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## Declaration

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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. Rutherford 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

***WAIRARAPA***

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## Geographical Indication name

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

## Quality, Reputation or Other Characteristics

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The Wairarapa GI encompasses the Martinborough GI and the Gladstone GI, as well as the Masterton area. As such, it brings together both the distinctive elements and the ‘family’ similarities of wines from those areas. Wines from the Wairarapa GI have the following quality, reputation or other characteristics that are essentially attributable to their geographical origin:

- 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.

## History and background

The Wairarapa GI was identified in 1897 by Viticultural 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.

A summary of key moments in the history of the Wairarapa GI is set out below.

- **1883** - The French wife of early Masterton settler and landowner William Beetham, Marie Zelie Hermanze Frere, plants Pinot Noir and Syrah at Brancepeth Station (east of Masterton) out of home-sickness for her homeland

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- **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 (Tararua) 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, Beetham’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>

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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.

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### *Economic Context*

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

Wine commentator John Saker describes the Wairarapa as: *“Despite a global reputation, the Wairarapa accounts for 3% of New Zealand’s vineyard area. What’s more, the low yields that are a feature of the region mean it contributes just 1% of the nation’s wine production. Nevertheless, it is home to 10% of New Zealand’s Pinot Noir plantings”.* (SOURCE: Pinot Noir – The New Zealand Story Random House 2010)

All of the above factors dictate that the Wairarapa GI operates 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 Wairarapa GI in order to retain their position in the market.

This is an essential element in determining the styles and sensory characteristics of wines from the Wairarapa 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.

In regards to the greater Wairarapa economy, winegrowing has contributed significantly to the rise of tourism and general desirability for the area. Between 1951 and 2001, although New Zealand’s population doubled, the Wairarapa experienced decline – losing more population than it gained. Largely known for its agricultural industries, including forestry, cropping, sheep, beef and dairy farming, grapes for wine production were first planted in the Wairarapa in the late 1800’s, with plantings expanding during the late 1970’s to the sub-regions of Martinborough and Gladstone. Through expansion of the agricultural base to include viticulture, the sub-region of Martinborough became the centre of a thriving wine industry during the 1980’s – 1990’s.

Continued expansion of vineyard plantings in Gladstone and around the Masterton township has created growth, especially in Tourism, with an annual wine festival attracting thousands. Lifestyle blocks and holiday homes are common and keenly sought by Wellingtonians.

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### ***Industry structure***

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

As New Zealand's first region to produce Pinot Noir, the nature of winegrowing and winemaking operations is closely linked to the community – both to the Wairarapa townships themselves, 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. The marketing and promotion of the Wairarapa and its sub-regional GI's is accomplished by a recently formed (2016), arm of Wairarapa Winegrowers – Wellington Wine Country Ltd – in particular, is tasked with enhancing, promoting and growing the reputation of the sub-regional GI's of the Wairarapa, being Martinborough, Gladstone (and Masterton).

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

These factors contribute to characteristics of wines from the Wairarapa 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 Wairarapa 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.

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



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- Upstream, Masterton's gravel river beds offer local limestone, Gladstone's more variable silt loam has clay pockets whilst the shallower river terraces of Martinborough offer broken down, fine alluvial beds.
- The variance in geology produces discernible nuances in the breadth, texture and elegance of wines produced from each sub-regions of the Wairarapa GI.

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 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.

Vineyard plantings are mostly scattered amongst pastoral farmland around the towns of Gladstone and Masterton, and more intensively concentrated around the smaller village of Martinborough. The different GI's experience subtle differences in temperature and rainfall, it being slightly cooler and wetter and a little less windy closer to the northern Masterton end. Producers throughout the Wairarapa GI are generally small to very small, with the majority are family-owned and run, and wines are typically aimed at the premium or higher end of the market. The Wairarapa GI produces around 2% of the country's wine from around 3% of its vineyard plantings, testimony to the GI's overall low-yielding conditions. The Wairarapa region was identified early in its colonial history as a region with good potential for viticulture, and 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 GI's reputation for quality, complexity and consistency.

At its northernmost point, the Wairarapa GI is little more than 50km from 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 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 GI is amongst the windiest in the country with blustery, spring conditions affecting flowering, and wind throughout the season providing an overall devigorating effect on vines. Reduced bunch volumes and weights, and by extension

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low yields, as well as thick grapes skins are therefore a key characteristic of the Wairarapa GI, contributing to its reputation for wines of good concentration, balance and structure.

