

## NZ GEOGRAPHICAL INDICATION (GI)

### EXAMINATION CHECKSHEET

#### Application information (reg 7) and formalities

<b>Box Reference Number</b>			
<b>1</b>	<b>GI Number:</b> 61	<b>GI Name:</b> WAIRARAPA	
<b>2</b>	<b>New Zealand GI correctly selected (cf foreign)</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
<b>3</b>	<b>Goods GI for</b>	<input checked="" type="checkbox"/> Wine	<input type="checkbox"/> Spirit

<b>4</b>	<b>GI correct?</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>	
<b>5</b>	<b>Applicant/ Agent details correct</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>	
<b>6</b>	<b>Wine or spirit correctly stated</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>	
<b>7</b>	<b>Geographical co-ordinates relate to the place of geographical origin to which the GI relates</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>	
<b>8</b>	<b>Description of Conditions provided</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	<b>Comment(s):</b>

### Additional Information required before Acceptance (reg 8(1))

<b>9</b>	<b>Explanation of characteristic essentially attributable to the GI</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>
<b>10</b>	<b>Evidence of characteristic essentially attributable to the GI</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>

### Examination

<b>11</b>	<b>GI identical to registered GI (s10)</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>
<b>12</b>	<b>GI identical to customary name of grape variety (s11 )</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>
<b>13</b>	<b>GI identical to common name for wine or spirit (s12 )</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>
<b>14</b>	<b>GI use or registration likely to be offensive (s13A)</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>
<b>15</b>	<b>GI identical to trade mark for identical goods or services</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>

	<b>(s14)</b>				
<b>16</b>	<b>GI identical to trade mark for similar goods or services (s15)</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>	
<b>17</b>	<b>GI similar to trade mark for identical goods or services (s16)</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>	
<b>18</b>	<b>GI similar to trade mark for similar goods or services (s17)</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<b>Comment(s):</b>	
<b>19</b>	<b>Conditions of use Entered (s41)</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	<b>Comment(s):</b>

### Reference Searches

<b>20</b>	<b>Accepto searches saved to MAKO</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>
<b>21</b>	<b>Internet searches saved to MAKO</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>

## Evidence

22	<b>Statutory declaration/ affidavit complies with s9 of Oaths and Declarations Act 1957 (for statutory declarations) or the High Court Rules (for affidavits)</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Comment(s):</b>
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## Quality, reputation or other characteristic

The Applicant should explain and provide evidence of the quality, reputation or other characteristic of the wine or spirit that is attributable to the GI (**reg 8(1)**).

The explanation and evidence should show how the specific characteristic(s) of the wine and/or spirit are linked to features (whether natural or human) within the geographic area.

The below template includes headings that reflect the type of information that IPONZ typically expects to receive as part of an application (**reg 8(2)**).

## History and background

The quality, reputation and other characteristics of wine or spirits from a particular area will often be linked to the founding and development of the area for wine or spirit production. Background may also include a description of the history relating to the word that indicates the area as a GI.

The Wairarapa GI was identified in 1897 by Vinicultural expert Romeo Bragato as a region 'pre-eminently suited to viticulture'. Combined with its early prominence in the modern New Zealand wine industry the Wairarapa now has many established vineyards with mature vines, that contribute to the GI's reputation for consistent, quality and complex wines.

- **1895** – Graduate of the Royal School of Viticulture and Oenology in Italy, Romeo Bragato praises the Beetham wine as being of ‘prime quality’
- **1897** – Marie Zélie Hermance Frère Beetham presents the region’s first Pinot Noir wine in Paris
  - Beetham’s production is 8,410 litres
  - Bragato, concludes that the Wairarapa was 'pre-eminently suited to viticulture' when studying New Zealand’s possibilities for winemaking
- **1898** – Captain A Turner plants the Taraura Vineyard at the southern edge of Masterton, expanded by William Lamb in 1900
- **1908** – Prohibition makes it an offence to grow grapes in a non-licensed area, and both Beetham and Lamb’s vines are torn out
- **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, a sub-region of the Wairarapa, Waipara and Marlborough as regions most suited to viticulture, with Martinborough being most like Burgundy
- **1982** – Eric Bloomfield establishes Bloomfield’s Vineyard just south of Masterton – a re-incarnation of Lamb’s original nineteenth century Solway (Taraia) vineyard
- **1983** – Five commercial vineyards are established within the Wairarapa sub-region of Martinborough
- **1985** – The first vines in Gladstone are planted by Wellington-based Denis Roberts – now Gladstone Vineyard
- **1986** – Bloomfield Vineyards first vintage
- **1998** – Alistair Scott establishes 80ha to become the Wairarapa’s largest commercial winery, Matahiwi Estate
- **2009** – Revived under new owner Derek Hager, Bentham’s Masterton vineyard receives an International Award for Pinot Noir
- **2016** – Brancepeth Station’s 1903 Claret - the oldest New Zealand made wine is tasted with international media - <http://www.stuff.co.nz/life-style/food-wine/76731683/Oldest-wine-opened-in-NZ-still-amazing-after-113-years-in-a-Wairarapa-cellar>

