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## Declaration

I, Nicola Bersham, of [Redacted]  
[Name]

MARTINBOROUGH ST11

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: Nicola Bersham

Signature: [Redacted]

Declared at Martinborough this 24th day of July 2017.

Before me: D.R. Kershaw

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

Signature: [Redacted]



D.R. Kershaw, JP  
#89148  
MARTINBOROUGH  
Justice of the Peace for New Zealand



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# Evidence in Support of an Application for Registration of a New Zealand Geographical Indication

## *MARTINBOROUGH*

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## Geographical Indication name

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

## Quality, reputation or other characteristics

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

- Martinborough GI wines are specialised in a particular suite of classic grape varieties and wine styles suited, and the GI is particularly famed as a centre for production of super-premium and ultra-premium Pinot Noir.
- Martinborough 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.
- Martinborough GI wines are high quality products produced for the “super-premium to ultra-premium” market segments – being as wines priced over USD\$7 (NZ\$10) and USD\$14 (NZ\$21).
- Martinborough GI wines have a global reputation for the foregoing based on many years of use and recognition by consumers, tourists wine experts and visitors to the GI.

## History and background

### *History*

The Martinborough GI was identified during the 1970s as a region with good potential for viticulture. This, combined with its early prominence in the modern New Zealand wine industry means there are now many vineyards with mature vines, contributing to the region's reputation for quality, complexity and consistency.

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A summary of the history of the Martinborough GI is set out below.

- **1800's** - Martinborough was established in the 1800s as a service post for the surrounding farmland
- **1977** – Publisher Alister Taylor, plants 12-16 ha of Chenin Blanc, Gewurztraminer, Chardonnay and Cabernet Sauvignon “to see what would do best” at Waiura
- **1978** - Derek Milne a government soil scientist researches soil and climatic influences throughout New Zealand in comparison with twenty years of vintages in Bordeaux, Burgundy and Rheingau. He identifies Martinborough, Waipara and Marlborough as regions most suited to viticulture, with Martinborough being most like Burgundy
- **1979** - A town seminar is held, bringing together soil scientists, the Department of Agriculture, politicians, and financial experts to explore the potential of horticulture development, in aid of resolving Martinborough’s depressed economic state
  - as a result of Milne’s research and subsequent report, founder of Dry River Wines, and fellow DSIR scientist, Dr Neil McCallum puts Milne’s theory to the test and plants grapes on Martinborough’s Puruatanga Road – to become Martinborough’s first commercial vineyard.
- **1980** – Derek Milne plants what will become Martinborough’s second commercial wine operation – Martinborough Vineyard
- **1983** – Martinborough Vineyards hires Martinborough’s first professional winemaker, Larry McKenna
  - Ata Rangi and Chiffney (now Margrain) are established – with Clive Paton of Ata Rangi specialising in Pinot Noir
  - Tom Draper purchases the land planted by Alister Taylor and renames the vineyard Te Kairanga
- **1984** - Dry River releases its first wines – labelled under the Martinborough GI
- **1986** – Martinborough producers begin making attempts to create an appellation system
- **1991** - The Annual Toast Martinborough wine festival is established to attract up to 10,000 visitors to the town every November - Martinborough transforms from a quiet backwater into the capital of the region’s (Wairarapa) wine industry
- **2001** – 27 vineyards are commercially operating within the Martinborough GI, including plantings in Te Muna Valley and Dry River areas
- **2003** – Martinborough is the first New Zealand wine region to define its boundaries as a wine-growing region

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- **2004** – David Cull’s book “A Toast to Martinborough and the Wairarapa” Longacre Press, documents the history and development of the Martinborough wine region
- **2006** - With world-class status and taking a proactive approach, the Martinborough GI was the first wine district in New Zealand to prepare its appellation under New Zealand’s Geographical Indications (Wine and Spirits) Registration Act 2006
- **2017** – 45 commercial vineyards within the Martinborough GI, covering 600-700 ha

The Martinborough GI has a 40-year reputation for the production of quality, super-premium to ultra-premium wine – particularly Pinot Noir – in a genuine wine village, a unique setting that is a draw-card for tourists. This reputation is attributable to the geographical origin of wines bearing the Martinborough GI.

#### *Economic Context*

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

Grapes for wine production were first planted Martinborough in 1977. Since the 1980’s, the industry has had a dramatic impact on the town, providing work and economic stimulus. Cellar door sales and new restaurants have encouraged visitors. Since the 1990’s, hotels and homestays have been set up, and property prices have risen.

Desire for land for purposes such as accommodation means that the cost of purchasing available land for grape growing is high.

With a focus on Pinot Noir, a grape that requires careful management in the vineyard such as hand-picking, hand sorting and hand plunging, manual labour costs are also high.

Combined with typically low yields, the average cost per litre of finished wine is high compared to other regions of New Zealand.

All of these factors dictate that the Martinborough GI must operate as a super-premium to ultra-premium wine region.

As such the majority of producers maximise the quality, characteristics and reputation of wines from the Martinborough GI in order to retain their position in the market.

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

### *Industry structure*

Industry structure also contributes to the distinctive characteristics of wines from the Martinborough GI. Although the Martinborough GI is a sub-region of the larger Wairarapa GI, it has always had its own distinctive identity, which is due in large part to its own viticultural and winemaking history of high reputation.

As New Zealand's only true 'Wine Village', the nature of winegrowing and winemaking operations is closely linked to the community – both the Martinborough township itself, and to the regional body of New Zealand Winegrowers, Wairarapa Winegrowers (the Applicant). All winegrowers are full members of the Applicant.

The Applicant provides a platform for many cooperative activities from research and education of viticultural and winemaking practices, to marketing the sub-regions under the Wairarapa GI.

While there are always differences of opinion between competing businesses, it is notable that all winegrowing enterprises within the Martinborough GI view the Martinborough GI as having a particular vocation for high quality wines.

These factors contribute to characteristics of wines from the Martinborough GI by combining 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**

The geology, soil and subsoil of the Martinborough GI contribute to the distinctive sensory characteristics of wines. The structure and composition of the soil and subsoil in which vines grow affect factors such as drainage, water availability, microbial population, root penetration and nutrient uptake of the vines. These elements affect vine growth and the ripening of fruit and are associated with particular viticultural aptitudes and sensory characteristics both across the GI as a whole and between different parts of the GI.



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- Over 20,000 years ago, the Ruamahanga River has carved out dramatic cliffs and escarpments to expose stony sub-soils and built up layers of alluvial river terraces. These ancient river terraces are covered by 20-50cm of silt loam soils, with loess in places. Generally, very deep alluvial deposits - up to 15m deep - provide free draining soils. These attributes, with interesting variations, are found in the surrounding area of the first described Martinborough Terrace, such as Te Muna Valley, above the Huarangarua River, at a slightly altitude.
- Whilst the over-all Wairarapa GI and its sub-regions (Martinborough and Gladstone) broadly share similar soils and geology based on river gravels cast over thousands of years, differences in the flavour profiles are provided by the each of the three GI's due to distinctions in geology. Moist notably, being further down-stream, the alluvial terraces of Martinborough offer broken down, fine gravels that contribute to the structure, breadth and texture of wine produced from this GI.

## 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 Martinborough GI's key features are its high sunshine hours, particularly over the harvest period, its long, dry, relatively warm growing season with marked diurnal shifts, and its significant amount of wind throughout the growing season. The Martinborough GI is within the Wairarapa region, the coolest and driest of all the New Zealand North Island winegrowing regions.

The Martinborough GI is situated within Wairarapa at the central southernmost end of the North Island, in a wide valley of free-draining river plains arising from the winding Ruamahanga River and its feeder tributaries as they make their way across the plains to Palliser Bay, which in turn opens out into the Cook Strait. The region is surrounded by mountain ranges: to the west the rugged bush-clad Tararua and Rimutaka Ranges, and to the south-east the steep (though not especially high) Aorangi Mountains. The Martinborough GI is the southernmost of the three sub-regions of Wairarapa: Gladstone GI and then Masterton lying to its north, with some 35km between the three. The Wairarapa region's different GI's experience subtle differences in temperature and rainfall, with Martinborough being slightly warmer, drier and windier than the northern sub regions.

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The small village of Martinborough lies in a basin between the Rimutaka Ranges and Aorangi Mountains, encircled by the Ruamahanga River to the west and the Huangarua River to the north-east, with the sea around 30km to the south. The area is surrounded by pastoral farmland, with vineyard plantings fairly intensively concentrated around the Martinborough village area and its outlying river terraces.

The Martinborough GI is around 30km north and 40km west of the sea and as such is classed as a semi-maritime climate, however the impact of the surrounding mountain ranges is a key defining factor in the GI's overall climate. The high country that extends up the eastern coast ensures it avoids much of the harvest-period rainfall that affects the East Coast GIs of Hawke's Bay and Gisborne, and the Rimutaka and Tararua Ranges also act as a rain shadow protecting vineyards from the prevailing, rain-bringing westerly weather systems. Extended dry spells and even droughts can therefore be a hazard for the GI, particularly when summer's strong, warm nor 'westerly winds are blowing, making irrigation an essential for the majority of vineyards, but the benefits are many: high sunshine hours, a long growing season, low humidity and low disease-pressure for the GI's vineyards.