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.

Spring frosts can be a threat, as are the occasional harvest-period ones, and most vineyards throughout the Wairarapa 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 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.

#### Key climate indices and statistics

The following tables and charts provide data on key climate statistics relevant to the viticulture of the Wairarapa GI region<sup>1</sup>. All data were sourced from the National Institute of Water and Atmospheric Research.

	<b>Sunshine Hours</b> (sum)	<b>Growing Degree Days (&gt;10°C)</b> (sum)	<b>Rainfall (mm)</b> (sum)	<b>Screen (air) frost (# days per month)</b> (sum)	<b>Ground Frost (# days per month)</b> (sum)
<b>Annual</b>	2,008	1,209	879	33.4	59.5
<b>Season (Sept - April)</b>	1,522	1,131	528	5.8	14.4

<sup>1</sup> Data sourced from East Tararahi EWS and Masterton, Te Ore Ore CWS



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Season % of annual	76%	94	60%	17%	24%
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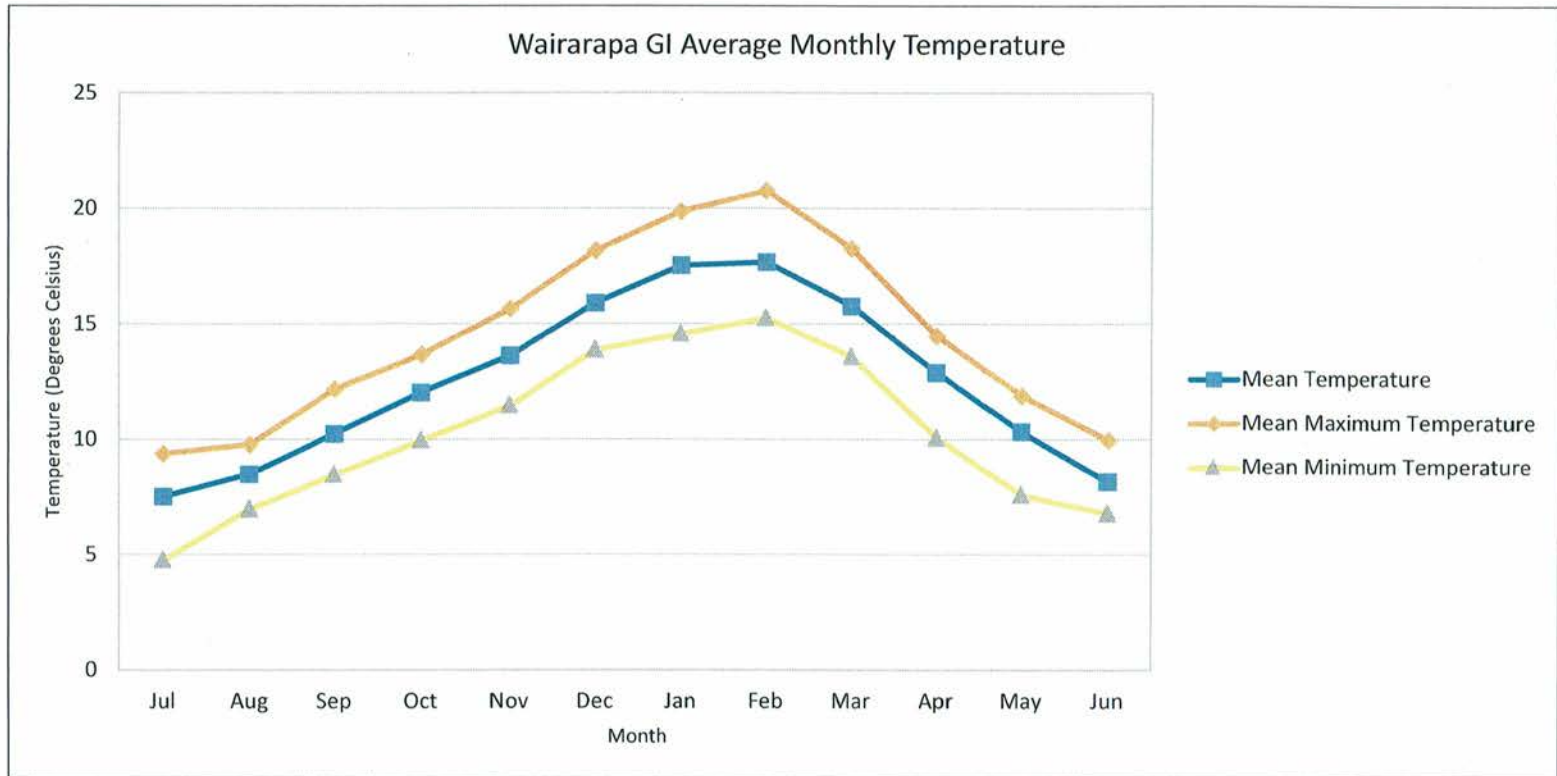
Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	16.7
Mean Minimum Temperature	12.2
Mean Diurnal Shift	4.5