**23 Comment(s):**

The Wairarapa GI represents over 130 years in reputation for the production of wine. As one of New Zealand’s oldest wine making regions, a unique setting is provided that is a draw-card for both tourists and the wine reputation of New Zealand. This reputation is attributable to the geographical origin of wines bearing the Wairarapa GI.

**Geographical features in the area**

Geographical features may include general topography, elevation, natural features that provide shelter or that alter wind direction, ridges, valleys, plains, underground waterways and water tables, proximity to the coast or other bodies of water, slope, aspect and accessibility.

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. Wairarapa soils are predominantly silt loam over free-draining gravels, some of which can be up to 15m deep due to rivers criss-crossing the region.

- The 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 give very free draining soils
- The Wairarapa GI and its sub-regions (Martinborough and Gladstone) broadly share similar soils and geology based on river gravels cast over thousands of years. However, differences in the flavour profiles are provided by the each of the three GI’s due to distinctions in geology

<b>24</b>	<p><b>Comment(s):</b></p> <p><b>The Ruamahanga River has carved out dramatic cliffs and escarpments to expose stony sub-soils and built up layers of alluvial river terraces.</b></p>
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#### **Soil composition in the area**

Soil composition in the area may include the soil type or types (such as sandy, clay, silt or loamy soils), and the presence of particular rock (such as gravel, schist or slate). The characteristics of the soil such as its temperature, pH, drainage, salinity and nutrient/mineral profile may also be relevant.

- The 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 give very free draining soils
- The Wairarapa GI and its sub-regions (Martinborough and Gladstone) broadly share similar soils and geology based on river gravels cast over thousands of years. However, differences in the flavour profiles are provided by the each of the three GI's due to distinctions in geology

<b>25</b>	<p><b>Comment(s):</b></p> <p><b>Wairarapa soils are predominantly silt loam over free-draining gravels, some of which can be up to 15m deep due to rivers criss-crossing the region. Very deep alluvial deposits give very free draining soils</b></p>
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#### **Climate in the area**

Applicants may like to include relevant climate data from the geographical area such as rainfall, temperature, prevailing winds and hours of sunshine. Ideally, such evidence should comprise or be supported by research data from a reputable institution.

The Wairarapa GI's key features are its high sunshine hours, particularly over the harvest period, and long, dry, relatively warm growing season with marked diurnal shifts. It is the coolest and driest of all the New Zealand North Island GIs and subject to significant wind impact, notably in spring.

The Wairarapa GI generally experiences high sunshine hours with relatively cool springs and autumns alongside 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.

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 southern Martinborough GI, result in smaller berries with thicker skins, and a 'masculine' style of Pinot Noir, compared to the more 'feminine' and elegant styles of the Gladstone GI.

<b>26</b>	<p><b>Comment(s):</b></p> <p><b>The Wairarapa GI generally experiences high sunshine hours with relatively cool springs and autumns alongside warm summers, allowing grapes to reach full phenolic ripeness. The GI has also marked temperature shifts during the day which assists in maintaining acidity levels , promoting heightened aromatics, intense varietal expression, depth of complexity and ripe tannins in the reds.</b></p>
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## Methods of producing wines and spirits

Human factors such as viticulture, winemaking or spirit-making practices may also be relevant. These factors are likely to be linked closely to natural factors such as steep, inaccessible terrain which can mean that less mechanisation is feasible. This in turn may mean that the wines or spirits from that area must be premium goods that are sold at a high price point in order to be profitable.