While the southeast coastal Aorangi Mountains protect the Martinborough GI from the very worst of the southerly weather systems, they also act in conjunction with the western ranges as a wind funnel from the notoriously windy Cook Strait. The Martinborough GI is the closest in Wairarapa to the coast, and amongst the windiest in the country. Spring winds in particular can be very cold and the blustery spring conditions often affect flowering, though wind throughout the season has a generally de-vigorating effect on the GI's vines. Shelter belts are common throughout the GI, as vine shoots and leaves can sustain significant damage in very windy periods. Reduced bunch volumes and weights, and by extension low yields, as well as thick grapes skins are a key characteristic of the Martinborough GI, contributing to its reputation for wines of good concentration, balance and structure.

The Martinborough GI generally experiences high sunshine hours with cool springs and autumns combined with warm summers, allowing grapes to achieve full phenolic ripeness. The GI also has marked diurnal shifts across its days, e.g. it is fairly typical to have summer daytime temperatures of around 30 degrees Celsius, which then fall to around 10 degrees overnight. This assists in not only maintaining natural acidity levels, preserving freshness and balance but also in prolonging the ripening season, promoting heightened aromatics, intense varietal expression, depth of complexity and ripe tannins in the reds.

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Spring frosts can be a threat, as are the occasional harvest-period ones, and most vineyards throughout the Martinborough GI have frost protection systems in place.

As with geological influence, climate produces discernible differences in the wines produced within the Wairarapa GI and its sub-regions. Most notably, the strong winds of the Martinborough GI which give the Pinot Noir thicker skins and a resulting structure and longevity to the wines of the Martinborough GI in comparison to wines from the wider Wairarapa GI.

#### Key climate indices and statistics

The following tables and charts provide data on key climate statistics relevant to the viticulture of the Martinborough GI region<sup>1</sup>. 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)
<b>Annual</b>	2,035	1,280	755	24.5	45.8
<b>Season (Sept - April)</b>	1,576	1,178	455	4.3	12.5
<b>Season % of annual</b>	77%	92%	59%	17%	27%

Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	16.4
Mean Minimum Temperature	13.1
Mean Diurnal Shift	3.4

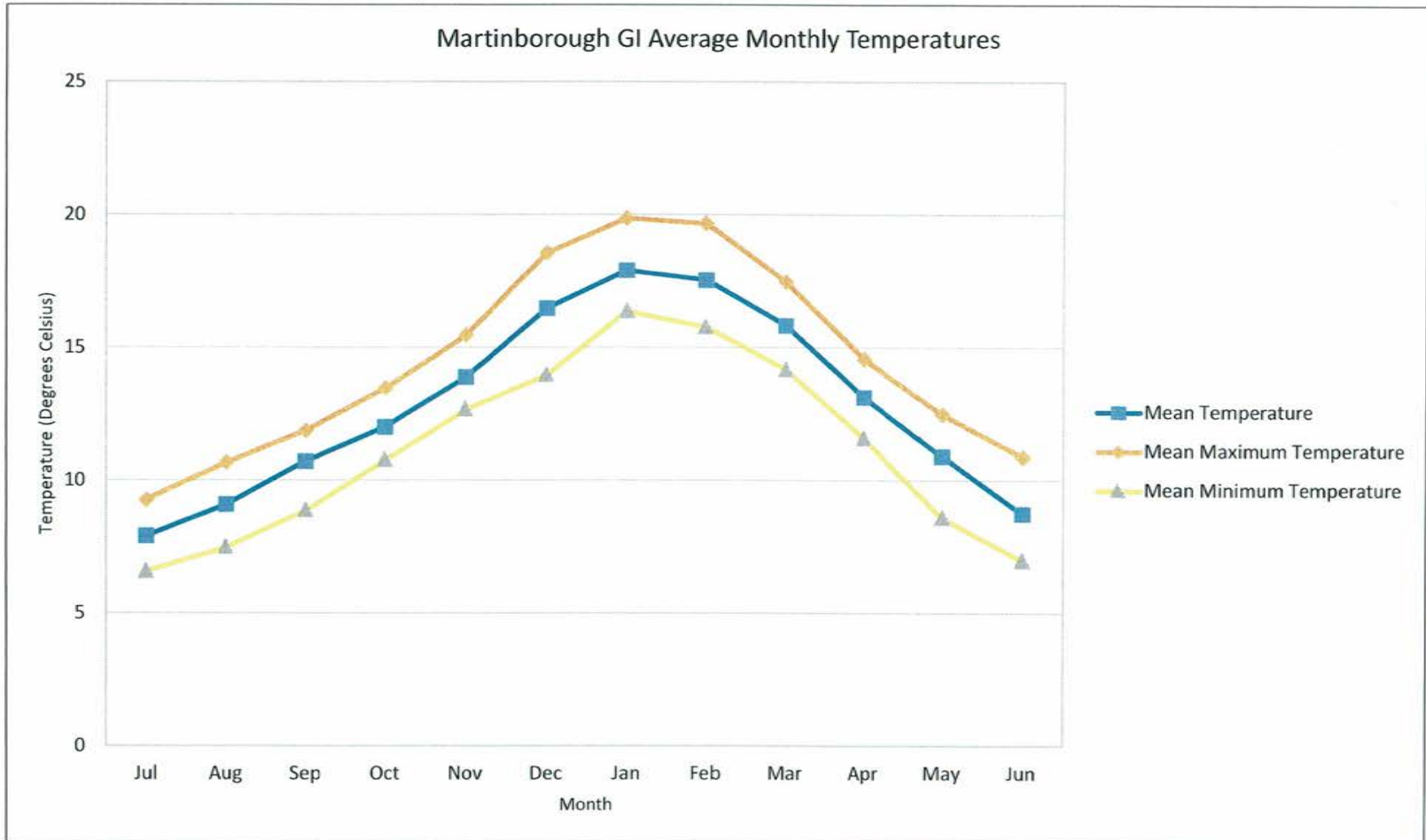
<sup>1</sup> Data sourced from Martinborough EWS



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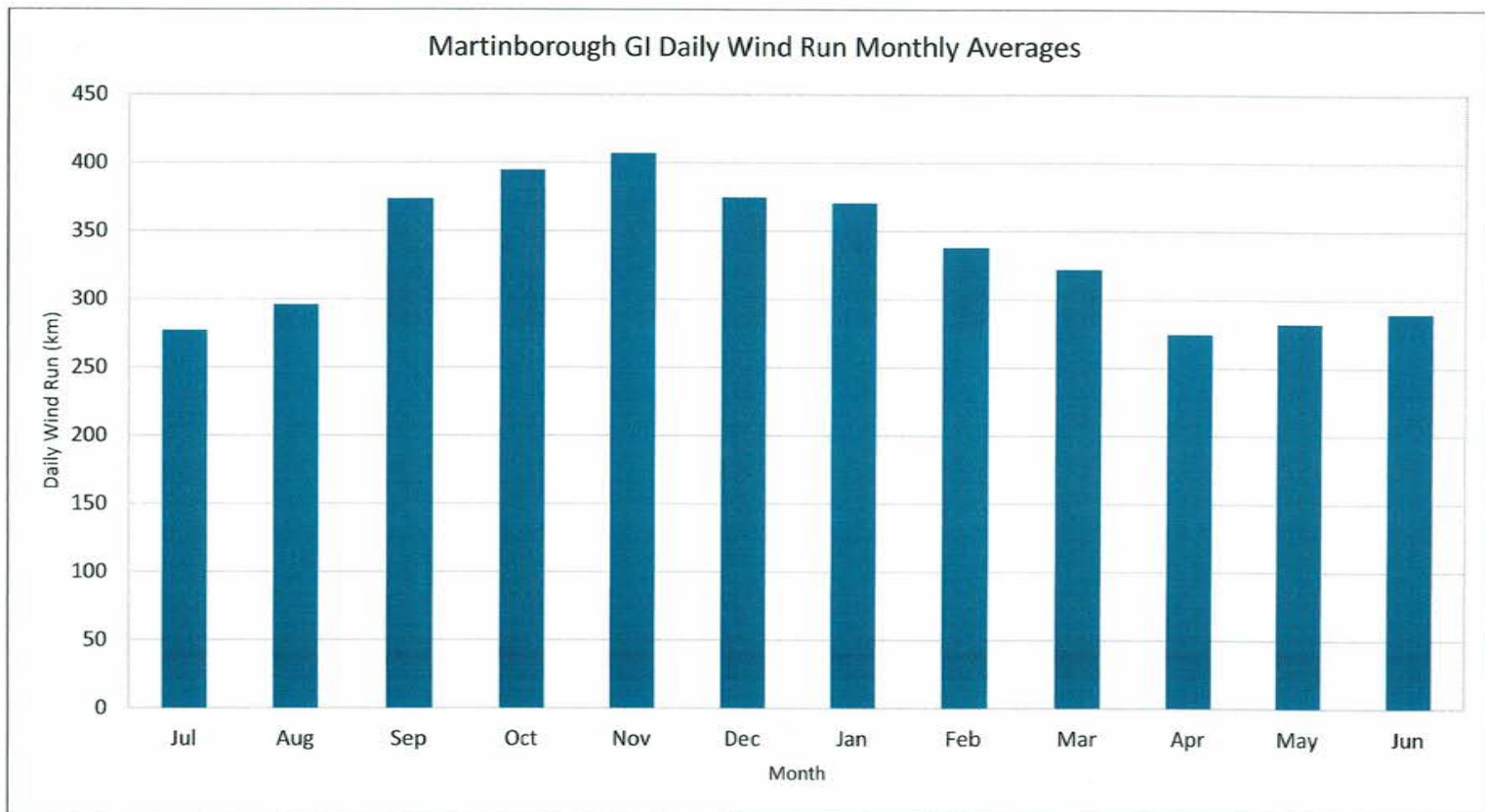




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## Methods of producing wines

### *Grape varieties and styles*

Martinborough produces red, white, rosé and sparkling wines from the following grape varieties.