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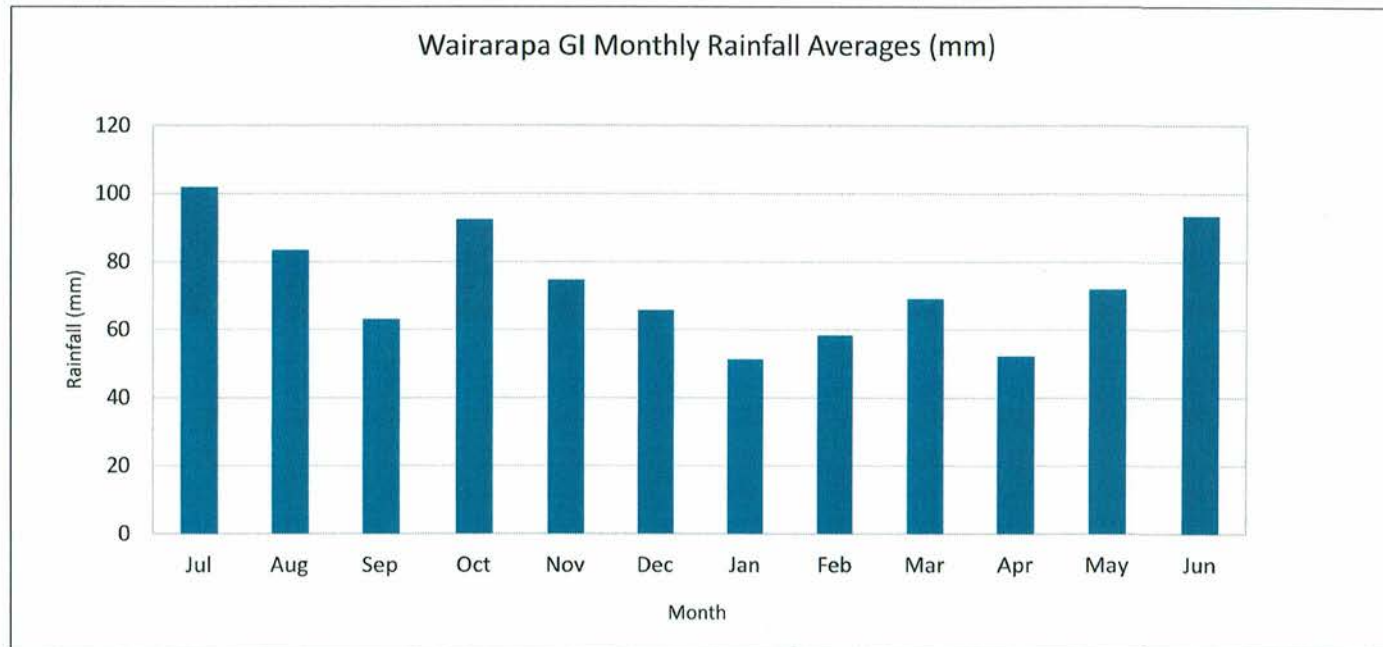