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

- The fact that the Wairarapa GI encompasses just 3% of New Zealand's vineyard area, and produces just over 1% of the New Zealand's total wine is testimony to the GI's overall low-yielding conditions.
- Producers throughout the Wairarapa 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
- 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 Wairarapa GI wines
- Grape growers and winemakers within the Wairarapa GI have strong commitments to sustainable winegrowing, with most participating in the Sustainable Winegrowing New Zealand or Organic Winegrowing certification.

<b>27</b>	<p><b>Comment(s):</b></p> <p><b>Small to very small producers in the GI. Most vineyards are hand-picked and wines are normally aimed at the premium end of the market. Wines are made in small batches, usually from single vineyards or vineyards owned by the winery.</b></p>
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## Quality

The qualities of a wine or spirit from a particular area may include its aroma, flavour profile, sweetness, acidity, tannin, fruit, colour, structure, body, texture and viscosity, alcohol by volume, cellaring potential, typicity, signature characteristics, and varieties.

- Wairarapa 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.
- Wairarapa 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.
- Wairarapa 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).
- Wairarapa GI wines have a reputation for the foregoing based on years of use and recognition by consumers, tourists wine experts and visitors to the GI.

<b>28</b>	<p><b>Comment(s):</b></p> <ul style="list-style-type: none"> <li>• The Declarant’s evidence includes descriptions of the sensory attributes typically associated with wines from the Marlborough GI. However, as this information has been provided by a person other than the declarant (namely Master of Wine Emma Jenkins) and is essentially hearsay, we are placing a low weighting on this information</li> <li>• That said information about quality attributes of the wines from the GI has also been provided elsewhere in the submitted evidence – <i>page 3</i></li> </ul>
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## Reputation

Where relevant, applicants should provide evidence that demonstrates the extent of the reputation of the wines or spirits from the relevant geographical area. This may include, for example:

- Evidence that wines or spirits are sold and/or promoted by reference to the GI.
- Statements from chambers of commerce and industry or other trade and professional associations that the wine or spirit has a reputation that is essentially attributable to its origin.
- Evidence that the GI influences consumer purchasing decisions.
- Evidence of tourism linked specifically to the wines or spirits from the relevant area, such as vineyard or distillery tours.
- Sales figures, export figures and/or market share (may be provided on a confidential basis).
- Marketing spend (may be provided on a confidential basis) and marketing activities such as advertising, tastings and other promotional events.
- References to the GI in books, articles, blogs, social media, websites and menus from restaurants and bars.
- Evidence of national and international awards won by wines and/or spirits from the relevant geographical area.

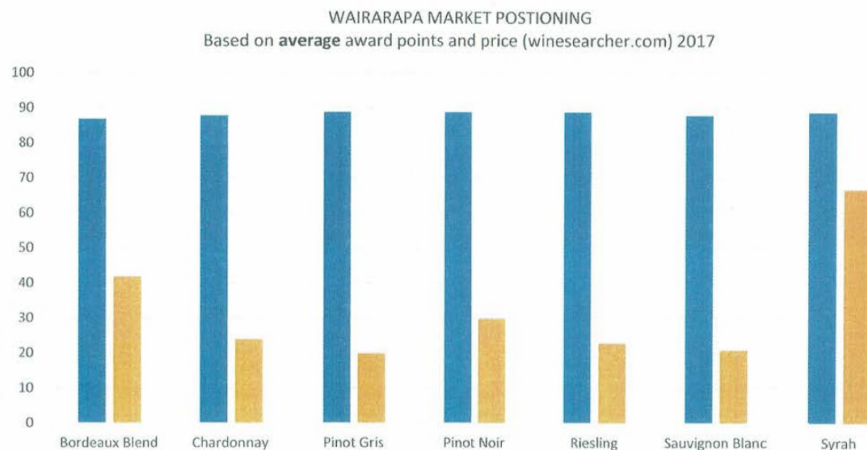
### Reputation

#### *Market positioning*

Wines from the Wairarapa 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 \$14 - \$67, the **average retail price** of wine bearing the Martinborough GI is NZ\$27 per bottle (SOURCE – wineseacher.com – June 2017)

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



#### *Use of the Wairarapa GI*

“Wairarapa” has been used consistently and continuously on wines since the first commercial release of wines from the region in 1986 by Bloomfield Vineyards. The vineyard was sold to become Solstone in 1987. Images of labels using the Wairarapa GI are attached as Appendix 1

Export statistics show that Wairarapa GI (excluding its sub-regions) has been used as a GI on at least 3,606,797 litres of wine approved for export from the vintages 2009 – 2017 as of June 2017.

