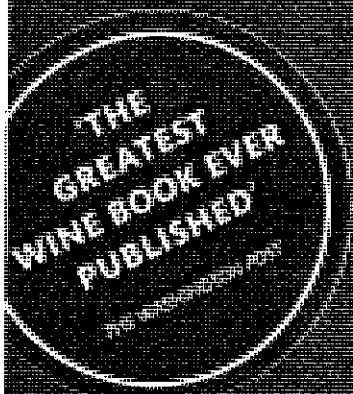
BC

THE OXFORD COMPANION TO

WINE

FOURTH EDITION

JANCIS ROBINSON
and JULIA HARDING



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

BC

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

BC

New Zealand

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 many 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 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's

BC

New Zealand *Wines* 2016



Michael Cooper's Buyer's Guide

Nearly 3000 New Zealand wines tasted and rated

New Zealand *Wines* 2016

Michael Cooper's Buyer's Guide



upstart press

BC

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

ISBN 978-1-927262-41-2

An 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.

BC

Summer kicked in after New Year, according to Te Whau, on Waiheke Island, 'with lovely, warm, sunny days'. January was notably dry. 'Picking commenced on 20 March, around usual, but was all over by 1 April – our shortest picking window on record and over before it rained heavily.'

Cable Bay reported that its smaller crop resulted in concentrated flavours. Another winery on Waiheke Island harvested 'a medium-sized crop of bright, fruit-forward wines for mid-term drinking'.

Gisborne

Gisborne produced 6 per cent of the national grape harvest – a significant increase from just 3.8 per cent in 2014.

At the end of a cool but dry spring, the vines' flowering in November was 'short and sharp, due to ideal temperatures', according to *New Zealand Winegrower*. At the start of summer, 'the canopy started to take off. ... The powdery mildew pressure through this period and into January was considered high, with humidity raising the potential risk of botrytis infection.'

January, with average rainfall, was followed by a very dry February. Matawhero enthused that summer had brought 'ideal growing conditions', with 'particularly good weather in January and early February'.

After a dry April, Matawhero reported 'nicely balanced' wines from 2015 with a 'beautiful concentration of fruit flavours'. Wrights, the organic producer, described 2015 as an 'epic vintage. ... Cyclone Pam added extra chaos, taking some crop and pushing vintage back by 10 days.' However, the company harvested Chardonnay for its top label at a very ripe 25 brix.

Hawke's Bay

Hawke's Bay produced 12 per cent of the national grape harvest in 2015 – up from 10.4 per cent in 2014. Esk Valley summed up the vintage as producing 'fragrant lower-alcohol wines with real charm'.

A cool and dry, although not frosty, spring got the season off to a slow start. Flowering was a 'mixed bag', according to Mission. 'The cool spring meant that the fruit set was small and the crops lighter than usual.'

At the start of summer, in December, temperatures climbed. Te Mata was at first 'puzzled' by the normal timing of the vines' flowering, despite the cool spring, but then realised that 'bunch numbers were down, on average, in most blocks, which tends to speed up growth and ripening'.

January was warm, according to Te Mata, 'with most days over 25°C. ... Rainfall was one-third of normal.' As the soil's moisture levels dropped, the hills turned brown. February was very dry, with clear, cool nights and below-average heat. 'The key to the success of the vintage was the dry summer,' noted Mission.

Overall, the 'growing degree days' (heat summation) figures for the 2015 growing