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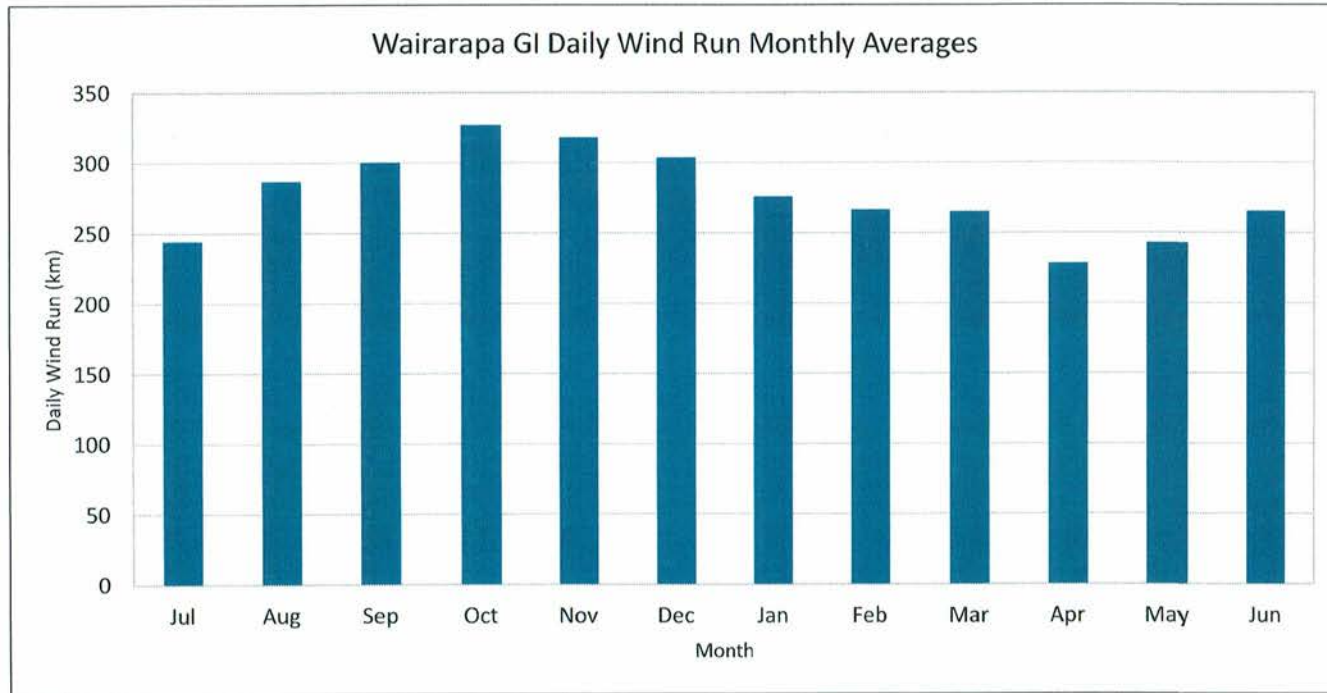
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## Methods of producing wines

### *Grape varieties and styles*

The Wairarapa GI produces red, white, rosé and sparkling wines from the following grape varieties:

Pinot Noir, Sauvignon Blanc, Riesling, Pinot Gris Syrah, Chardonnay, Gewürztraminer, Viognier, Cabernet Blends.

In 2016, the tonnes harvested within the Wairarapa GI from key grape varieties were as follows:

WHITE		RED	
Variety	Tonnes	Variety	Tonnes
Chardonnay	221	Pinot Noir	2048
Pinot Gris	224		
Sauvignon Blanc	2364		
Riesling	105		
<b>TOTAL</b>	<b>2914</b>	<b>TOTAL</b>	<b>2048</b>

### *Viticulture and winemaking*

Viticultural and winemaking practices within the Wairarapa 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 Wairarapa GI.

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

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- 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.
- Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, it is not unusual for winemaking to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.
- Wines from the GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produced using permitted viticultural and winemaking practices.

## Quality

### *Sensory Attributes*

*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 variety of the Wairarapa GI, and at 500ha, well over half the GI's plantings. Wines typically have a richly aromatic, structured elegance with spicy, savoury depths of dark cherry, cranberry, brambly red and black berryfruit alongside herb and earth notes. The Wairarapa GI's key climatic features, in particular the 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, 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. Wairarapa 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*

At around 310ha, Sauvignon Blanc represents the Wairarapa GI's largest plantings of a white variety, and its second largest overall. Sauvignon Blanc is well-suited to the GI. Wines are typically good to excellent quality, intensely aromatic, vividly varietal and with well-balanced, fresh, textural palates. The extended

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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 retention of bright, balanced natural acidity. Wines are typically vinified in a neutral manner in order to preserve fruit purity and aromatic expression, however the 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.

#### *Riesling*

The Wairarapa GI has a solid reputation for varietally classic, perfumed Riesling with rich citrus, apple, floral and mineral characters and good balance between fruit, acidity and (any) residual sugar. The GI has moderate plantings at around 32ha, and its 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.