Pinot Noir, Sauvignon Blanc, Chardonnay, Pinot Gris, Riesling, Syrah, plus Gewürztraminer, Viognier and small quantities of other varieties

### *Viticulture and winemaking*

Viticultural and winemaking practices within the Martinborough GI are adapted to the production of super-premium to ultra-premium wines from specific grape varieties in the range of physical environments that exist within the GI. Whilst the practices themselves may not be unique, they are aimed at promoting the distinctive characteristics of wines from the Martinborough GI.

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

- The fact that the Martinborough GI produces just over 1% of the country's wine from just under 3% of its vineyard plantings, is testimony to the GI's overall low-yielding conditions.
- Producers throughout the Martinborough GI are generally small to very small, the majority are family-owned and run - with much collaboration between producers, sharing of equipment and skills
- At small sizes per ha, most vineyards are hand-picked and wines are typically aimed at the premium or higher end of the market
- Being slightly warmer, drier and windier than the northern sub-regions, blustery conditions create naturally low yields with small berries and high intensity of flavour – with an average yield of 5 tonnes per ha
- Wines are made in small batches, usually from single vineyards or vineyards owned by the winery
- Red wines are typically aged in oak – which combined with the low yields, enhance the savoury characters, structure and longevity of Martinborough GI wines



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- Grape growers and winemakers within the Martinborough GI have strong commitments to sustainable winegrowing, with most participating in the Sustainable Winegrowing New Zealand or Organic Winegrowing certification.

## Quality

### *Sensory attributes*

*Master of Wine, Emma Jenkins, has provided the following descriptions of the sensory attributes typically associated with wines from the Martinborough GI:*

- *Pinot Noir*  
The flagship and most significantly planted variety within the Martinborough GI. Wines typically have a richly aromatic, structured elegance with spicy, savoury depths of dark cherry, cranberry, brambly red and black berry fruit alongside herb and earth notes. The Martinborough GI's key climatic features, in particular its long, stable growing season promote harmonious flavour development and tannin maturation, delivering both structure and texture to the wines. The GI's warm summers and long, relatively cool and dry autumns aligned with its notable diurnal shifts give good fruit intensity, excellent varietal typicity and balanced acidity and tannins. The often-blustery conditions throughout the growing season means yields are low, assisting with concentration. Styles can vary from lighter-bodied, fresh early-drinking Pinot Noir through to dense, tightly-structured wines suitable for cellaring. Use of high quality French oak is common, with amount, size and age dependent on desired style and market position. Martinborough GI Pinot Noirs are typically positioned at the premium to ultra-premium end of the market and many have developed an excellent reputation for age-worthiness. Rosé Pinot Noir is also made throughout the GI. Pinot Noir is also used in the production of premium quality Methode Traditionelle sparkling wine, where it may also be blended with Chardonnay.
- *Sauvignon Blanc*  
Sauvignon Blanc is the most widely planted white variety of the Martinborough GI's. Very well-suited to the GI, the wines are typically good to excellent quality, intensely aromatic and vividly varietal with well-balanced, fresh, textural palates. The extended growing season with relatively cool autumns and marked diurnal shifts delivers enhanced aromatic expression with ripe citrus, treefruit and herbaceous characters as well as crisp palates with mineral complexity and good retention of bright, balanced natural acidity. Wines are typically





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vinified in a neutral manner in order to preserve fruit purity and aromatic expression, however the Martinborough GI's ability to achieve full ripeness and good depth of flavour with balanced acidity makes it well suited to oak-influenced styles. Wines are typically consumed relatively young, though the GI's very top examples of Sauvignon Blanc have the ability to age over the medium-term.

- *Chardonnay*

The Martinborough GI produces small amounts of elegant, full-flavoured Chardonnay, including a number of wines regarded as amongst the country's best. The GI's long growing season with dry, relatively cool temperatures can deliver richly fruited, balanced and complex wines with excellent flavour development, expressing a cooler climate spectrum of fruit such as citrus, nectarine, white peach and apple, plus light white flower and mineral notes. The devigorating winds of the GI mean yields are generally low, assisting with flavour concentration. Wines may be made in an unoaked manner but most would typically see at least some amount of quality French oak. Lees work and malolactic fermentation are commonly used. Chardonnay from the Martinborough GI is also used for premium quality Methode Traditionelle sparkling wines, either solo or blended with Pinot Noir.

- *Pinot Gris*

The most significant in size of the Martinborough GI's aromatic plantings, the GI's Pinot Gris is typically made in a range of styles from dry through to medium and late harvest. Wines are generally light to medium-bodied with ripe fruit characteristics of treefruit, stonefruit, citrus and baking spices. The Martinborough GI's long overall cool growing season with warm summer days provides good balance in a variety that has a tendency to accumulate sugars rapidly, allowing good fruit concentration while keeping alcohols moderate. The devigorating winds of the GI also assist in keeping yields low, improving the wines' concentration. The Martinborough GI's marked diurnal shifts help retain both natural acidity and varietal freshness. Winemaking is generally neutral in style to preserve fruit purity but there can also be use of seasoned oak and/or lees work for additional texture and complexity.

- *Riesling*

The Martinborough GI's small plantings of Riesling have a solid reputation for varietally classic, perfumed wines with rich citrus, apple, floral and mineral characters and good balance between fruit, acidity and (any) residual sugar. The GI's long growing season with dry, relatively cool temperatures allows for a wide range of styles to be produced, from dry through to late harvest and botrytised. The marked diurnal shifts retain the variety's high natural acidity and with the extended growing season promoting full phenolic ripeness, the

GI's wines are generally intensely aromatic with concentrated, finely balanced palates of good purity and character and moderate alcohol levels. Wines are typically vinified without any oak or lees influence in order to preserve the aromatic and palate fruit purity.

- *Syrah*  
There are only very small plantings of Syrah within the Martinborough GI as the overall cooler climate generally makes it a more marginal region for consistent ripening of the variety. However, the warmer summer days and lengthy growing season mean certain sites can produce wines of excellent character and balance and the GI produces several critically acclaimed wines. Martinborough GI Syrah is typically low-yielding, producing medium bodied wines with spicy perfume and elegant, savoury palates with ripe berryfruit, plums and spice. The wines are generally vinified using high-quality French oak, with age, size and time spent in varied according to style. Martinborough GI Syrah is typically positioned at the premium to ultra-premium end of the market.
- *Merlot, Cabernet Sauvignon, Cabernet Franc (individually or as blends)*  
Generally, the Martinborough GI is too cool for consistent ripening of later-ripening varieties such as the Cabernet family, however historically a number of vineyards were planted with a mixture of Bordeaux varieties. Many of the warmer microclimates throughout the GI still have a few hectares in production, which benefit in the GI's warmer years and an overall typically long dry growing season. However, cooler or wet years can be difficult to achieve full phenolic ripeness with these varieties. Yields are low, and wines tend to be medium-bodied, elegant, perfumed styles. High quality French oak is common and the best wines have the structure and balance to age well over the medium to longer-term.
- *Gewürztraminer*  
There is only a very small amount of Gewürztraminer planted in the Martinborough GI but the long, dry growing season with summer warmth results in good quality, ripe fruited, balanced wines. The marked diurnal shift promotes aromatic concentration and varietal expression as well as retention of acidity and lower alcohols in a variety that can easily achieve high levels of sugar. Winemaking is typically neutral to preserve the aromatic and palate fruit purity but a degree of older oak use may also be seen.
- *Viognier*  
The Martinborough GI has very small plantings of Viognier, making an elegant, perfumed style with good fruit concentration and balance.



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The wines typically express classic varietal characteristics of apricots and ripe stonefruit, white flowers and spice, and the long, dry growing season with summer warmth and cool nights allows for heightened aromatics and ripe fruit concentration without the excessive headiness or alcohol levels to which the variety is sometimes prone. Wines may be vinified in a neutral manner, or older oak used for additional texture and complexity. Viognier may also occasionally be added in very small percentages to the GI's Syrah, where it heightens aromatic expression and provides a lifted palate structure.