This equates to 4,809,062 x 750 mL bottles or 400,755 9L cases of wine available for sale on the international market bearing the Martinborough GI over an 8-year period to date.

<b>Litres exported by Vintage and Geographical Indication</b>											
The data below were collected by MPI's FoodNet and Wine E-cert systems. They show, for all batches of Wairarapa GI wine for which a Form V11 for export to the EU was issued, the total litres of wine exported (to any market - not just EU) from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.											
Vintage											
	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
<b>Wairarapa GI</b>	275,453	274,622	480,078	518,273	607,910	823,452	349,691	267,534	6,525	3,258	<b>3,606,796</b>
SOURCE: NZ Ministry for Primary Industries – June 2017											

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the Wairarapa 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 Wairarapa GI is at the centre of the region's two annual wine festival annual events, The Wairarapa Harvest Festival and TOAST Martinborough.

Additional marketing activities that enhance the Wairarapa 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)

**Quality reputation of the Wairarapa GI**

The Wairarapa GI is widely recognised as a location for the production of super-premium to ultra-premium wines. This is demonstrated through recognition of the Wairarapa GI in leading national and international wine publications and media (see examples in Appendix 2), as well as through national and international awards won by wines bearing the Wairarapa GI (see examples in Appendix 3).

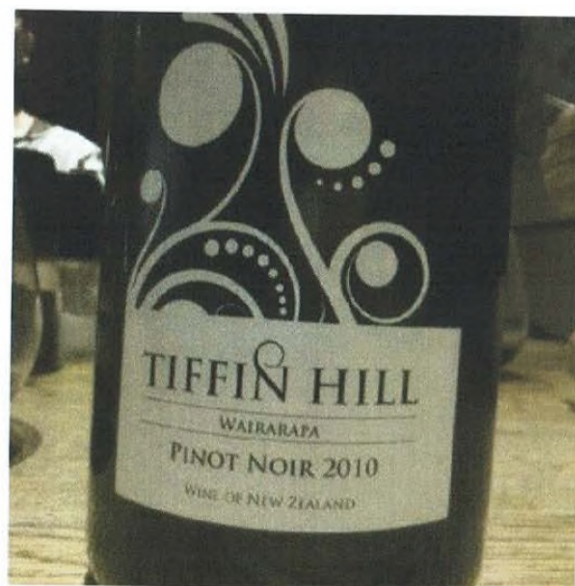
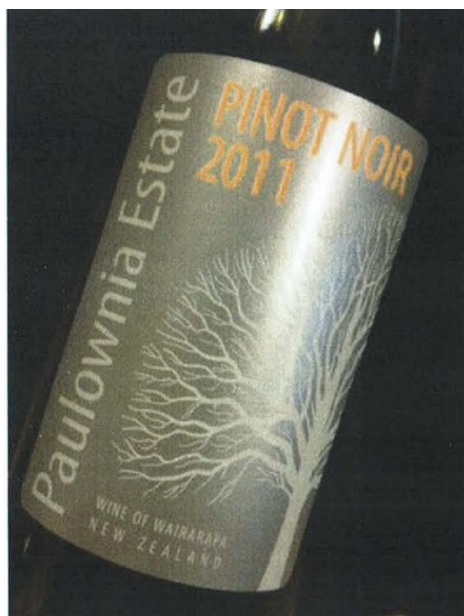
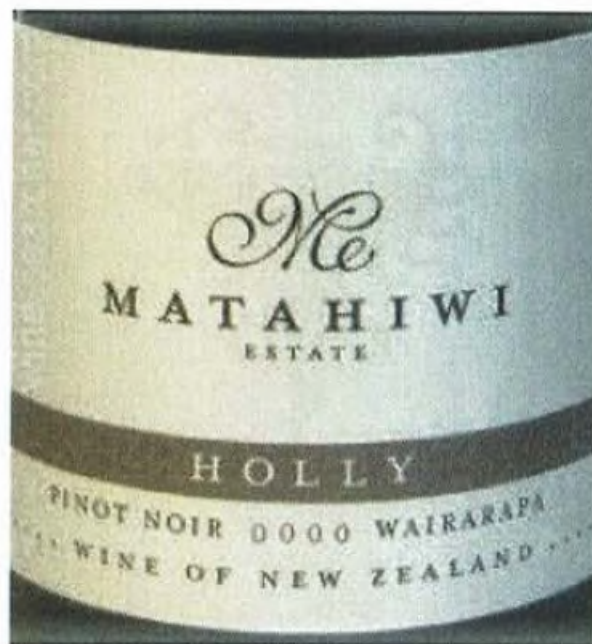
For example, Wairarapa is referred to as early as 1994 in the *The Oxford Companion to Wine*, regarded as the most important international wine encyclopaedia, in the following terms: "Wairarapa, which includes the Martinborough region, is at the southern end of the North Island about one hour's drive from the nation's capital, Wellington. In 1994 Wairarapa had just 3% of the country's vines but 13% of its wine-makers... 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".