#### *Pinot Gris*

The largest of the region's aromatic plantings at around 60ha, Wairarapa GI Pinot Gris is typically made in a range of styles from dry through to medium and late harvest. Wines are typically light to medium-bodied with ripe fruit characteristics of treefruit, stonefruit, citrus and baking spices. The GI's long overall cool growing season with warmer 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 Wairarapa 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.

#### *Syrah*

There are only very small plantings of Syrah within the Wairarapa 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. Wairarapa GI Syrah is typically low-yielding, producing light-to-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. Wairarapa GI Syrah is typically positioned at the premium to ultra-premium end of the market.

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### *Chardonnay*

The Wairarapa 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 also commonly used. Chardonnay from the Wairarapa GI is also used for premium quality Methode Traditionelle sparkling wines, either solo or blended with Pinot Noir.

### *Gewürztraminer*

There is only a very small amount of Gewürztraminer planted in the Wairarapa 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 Wairarapa GI has very small plantings of Viognier, making an elegant, perfumed style with good fruit concentration and balance. 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.

### *Merlot, Cabernet Sauvignon, Cabernet Franc (individually or as blends)*

Generally, the Wairarapa 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.





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## 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.

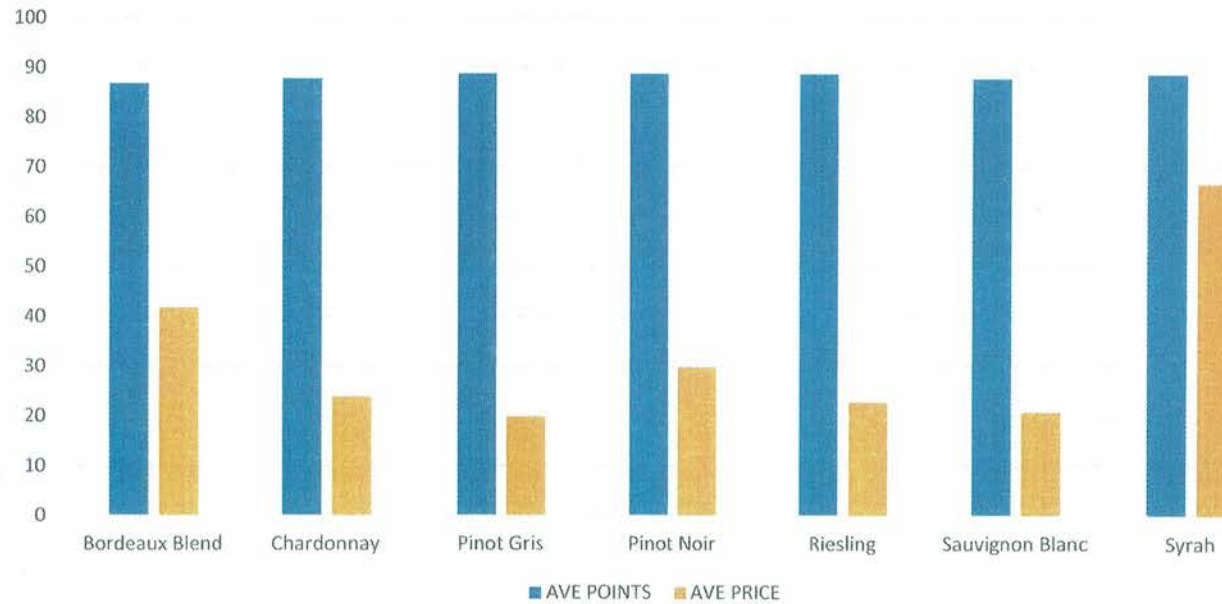




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### WAIRARAPA MARKET POSITIONING Based on **average** award points and price (winesearcher.com) 2017



The above graph documents wine varieties produced within the Wairarapa GI – with relative average retail price and average awards rating – based on winesearcher.com’s collation of wines and reviews of the Wairarapa 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 Wairarapa GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “Wairarapa” on several occasions where this has been necessary to facilitate exports. This provides evidence that the Wairarapa 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 “Wairarapa” 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 “Wairarapa” 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 “Wairarapa” 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 “Wairarapa” 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 “Wairarapa” 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>
- Wairarapa is included as a New Zealand GI on the International Organisation for Wine and Vine’s *International Database of Geographical Indications*.<sup>8</sup>

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<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)

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

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### *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.