## Reputation

### *Market positioning*

Wines from the Martinborough GI are positioned at the Wines from super-premium to ultra-premium end of the wine market - defined as wines priced over USD\$7 (NZ\$10) and USD\$14 (NZ\$21), respectively

Ranging from NZ retail prices of \$15 - \$205, the **average retail price** of wine bearing the Martinborough GI is NZ\$40 per bottle

(SOURCE – wine searcher.com)

The **average** rating on the 100-point scale is 89 points

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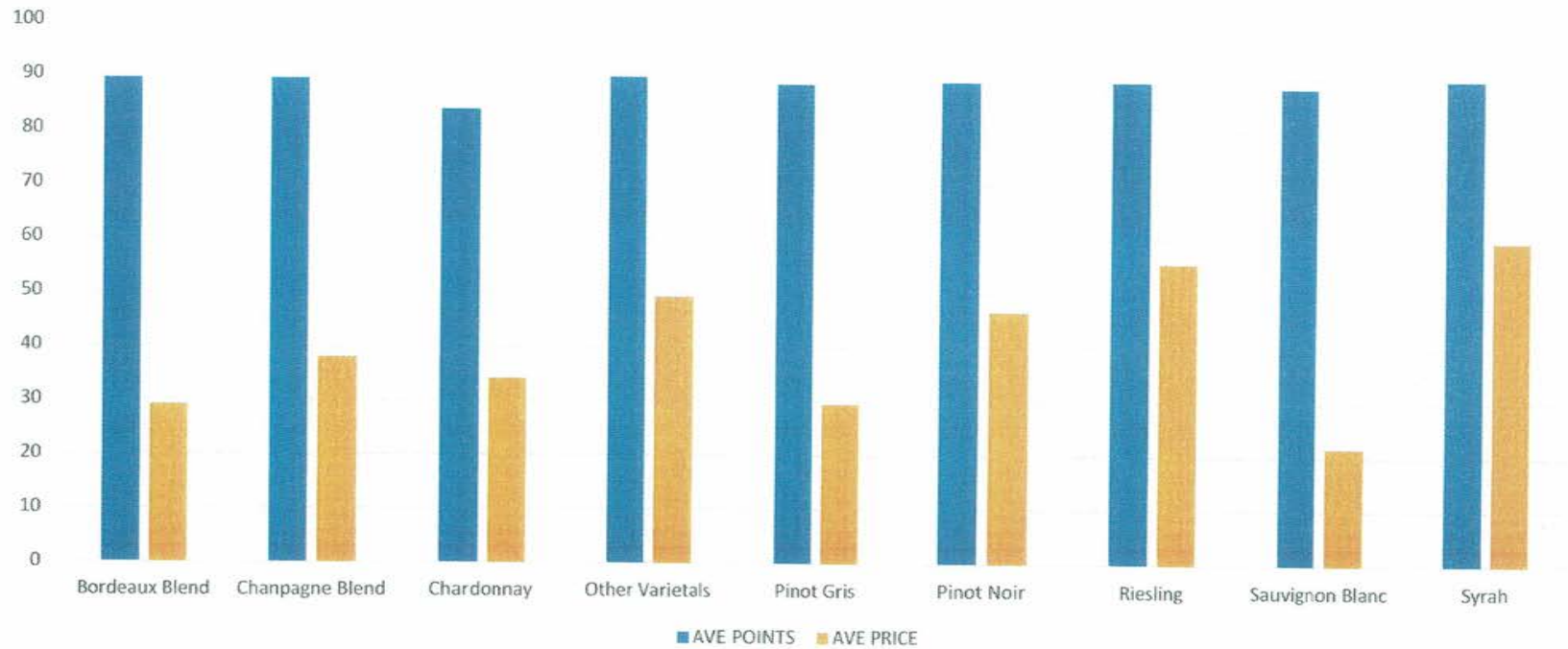


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### MARTINBOROUGH GI MARKET POSITIONING

Based on **average** award points and price (winesearcher.com) 2017



The above graph documents wine varieties produced within the Martinborough GI – with relative **average** retail price and **average** awards rating - based on winesearcher.com's collation of wines and reviews of the Martinborough GI (reviews documented by from industry publications and media - Wine Spectator, Wine Enthusiast, Jancis Robinson MW, James Suckling, Robert Parker, Huan Hooke, Tim Aitkin, Steven Tanzer, and more)

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### *Formal recognition of the Martinborough GI*

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “Martinborough” on several occasions where this has been necessary to facilitate exports. This provides evidence that the Martinborough 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 1989, the New Zealand Government requested that “Martinborough” be included as a sub-region of the Wellington viticultural region on the European Union’s official list of “geographical ascriptions”<sup>2</sup> to be used on New Zealand wines exported to that market.<sup>3</sup>
- The New Zealand Government included “Martinborough” 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 “Martinborough” 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*.<sup>4</sup>
- In 2010, the New Zealand Government included “Martinborough” as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.<sup>5</sup>
- In 2013, the New Zealand Government included “Martinborough” on the list of New Zealand wine regions<sup>6</sup> 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*.<sup>7</sup>

<sup>2</sup> Note that the terminology of “geographical indications” did not come into use internationally until 1995.

<sup>3</sup> Commission Regulation (EEC) No 632/89 of 10 March 1989 amending for the eleventh time Regulation (EEC) No 997/81 laying down detailed rules for the description and presentation of wines and grape musts, Official Journal L 070 , 14/03/1989 P. 0006 – 0012.

<sup>4</sup><http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

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

<sup>6</sup> 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.

<sup>7</sup>[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)



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- Martinborough is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.<sup>8</sup>

#### *Use of the Martinborough GI*

"Martinborough" has been used consistently and continuously on wines since the first commercial release of wines from this sub-region by Dry River Wines in 1984. Images of labels using the Martinborough GI are attached as Appendix 1.

Wines from the Martinborough GI have only used the regional Wairarapa GI if grapes contributing to more than 15% of a total wine bottled, have been sourced from outside of the Martinborough GI, and from the Wairarapa sub-regions (e.g. Gladstone)

Producers from within the Martinborough GI have always recognised and maintained a distinction between "Martinborough" and "Wairarapa" wines.

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<sup>8</sup><http://www.oiv.int/oiv/info/enbasededonneesIG>

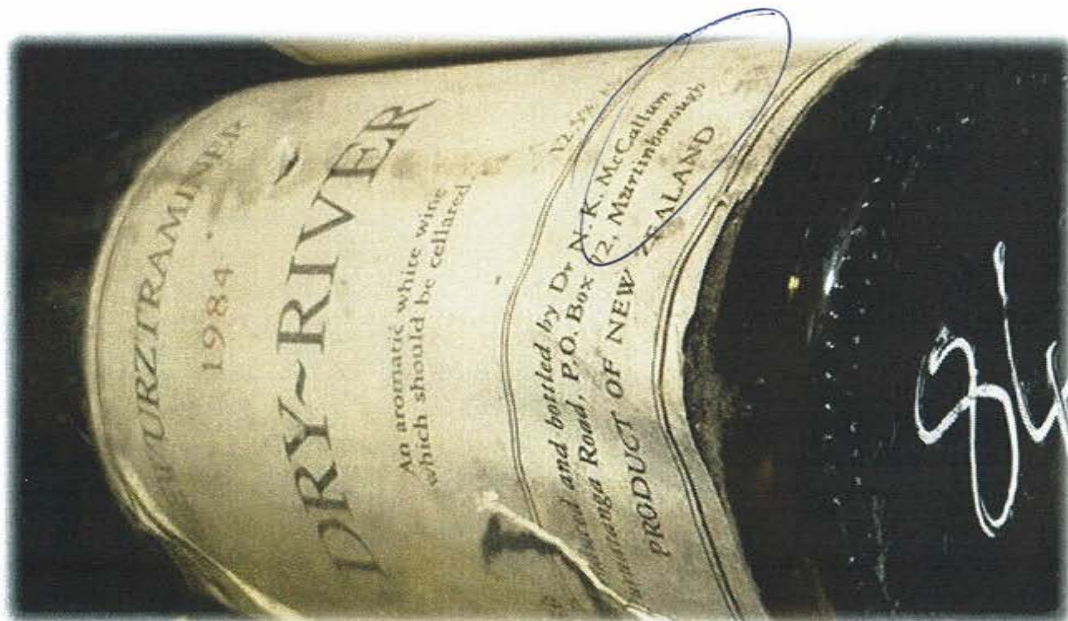
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**Export statistics** show that Martinborough has been used as a GI on 10,971,391 litres of export wine from the vintages 2009-2017.

This equates to 14,628,521 x 750 mL bottles or 1,219,043 9L cases of wine available for sale on the international market bearing the Martinborough GI over a 8-year period to date.

#### Litres exported by Vintage and Region

The data below were collected by MPI's Wine E-cert system. They show, for all batches of Martinborough GI wine for which export approval was granted, the total litres of wine exported from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

	Vintage										
	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
<b>Martinborough</b>	1,328,573	1,240,532	1,532,784	1,302,991	1,416,754	1,847,582	1,050,410	1,251,046	0	720	<b>10,971,391</b>

SOURCE: NZ Ministry for Primary Industries – June 2017

The effect of such usage is significant as, through the process of sale, the Martinborough GI will appear on price lists and catalogues, advertisements, media and consumer tastings, shelf talkers and on restaurant wine lists around the globe.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the Martinborough 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 [www.nzwine.com](http://www.nzwine.com) website

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- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
  - o Wairarapa (sub-region tab): <https://www.nzwine.com/en/regions/wairarapa/>
- Producers within the MARTINBOROUGH 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 MARTINBOROUGH 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.