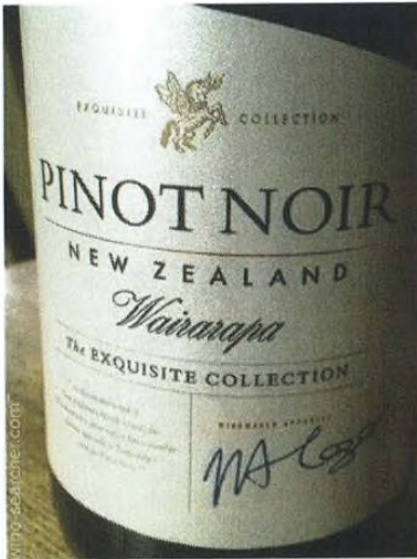
Hugh Johnson in *The Pocket Wine Book* describes the Wairarapa as: "Wairarapa NZ's fifth largest wine region ..."





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MICHAEL COOPER'S Wine Atlas of New Zealand (2nd Edition 2008): "The *Wairarapa* is a small wine region with a big reputation."

"The *Wairarapa* is a region of mostly tiny vineyards; its consistently small crops deter the big wine companies from investing. Only 3 per cent of New Zealand's vines are planted in the region, and from the 2007 vintage, the *Wairarapa*'s 57 companies produced an average of just 2,500 cases of wine".

#### DECANTER WORLD WINE AWARDS 2017

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Te Kairanga	Runholder Pinot Noir	🏆	95	New Zealand	Wairarapa	Martinborough	2015	Red
Craggy Range	Te Muna Road Pinot Noir	🥈	95	New Zealand	Wairarapa	Martinborough	2015	Red
Escarpment	Chardonnay	🥈	95	New Zealand	Wairarapa	Martinborough	2013	White
Martinborough Vineyard	Home Block Pinot Noir	🥈	95	New Zealand	Wairarapa	Martinborough	2013	Red
Craggy Range	Aroha	🥈	92	New Zealand	Wairarapa	Martinborough	2015	Red
Craggy Range	Te Muna Road Sauvignon Blanc	🥈	92	New Zealand	Wairarapa	Martinborough	2016	White
Martinborough Vineyard	Home Block Chardonnay	🥈	90	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Te Terā Pinot Noir	🥈	91	New Zealand	Wairarapa	Martinborough	2014	Red
Matahiwi Estate	Sauvignon Blanc	🥈	94	New Zealand	Wairarapa	Not Applicable	2016	White
Te Kairanga	John Martin Pinot Noir	🥈	90	New Zealand	Wairarapa	Martinborough	2015	Red
Te Kairanga	Pinot Noir	🥈	91	New Zealand	Wairarapa	Martinborough	2015	Red
Gladstone Vineyard	Pinot Noir	🥈	89	New Zealand	Wairarapa	East Tararahi/Gladstone	2014	Red
Martinborough Vineyard	Home Block Pinot Noir	🥈	88	New Zealand	Wairarapa	Martinborough	2014	Red
Matahiwi Estate	Holly Pinot Noir	🥈	88	New Zealand	Wairarapa	Not Applicable	2015	Red
Urlar	Organic Pinot Noir	🥈	89	New Zealand	Wairarapa	East Tararahi/Gladstone	2014	Red
Escarpment	Pinot Noir	🥈	84	New Zealand	Wairarapa	Martinborough	2014	Red
Urlar	Organic Sauvignon Blanc	🥈	84	New Zealand	Wairarapa	East Tararahi/Gladstone	2015	White

29

#### Comment(s):

The Wairarapa GI is at the centre of the region's two annual wine festival annual events, The Wairarapa Harvest Festival and TOAST Martinborough.