#### Litres exported by Vintage and Geographical Indication

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 VI1 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 effect of such usage is significant as, through the process of sale, the Wairarapa 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 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>

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- The NZW Vineyard Register Report: <https://www.nzwine.com/media/4221/2017-vineyard-register.pdf>
- The [www.nzwine.com](http://www.nzwine.com) website
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
  - o Wairarapa: <https://www.nzwine.com/en/regions/wairarapa/>
  - o A Land Like No Other: <https://www.nzwine.com/media/6390/a-land-like-no-other.pdf>
- The New Zealand wine regions map A0 size poster which is widely used including in association with all national and international promotional activities. This map also appears as the sixth panel in the A Land Like No Other pamphlet.
- Producers within the Wairarapa 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 Wairarapa 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 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)

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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

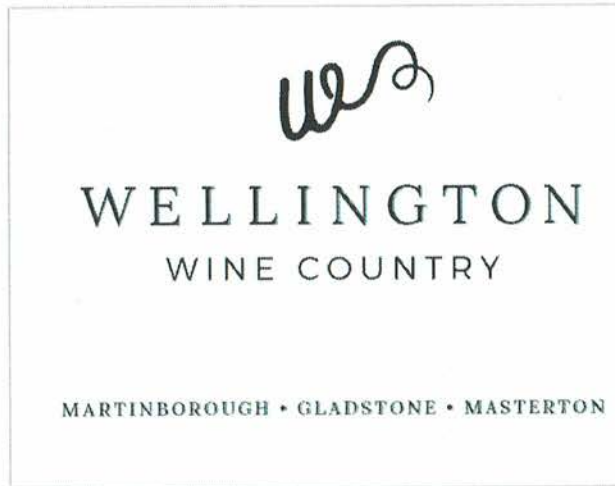
- Invitation to, and hosting of national and global wine media, commentators and influencers
- Association with Wellington's Le Cordon Bleu Cuisine school, as host of food and wine matching events, as well as student training and excursion days
- Hosting of trade and public events, showcasing Wellington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

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All events greatly enhance both the presence and recognition of the Wairarapa GI and its sub-regional GI's both nationally and globally.

#### *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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## APENDICIES

- **Appendix 1** contains examples of wine labels bearing the Wairarapa GI
- **Appendix 2** is a selection of national and international publications and media articles which refer to the Wairarapa GI.
- **Appendix 3** is an indicative list of national and international awards won by wines bearing the Wairarapa GI.

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WAIRARAPA

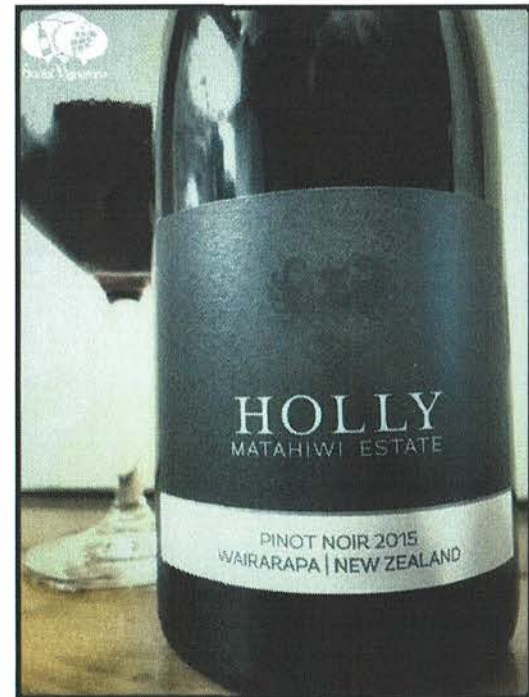
WINEGROWERS info@wairarapawinegrowers.co.nz

## Appendix 1 – Wine labels bearing the Wairarapa GI

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<https://www.vivino.com/wineries/gladstone/wines/golden-goose-pinot-noir-2014>