The Martinborough GI is at the centre of the township's annual event – TOAST Martinborough, a food, wine and music festival that since 1991, and for over 25 years has attracted up to 10,000 people into the township, contributing \$1.6 million to the local economy of the Martinborough GI and extending out within the Wairarapa GI – see **Appendix 2**

Additional marketing activities that enhance the Martinborough GI, are carried out by the greater regional wine marketing body, Wellington Wine Country. Wellington Wine Country enhances the reputation, presence and brand of all three sub regions operating within the Wairarapa GI, being Martinborough, Gladstone and Masterton. Marketing activities include (but are not limited to) the following:

- Sponsorship of the annual Wellington on a Plate 'Dine' programme – an on-premise competition for matching cuisine with Wellington Wine Country wine, and marketed nationally and internationally, in particular, Australia
- 'Match' pop-up wine bar in locations around New Zealand and during national events such as the Lions Rugby Tour, to promote the wines of the Wairarapa GI (Martinborough, Gladstone and Masterton)



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Back by popular demand, Match is back! Join Noble Rot, The White Swan and Wellington Wine Country for a pop up wine bar where you can play with your food and wine - experiment with new varietals, new flavours and new flavour matches. Now double the fun with TWO locations! Either make your own rules, or let the experts guide you on a tasting of Martinborough, Gladstone and Masterton wines. Watch out for your local winemakers popping in to share their knowledge. Please note that Noble Rot is open from 4pm Monday to Sunday. The White Swan is open from 12pm Monday to Friday and from 8am on Saturday and Sunday.

**PRICE:**

Pay upon consumption (tickets not required)

**WHEN:**

Fri 11 - Sun 27 Aug: 12pm-late See left for times

**DIETARY REQUIREMENTS CAN CATER TO:**

Gluten Free, Vegetarian

**EVENT CONTACT AND ENQUIRIES:**

jo Parker | 027 207 6418 | [jo.parker@wellingtonwinecountry.co.nz](mailto:jo.parker@wellingtonwinecountry.co.nz)

- Invitation to, and hosting of national and global wine media, commentators and influencers
- Association with Wellington's Le Cordon Bleu Cuisine school, as host of food and wine matching events, as well as student training and excursion days
- Hosting of trade and public events, showcasing Wellington Wine Country wines

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All events greatly enhance both the presence and recognition of the Martinborough GI both nationally and globally.

#### *Quality reputation of the Martinborough GI*

The Martinborough GI is globally recognised as a location for the production of super-premium to ultra-premium wines. This is demonstrated through recognition of the Martinborough GI in leading national and international wine publications and media (see examples in Appendix 3), as well as through national and international awards won by wines bearing the Martinborough GI (see examples in Appendix 4).

For example, the Wairarapa sub-region of Martinborough, in the 1997 edition of THE WINE COMPANION by world-respected wine writer and commentator Hugh Johnson's as "*WAIRARAPA – This is the region at the southern end of the North Island, just north of Wellington with the small town of **Martinborough** at its centre... Four wineries had their first vintages in 1984 and three of them Martinborough Vineyards, Dry River and Ata Rangi.*

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## APENDICIES

- **Appendix 1** contains examples of wine labels using the Martinborough GI
- **Appendix 2** is a document outlining the economic benefits of the Martinborough GI's annual food wine and music festival
- **Appendix 3** is a selection of national and international publications and media articles which refer to the Martinborough GI.
- **Appendix 4** is an indicative list of national and international awards won by wines bearing the Martinborough GI.

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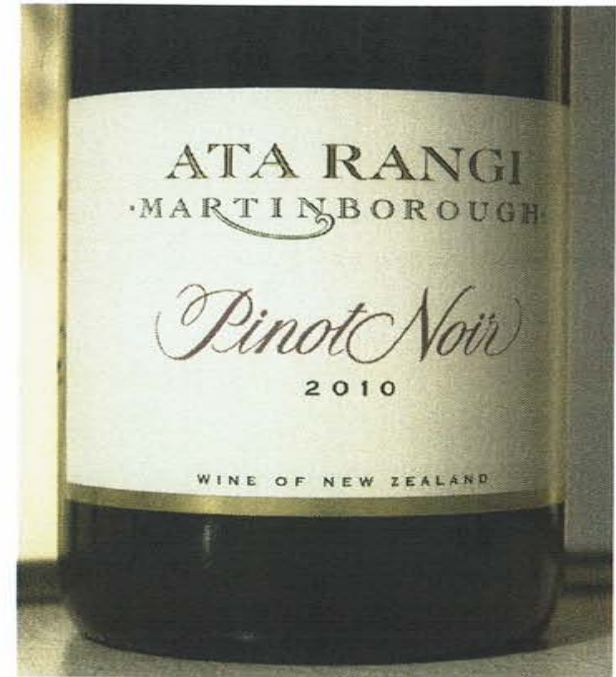
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### Appendix 1 Examples of wine labels using the Martinborough GI



<https://www.blackmarket.co.nz/8564/alana-estate-martinborough-pinot-noir-2015>



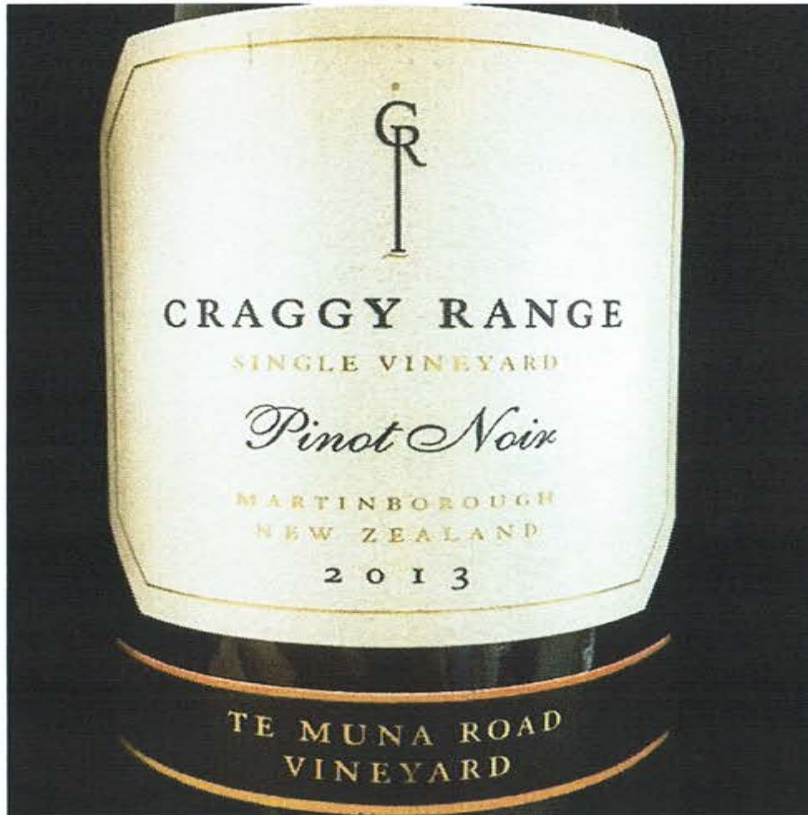
<http://www.cellartracker.com/wine.asp?iWine=1230072>

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<https://www.pjwine.com/37353/craggy-range-te-muna-road-pinot-noir-martinborough-2013-750ml/>



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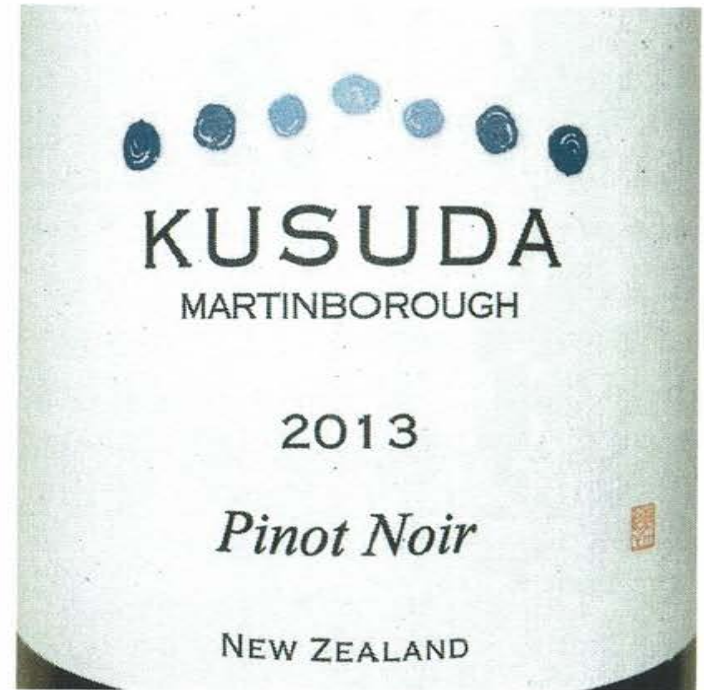
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<https://www.caros.co.nz/2015-dry-river-martinborough-pinot-noir.html>