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

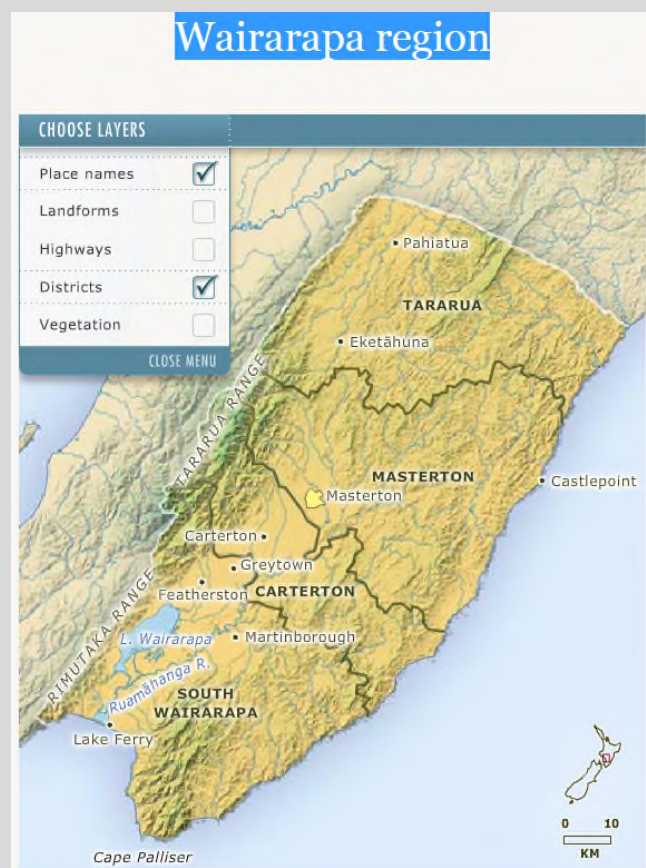
Export statistics show that Wairarapa GI (excluding its sub-regions) has been used as a GI on at least 3,606,797 litres of wine approved for export vintages 2009 – 2017 as of June 2017.

Other relevant information:

3  
0 Comment(s):

**Boundary of Wairarapa GI**

We have conducted research into the scope of the Wairarapa GI:



<https://teara.govt.nz/en/interactive/12058/wairarapa-region>

The EU OMAR list for 2009 (shown below) refers to the Wairarapa GI as including the Carterton, Masterton and South Wairarapa Districts.

<b>Waikato</b>	Waikato Region
<b>Coromandel Peninsula</b>	Thames-Coromandel District
<b>Lake Taupo</b>	Taupo District
<b>Te Kauwhata</b>	Winegrowing area in Waikato Region
<b>Bay of Plenty</b>	Bay of Plenty Region
<b>Gisborne</b>	Gisborne Region
<b>Hawke's Bay</b>	Hawke's Bay Region
<b>Central Hawke's Bay</b>	Central Hawke's Bay District
<b>Wairarapa</b>	Carterton, Masterton and South Wairarapa Districts
<b>Gladstone</b>	Winegrowing area In Carterton District
<b>Martinborough</b>	Winegrowing area in Martinborough Ward

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

- World Wine Trade Group (WWTG)  
The list recognises the Wairarapa GI

Wairarapa		<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g.: Masterton.
Gladstone		<input checked="" type="checkbox"/>	

[https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)



<b>31</b>	<b>Examiner is satisfied that the Applicant has provided sufficient explanation and evidence of: the quality, reputation or other characteristic of the wine or spirit that is essentially attributable to the GI</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>32</b>	<b>Recommend for Acceptance?</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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*This Summary may not explicitly refer to every matter that has been considered by the Examiner*