<http://socialvignerons.com/2016/12/18/2015>

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wine-searcher.com



<https://www.wine-searcher.com/find/honu+pinot+noir+wairarapa+new+zealand>



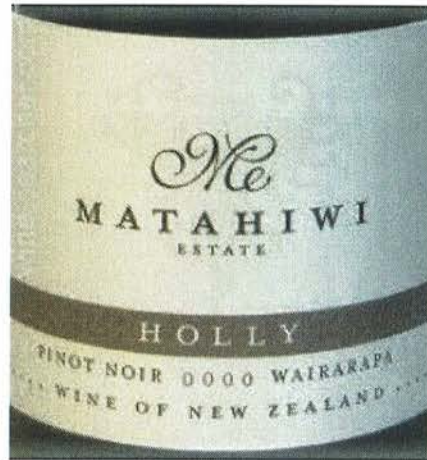
<https://www.wine-searcher.com/wine-217099-0001-kate-radburnd-vine-velvet-pinot-noir-wairarapa-new-zealand>

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



<http://www.klwines.com>

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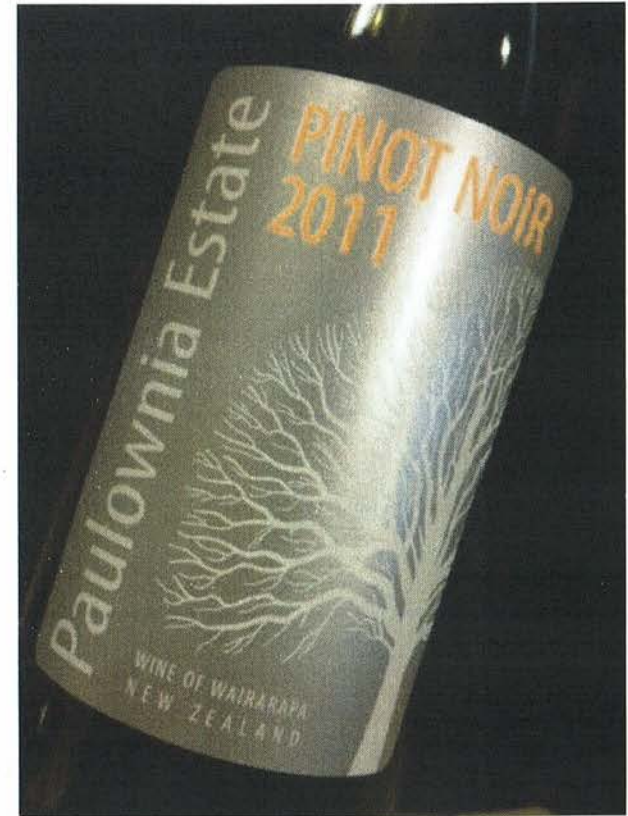


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<http://www.singlevineyards.com/wines/new-zealand/paddy-borthwick/red/paddy-borthwick-pinot-noir-wairarapa-new-zealand/>



<http://wineseeker.co.nz/shop/product/paulownia-estate-pinot-noir>

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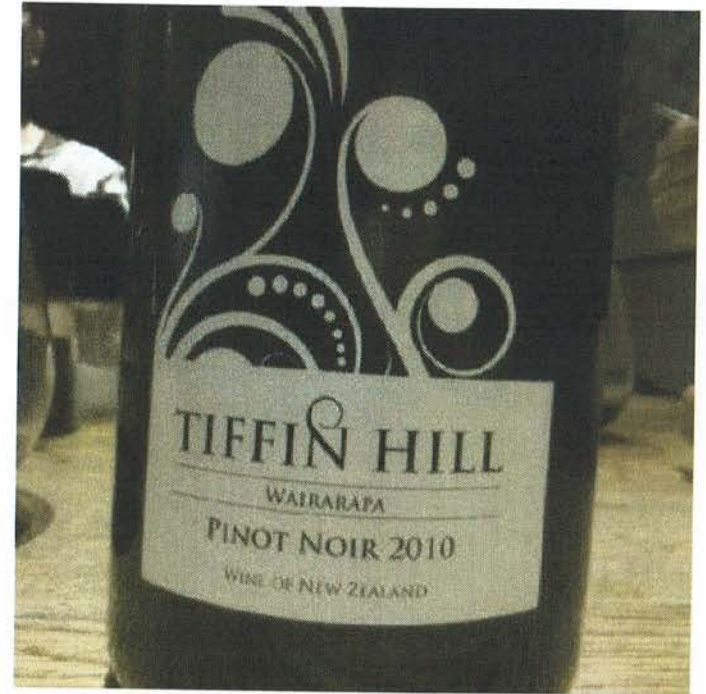


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<http://www.schubert.co.nz/index.php/en/schubert-wines/resources/tasting-notes/59-resources/tasting-notes/397-block-b-pinot-noir>