<https://www.cuisinewine.co.nz/wine/escarpment-martinborough-pinot-noir-2011/>



<http://www.cellartracker.com/wine.asp?iWine=2007048>

Kupe



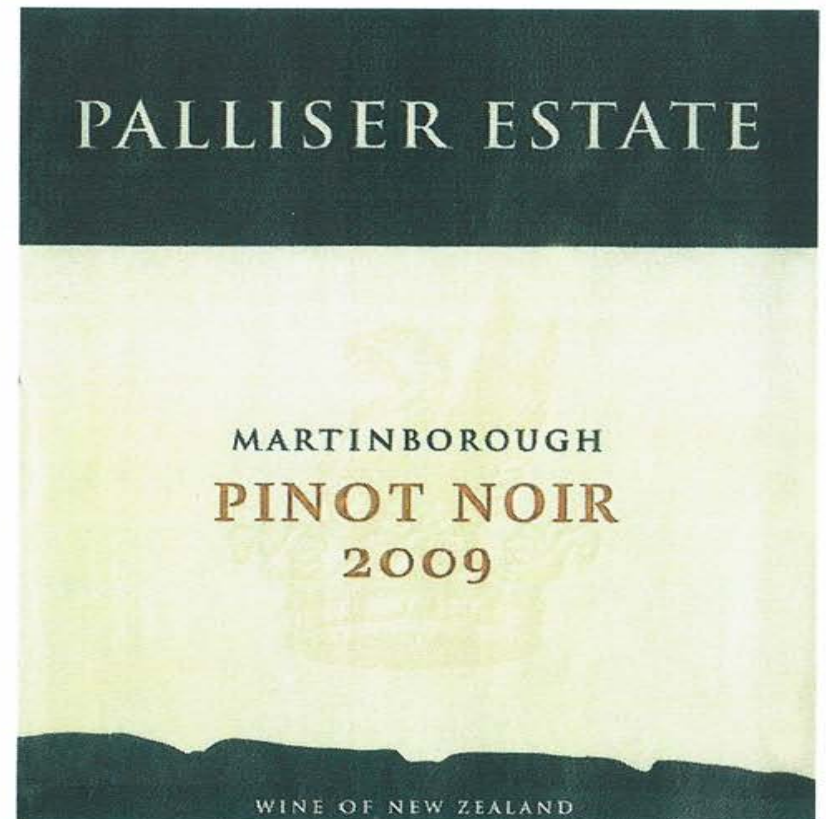


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<http://www.winedirect.co.nz/martinborough-te-tera-pinot-noir-9231.html>



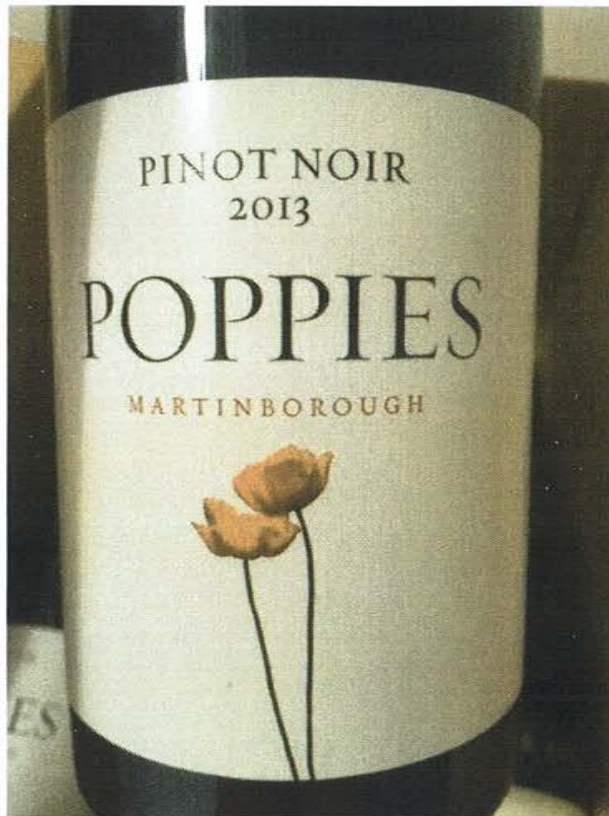
<http://www.airnzwineawards.com/default,6662,palliser-estate-martinborough-pinot-noir-2009.sm>

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<http://www.cellartracker.com/wine.asp?iWine=1770035>



<https://www.cuisinewine.co.nz/tasting/pinot-noir/>

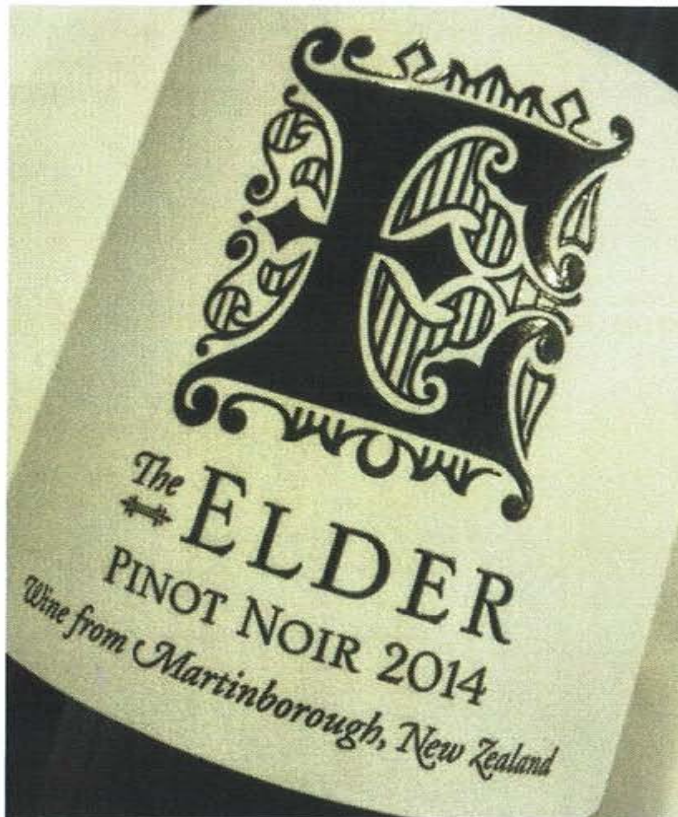
KN



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<http://www.airnzwineawards.com/default,11326,the-elder-pinot-noir-2014.sm>

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## **Toast Martinborough Wine, Food and Music Festival**

### **Economic Impact**

- Set up originally to help position Martinborough as a premium wine growing region, Toast Martinborough brings significant expenditure into the Wairarapa economy which it would not otherwise have.
- Approximately \$1.6 million is spent annually at the festival (ticket sales and direct festival-goer expenditure, the latter reduced to the extent that some of the food suppliers come from outside Wairarapa), this amounts to an injection of \$1.4 million into the Wairarapa economy from outside.
- This is a significant amount for a community of this size and is equivalent to almost 0.1% of the Wairarapa's annual GDP.
- As a comparison, an event contributing to the Wellington region economy would have to bring in \$23 million of outside expenditure to have a similar impact based on the relative size of the Wellington region's GDP.
- The direct beneficiaries of the festival spending are wider than those involved in the event itself. Visitor expenditure is also spent in the wider community.
- The accommodation sector is a particular beneficiary. It is estimated that 28% of those attending the festival had paid accommodation in the area with most of these people staying for two nights.
- As well as the direct benefits, there are indirect benefits to the businesses that supply goods and services to the festival and other visitor related businesses.
- There are also flow-on benefits from the money brought into the community as it in turn gets spent locally by the direct recipients.
- Toast Martinborough is a multi-site event. This is one of its key points of difference when compared to other wine and food events held in New Zealand.
- For some of the Shareholders, Toast Martinborough is purely a marketing activity. For others, it is their major source of income for the year.

### **Reputational Value**

- The full impact of the festival on the Wairarapa economy reaches beyond the money brought in by festival-goers from outside the region.
- Toast Martinborough has an important role in contributing to the reputation of the Wairarapa as a wine centre of New Zealand, a quality food producer and as a major hospitality venue.
- These reputational and image factors are important because they reflect on the community as a whole. They can have significant longer term benefits in that they contribute to the attraction of investment and visitors into the Wairarapa and to boosting the profile and sales of the area's wineries and food businesses in the longer term.
- Toast Martinborough also contributes to the local Martinborough community through donations to community groups and to organisations backing local projects. It is a cause for community pride, and for the 1000 people that work (a combination of paid staff and volunteers), an opportunity to deliver a truly magical and memorable experience.

08.06.17

Anna Nielson

General Manager

**TOAST MARTINBOROUGH**

7 Kitchener Street, Martinborough 5711, New Zealand

PO Box 82, Martinborough 5741, New Zealand

T. +64 6 306 9183 M. 021 586 278

### APPENDIX 3:

A selection of national and international publications and media articles which refer to the Martinborough GI:

HUGH JOHNSON'S WINE COMPANION (4<sup>th</sup> Edition 1997): "WAIRARAPA – This is the region at the southern end of the North Island, just north of Wellington with the small town of **Martinborough** at its centre... Four wineries had their first vintage in 1984 and three of them, Martinborough Vineyards, Dry River and Ata Rangi have since developed a firm reputation for Pinot Noir".

JANCIS ROBINSON MW – The Oxford Companion to Wine (4<sup>th</sup> Edition 2015): "Wairarapa, which includes the **Martinborough region**, is at the southern end of the North Island about one hour's drive from the nation's capital, Wellington. In 2012, Wairarapa had less than 3% of the country's vines but 9% of its winemakers. They are typically small-scale, lifestyle producers with a quality-at-all-costs attitude to winemaking and a passionate faith in their region's potential. Pinot Noir occupies half the region's vineyard area and is undoubtedly the flagship wine. In their quest to make great wine, most producers crop their vines so that yields are considerably below the national average, a significant factor in the region's success. In terms of topography, climate, and soils, Wairarapa might easily be considered a miniature Marlborough, were it not for the region's ability to make top-quality reds on a regular basis".

"New Zealand, along with Oregon, is the New World wine producer that has been staking its red wine fortunes on **Pinot Noir**. By 2012 total plantings were more than 5,000 ha, making it this small country's second most popular variety by far, with the **most impressive results coming from Martinborough**, Canterbury, Marlborough, and rapidly growing Central Otago".

Jamie Goode - London-based winewriter & wine columnist with UK national newspaper The Sunday Express "**Martinborough** and the wider Wairarapa area is a Pinot hot spot. This is home to some of the country's top examples, and it's a Pinot-dominated region. It typically makes Pinots that are quite big in size, with ripe dark cherry fruit. They can get a bit too rich sometimes, but overall there's a lot of Pinot fun to be had here".



Wine Enthusiast USA on New Zealand Pinot Noir <http://www.winemag.com/2005/12/01/new-zealand-pinot-noir/> "**Martinborough**

*The broader region is known as Wairarapa, which appears on bottles that include fruit from outside Martinborough proper, although a precise definition of Martinborough's extent is still being debated. This is the only important Pinot-growing region on New Zealand's North Island, and where many of the oldest plantings may be found. Only about an hour's drive from Wellington, proximity to the country's capital was one of the reasons for its early success".*

American Wine Critic James Suckling <https://www.jamessuckling.com/videos/new-zealand-wine-martinborough/> "**Martinborough** is a small town located in South Wairarapa, south of the North Island just opposite of Marlborough. This small town is practically surrounded by vineyards and it is **considered one of the Pinot Noir capitals of New Zealand**".

MICHAEL COOPER'S Wine Atlas of New Zealand (2ns Edition 2008): "...The Wairarapa – in particular its most famous wine district, **Martinborough** – has in the past 20 years emerged as one of New Zealand's most [prestigious winegrowing regions".

Wine Spectator - <http://2015.top100.winespectator.com/article/pinots-promise/> "*The modern story of New Zealand Pinot Noir began in **Martinborough** ..."*

Jancis Robinson MW, Author of the Oxford Companion to Wine <http://www.jancisrobinson.com/articles/mainly-martinborough-plus-kumeu-river> "*We met in **Martinborough**, one of New Zealand's prime Pinot Noir regions ..."*

Bob Campbell MW <https://www.therealreview.com/2015/12/09/new-tasting-notes-who-makes-the-best-pinot-noir/> writes that **Martinborough produces New Zealand's "best" Pinot Noir**, with an average 100-point score of 92-98 across producers when compared to other New Zealand regions

NZ Herald [http://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=11728303](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11728303) "*The little Wairarapa village that's won the hearts of the world's top wine writers is now to be toasted in a prestigious New York City showcase. Larry McKenna of Martinborough's Escarpment Vineyard will this month speak about his pinot noir to around 1000 people at the NZ\$3500-a-head New York Wine Experience, after it ranked among the top 10 in a leading magazine".*



2017 U.S Wine commentator, Chuck Hayward:

<https://chuckhayward.wordpress.com/tag/martinborough-terraces/> "No trip to New Zealand to attend the Pinot Noir Conference would be complete without a visit to **Martinborough** where the country's pinot thing really started".

2017 - Global Travel Magazine, Conde Nast - <http://www.cntraveler.com/story/why-martinborough-new-zealand-should-be-your-next-wine-destination> "You can't access so much top wine this easily in only a day in practically any other wine region on earth".

UK Daily Telegraph - <http://www.telegraph.co.uk/travel/destinations/oceania/new-zealand/articles/New-Zealand-Martinboroughs-world-beating-pinot-noir-wines/>

"Martinborough's wines are the main reason I am here, and the tale of how this tiny piece of the North Island in New Zealand joined the world's premier pinot noir producers is worth recounting..."

Scoop.co.nz <http://www.scoop.co.nz/stories/BU1609/S00822/martinborough-pinot-noir-shines-in-world-top-100-listings.htm> "Three of the English speaking world's most influential wine magazines have recognised the quality of Martinborough Pinot Noir. Martinborough Pinot Noir producers Escarpment and Ata Rangi have found themselves featuring strongly in some of the most highly-regarded world Top 100 listings for 2015".

UK Daily Telegraph - <http://www.telegraph.co.uk/food-and-drink/wine/the-grape-strain-robbery-martinboroughs-small-vineyards-have-a-h/> "It means that Martinborough has not been invaded by big corporations chasing high volumes and mass-market sales (or produced any of its own), which is a good thing".

The NZ Listener - <http://www.noted.co.nz/archive/listener-nz-2015/the-pinot-pioneer/> "The Martinborough wine industry was in its infancy when Riddiford took charge of Palliser Estate, a winery that had its origins in a vineyard planted in 1986 by Wyatt Creech, who would briefly become deputy prime minister in the Shipley Government. At the time, New Zealand had 100 wineries; now there are nearly 700".

Jancis Robinson MW - <http://www.jancisrobinson.com/articles/japan-in-martinborough>  
“...This led him to the tiny town of Martinborough, which has become a sort of gourmet mecca for North Islanders, despite a population of not much more than 1,000”.

## SOCIAL MEDIA EXAMPLES

The Buyer @TheBuyer11 19h19 hours ago

Fascinating insight by Larry McKenna on why **Martinborough** will soon compete with Burgundy on Pinot. Click here <http://www.the-buyer.net/tasting/wine/larry-mckenna-showcasing-the-savoury-style-of-martinborough-pinot/> ...

Steven Brunskill @StevenBrunskill May 31

Great to chat @MVPinot with @AlastairMaling 05 **Martinborough** Vineyards has wet my appetite for 4 vintages of Marie Zelig @winewankers

The NZ Cellar @NZCellar Jun 2

Long & vibrant #nzchardonnay... Get the chance to drink it, we've got limited quantities!  
#nzwine #nzcellar @dryriverwines #**Martinborough**

Sip NZ @sipnzwine Jun 3

#**Martinborough** Winery Guide by @winefulness\_nz incl. must-try #wines & must-visit #wineries <http://bit.ly/2rlWNhu> #nzwine

Jeff Spurlock @jeffs92651 May 18

Replying to @jeffs92651 @LarryMcPinot @WineSpectator

And also to @CraggyRange @PalliserWines and @Nga\_Waka, who also received 92+ ratings for their **Martinborough** Pinot Noirs in @WineSpectator

2017

APPENDIX 4:

Indicative list of national and international awards won by wines bearing the Martinborough GI.

2017 WINESEARCHER.COM 'BEST' MARTINBOROUGH WINES

Based on average scores from a wide range of global critics (inc, Jancis Robinson, Robert Parker, James Suckling, Wine Spectator, Wine Enthusiast):



Winesearcher.com statistics - June 2017 year-to-date, a total of 50,858 were made using the keyword 'Martinborough'

Air New Zealand Wine Awards – Results of Wines labelled under the Martinborough GI

<http://www.airnzwineawards.com/quicksearch.do?results=true&q=martinborough>

DECANTER WORLD WINE AWARDS 2017



Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Te Kairanga	Rumholder Pinot Noir	1	95	New Zealand	Wairarapa	Martinborough	2015	Red
Craggy Range	Te Muna Road Pinot Noir	2	95	New Zealand	Wairarapa	Martinborough	2015	Red
Escarpment	Chardonnay	3	95	New Zealand	Wairarapa	Martinborough	2013	White
Martinborough Vineyard	Home Block Pinot Noir	4	95	New Zealand	Wairarapa	Martinborough	2013	Red
Craggy Range	Aroha	5	92	New Zealand	Wairarapa	Martinborough	2015	Red
Craggy Range	Te Muna Road Sauvignon Blanc	6	92	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Home Block Chardonnay	7	90	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Te Teta Pinot Noir	8	91	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	John Martin Pinot Noir	9	90	New Zealand	Wairarapa	Martinborough	2015	Red
Te Kairanga	Pinot Noir	10	91	New Zealand	Wairarapa	Martinborough	2015	Red
Martinborough Vineyard	Home Block Pinot Noir	11	89	New Zealand	Wairarapa	Martinborough	2014	Red

## DECANTER WORLD WINE AWARDS 2016

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Murdoch James	Blue Rock Pinot Noir	12	95	New Zealand	Wairarapa	Martinborough	2014	Red
Coney	Pizzicato Pinot Noir	13	94	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Aroha Te Muna	14	93	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Te Muna Road Single Vineyard Sauvignon Blanc	15	90	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Russian Jack Pinot Noir	16	92	New Zealand	Wairarapa	Martinborough	2014	Red
Martinborough Vineyard	Te Teta Pinot Noir	17	90	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	18	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	John Martin Pinot Noir	19	92	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	Pinot Noir	20	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	Rumholder Pinot Noir	21	90	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Te Muna Vineyard Pinot Noir	22	88	New Zealand	Wairarapa	Martinborough	2014	Red
Martinborough Vineyard	Home Block Pinot Noir	23	87	New Zealand	Wairarapa	Martinborough	2012	Red
Murdoch James	Blue Rock Syrah	24	88	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	25	87	New Zealand	Wairarapa	Martinborough	2013	Red

## DECANTER WORLD WINE AWARDS 2015

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Craggy Range	Aroha Te Muna	26		New Zealand	Wairarapa	Martinborough	2013	Red
Te Kairanga	John Martin Pinot Noir	27		New Zealand	Wairarapa	Martinborough	2013	Red
Big Sky	Pinot Noir Te Muna Road	28		New Zealand	Wairarapa	Martinborough	2013	Red
Craggy Range	Te Muna Road Sauvignon Blanc	29		New Zealand	Wairarapa	Martinborough	2014	White
Craggy Range	Te Muna Road Vineyard Pinot Noir	30		New Zealand	Wairarapa	Martinborough	2013	Red
Julicher	Pinot Noir	31		New Zealand	Wairarapa	Martinborough	2012	Red
Margrain	Home Block Pinot Noir	32		New Zealand	Wairarapa	Martinborough	2013	Red
Martinborough Vineyard	Russian Jack Pinot Noir	33		New Zealand	Wairarapa	Martinborough	2013	Red
Martinborough Vineyard	Te Teta Pinot Noir	34		New Zealand	Wairarapa	Martinborough	2013	Red
Te Kairanga	Pinot Noir	35		New Zealand	Wairarapa	Martinborough	2013	Red
Te Kairanga	Rumholder Pinot Noir	36		New Zealand	Wairarapa	Martinborough	2013	Red



INTERNATIONAL WINE CHALLENGE – LONDON Martinborough (inc Wairarapa) Award winners  
[http://www.internationalwinechallenge.com/canopy/search\\_results.php?page=1&wpcat=WineTab.S&Challenge\\_Year=2017&Country=141&Region=251](http://www.internationalwinechallenge.com/canopy/search_results.php?page=1&wpcat=WineTab.S&Challenge_Year=2017&Country=141&Region=251)

## OTHER

- **Asia Pacific Business Traveller 2017** - <https://www.businesstraveller.com/awards/cellars-sky-2016/>
  - BEST FIRST-CLASS RED
  - Gold Medal: Japan Airlines – *Kusuda Syrah 2013, Martinborough, New Zealand*
  - Silver Medal: British Airways – *Escarpment Kupe Pinot Noir 2012, Martinborough, New Zealand*
  - Bronze Medal: Malaysia Airlines – *Schubert Wairarapa Syrah 2013, Martinborough, New Zealand*
- **Alexander** - [http://www.nzherald.co.nz/wairarapa-times-age/news/article.cfm?c\\_id=1503414&objectid=11513716](http://www.nzherald.co.nz/wairarapa-times-age/news/article.cfm?c_id=1503414&objectid=11513716) “Boutique Martinborough winery Alexander Vineyard has scooped two gold medals for its pinot noirs in the 2015 New Zealand International Wine Show”.
- **Escarpment** - <http://www.raymondchanwinereviews.co.nz/blog/raymond-chan-wine-reviews-winery-of-the-year-2015-escarpment-vineyard> The ‘Winery of the Year’ award is my way of recognising the best performing wine producer who has submitted wines to Raymond Chan Wine Reviews for independent assessment
- **Julicher** - <http://www.airnzwineawards.com/default,5124,martinborough-pinot-noir-awarded-champion-wine-of-show-at-2009-awards.sm> “The Julicher Pinot Noir 2008, produced by Julicher Estate in Martinborough has taken out the top title at the 2009 Air New Zealand Wine Awards, claiming the Air New Zealand Champion Wine of the Show Trophy”.
- **Kusuda** - [http://www.wineanorak.com/newzealand/newzealand\\_pinotnoir2.htm](http://www.wineanorak.com/newzealand/newzealand_pinotnoir2.htm) UK Wine writer Jamie Goode rates Martinborough’s Kusuda Pinot Noir as no.1 of his Top 10 NZ Pinot Noirs
- **Martinborough Vineyards** - <http://www.executivestyle.com.au/kiwi-pinot-rated-the-worlds-best-1dc5u> “A \$200 bottle of New Zealand pinot noir has beaten a \$7000 bottle of French burgundy in a blind tasting in the US. Martinborough Vineyard Reserve Pinot Noir 1998 triumphed over one of the world's most prestigious wines, 1990 Domaine de la Romanee-Conti La Tache, to take No.1 ranking in the World's Top 20 Pinot Noirs competition in Pasadena, US”.
- **Palliser** - [http://www.nzherald.co.nz/wairarapa-times-age/news/article.cfm?c\\_id=1503414&objectid=11526659](http://www.nzherald.co.nz/wairarapa-times-age/news/article.cfm?c_id=1503414&objectid=11526659) “Palliser Estate's The Luminary Martinborough Pinot Gris 2014 received a gold medal and was designated the “champion” in its category at the recent awards”.

SELECTION OF AWARDS BY PRODUCER:

Ata Rangi - <http://www.atarangi.co.nz/index.php/reviews?alias=reviews>

Big Sky - <http://www.bigskywines.co.nz/reviews>

Escarpment - <http://escarpment.co.nz/reviews/>

Murdoch James Estate <http://www.murdochjames.co.nz/page540f2a34a6e4f29cc2e7d8a3>

Schubert - <http://www.schubert.co.nz/index.php/en/schubert-wines/wine-reviews-and-comments>

Te Hera - <https://tehera.co.nz/awards/>

The Elder Pinot - <http://theelderpinot.co.nz/>



Craggy Range Aroha Te Muna Martinborough Pinot Noir 2014

\$140 | MARTINBOROUGH | CORK | 13.5% ALCOHOL | DRINK 2019-2029 | 96 POINTS

A pinot noir of restraint and coiled-up potential, with layered complexity of spice, red berry fruits and white pepper underscored by an outstanding frame of superfine tannins that draw the finish out long and mineral, with a mouth feel and texture that encapsulates the ancient voice of Martinborough gravel. Texturally it is on another plane, set for an outstanding future.

[www.craggyrange.com](http://www.craggyrange.com)

 Craggy Range @CraggyRange Jun 6

#Aroha 2014 named in @TysonStelzer top 20 wines over \$100. Nice work @CRMattStafford and thank you Tyson! #Martinborough #TeMuna #nzwine pic.twitter.com/GunDaJvRSx

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## Award for Julicher Estate

September 8, 2014 September 2014 No Comments



### Applause for winemaker

Wim Julicher and Sue Darling, along with their winemaker Outi Jakovirta, continue to do their best to keep Martinborough wines on the map and in glasses around the world.

Last month they heard to their delight that Julicher Estate Pinot Noir 2010 was selected from over two thousand wines as 'Wine of the Year – Best in Show' at the 2014 UK Sommelier Awards.

This accolade rates alongside the Champion of Wine Show success they achieved in 2007 and 2009 and follows the four major competitions they won last year.

The Sommelier Awards are judged by a panel of leading Sommeliers and on-trade drinks buyers. The competition rewards the best wines available to restaurants, bars and hotels in the UK.

"With the standard of entries we see in the Sommelier Wine Awards, even making it onto the Gold List is a huge achievement", said competition director and Imbibe editor, Chris Losh, "but the Wines of the Year have to

be a step up even from that."

The winning Pinot was made by Julicher's winemaker Outi Jakovirta, who joined the Julicher team in December 2005 and has been responsible for making all their wines since then. Outi is from Helsinki, Finland and moved to New Zealand in January 2004. On her arrival in New Zealand Outi studied for a Postgraduate Diploma in Viticulture & Oenology at Lincoln University. She has significant experience internationally and has worked in France, Germany, Australia and California. Being both Finnish and a woman makes her a highly unusual winemaker!

As Wim Julicher says, "Outi's flair and passion, plus being meticulous in everything she does throughout the wine making process, are the keys to the exceptional award-winning wines she makes for us". The evidence is in the bottle, but ironically, although still available in Britain, the 2010 Pinot Noir has sold out completely in New Zealand.

The pedigree of Julicher's Te Muna Road vineyards and the passion and commitment of the team will continue to produce outstanding wines. Rest assured you can look forward to plenty more trophy and gold medal winning wines from this special martinborough winery.

COMMENT ON THIS ARTICLE.

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## The 2010 Decanter World Wine Awards NZ Pinot Noir is World Beater

Martinborough Pinot Noir scoops top prize from 10,983 entries in world's biggest wine show

A small winery from Wairarapa which only planted its 12 hectares of vines in 1999 has triumphed over Pinot Noirs from 19 other countries including France, Italy, Australia, the USA, Chile and Germany to win the International Pinot Noir Trophy at the world's biggest and most prestigious wine show, The Decanter World Wine Awards. London's Royal Opera House was the venue for last night's unveiling of the 28 ultimate world beating wines from the 10,983 entries in the 2010 Decanter World Wine Awards.

Martinborough's **Schubert Wines Block B Pinot Noir 2008** became one of just 0.25% of wines in the competition to win an International Trophy, surviving four rounds of judging to join an elite band of International Trophy winners in the world's toughest wine competition. Schubert's proprietors & winemakers Kai Schubert & Marion Deimling, moved from Germany to New Zealand via the Pacific Northwest and Australia in their quest for perfect Pinot terrior, they say "It is a great honour receiving this huge accolade. There were Pinot Noirs from 19 other countries which makes this International Trophy not only a fantastic success for us at Schubert Wines, but also for the Wairarapa region and the whole of New Zealand".

Decanter's expert judges described the winning wine as: 'Forceful, with vibrant, succulent fruits and sweet strawberry and loganberry flavour. Fine concentration and a fresh splash of acidity on the palate. Very long and sleek.'

Schubert was not the only NZ winner, Nelson's Seifried Sweet Agnes Riesling 2009 completed a stunning hat-trick of wins having won a Regional Trophy or International Trophy every year since 2007. Decanter's judges described Seifried's second consecutive International Trophy winning vintage as: "Very honeyed and waxy on the nose with loads of floral character. Aromatic, luscious, juicy and intense with a racy but balanced acidity with excellent length."

The International Trophies were the highlight of an excellent year for New Zealand Wines in the Decanter World Wine Awards with New Zealand ranking seventh in the medal rankings with a total of 341 medals including 15 gold and 88 silver medals.

-ENDS-