<https://www.vivino.com/wineries/tiffin-hill/wines/wairarapa-pinot-noir-2010>

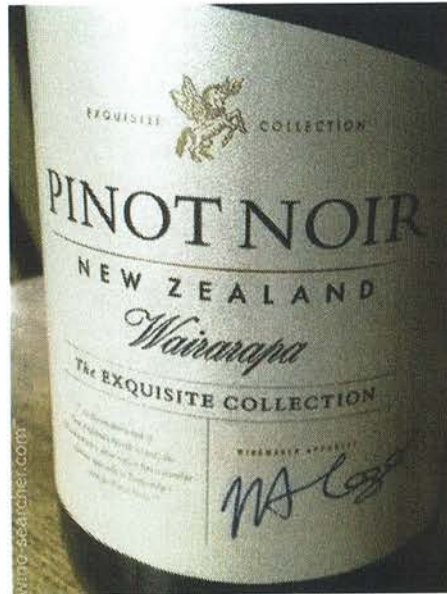
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<https://www.wine-searcher.com/wine-416542-0001-aldi-the-exquisite-collection-pinot-noir-wairarapa-new-zealand>

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## APPENDIX 2:

A selection of national and international publications and media articles which refer to the Wairarapa 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. Wairarapa's combination of good soil, low rainfall and autumn sunshine first prompted the plantings of vineyards in 1978*".

**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".

**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".*

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**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*".

**Jamie Goode 2017** - <http://www.wineanorak.com/newzealand/gladstone.htm> "*The wines of Gladstone, Wairarapa "A word of explanation is needed here. Martinborough is the most well known of the Wairarapa wine regions, but of late, two new subregions have been designated: Gladstone and Masterton*".

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#### WHITE GRAPES

Chardonnay rules, covering five times the acreage of second place Sauvignon Blanc. Müller-Thurgau is third (and falling). Next come Chenin Blanc, Semillon, Riesling and Gewürztraminer.

#### CLIMATE

The North Island is generally warmer than the South Island, but overall the climate in both is maritime. Rainfall is plentiful and is often a problem during the ripening season when it can lead to rot.

#### SOIL

Soils range from glacial and alluvial at Hawkes Bay, to loam and clay in the north, and friable gravelly silt around Martinborough.

#### ASPECT

Vineyard site selection is now carefully considered, after a boom period when poor varieties were planted in many

climate that until we get to the South Island.

If you want to suggest that New Zealand is a wet-climate wine region, I'll go for that. With the exception of the tiny Wairarapa area near Wellington, which behaves as though it were a virtual extension of Marlborough on the other side of the Cook Strait, and perhaps Waiheke Island out in the bay less than an hour's ferry ride from Auckland, the North Island is a wet place to grow grapes.

And if you want to suggest that it is a wonderfully fertile landscape ideally suited to growing vines, I'll say, yes – fertile soils, lots of sun, lots of rain: you can grow vines the size of peach trees in no time at all. But don't expect a crop of decent grapes fit for making fine wine. The best wines come from small crops, off vines grown in dry areas with infertile, impoverished, free-draining soil, and just the right amount of sun. That's not too much of a problem in the South Island, but in the North, these conditions are few and far between. And the story of how to find such sites – and if you can't, what to do instead – is very much the story of the North Island's wine industry.

Many producers actually started out in the 19th century by growing their grapes in greenhouses. That seems a bit extreme, and could explain why hardly any wineries grew to any size during the 19th century! But the early growers may not have been so dumb. Most of the vines in the North Island do suffer from the weather, particularly around Auckland where most of the early plantings

ferme soils also encourage vigorous leaf growth, a serious problem if you want to progress from hybrids at Thurgau to the classic grape varieties. Excessive leaf growth your fruit, retarding physical maturity in the grapes and lean, green streak to dominate red wine flavours even alcohol levels seem acceptable. For a long time, a green leaf of acidity was one way of identifying even the best New Zealand winemakers are mostly determined to stamp it out.

Heavy foliage also reduces air movement. In the damp North Island climates, this causes outbursts of *botrytis* which can ruin the harvest. The desire to be suitable for competing in international markets, along with an increasingly demanding domestic market, forced New Zealand wine industry to look for solutions to these problems. Dr Richard Smart, New Zealand has become the world leader in developing trellising and pruning systems for fertile, high-humidity vineyard conditions.

The results have been dramatic. For almost the first time we are seeing red wines of a fully ripe, yet memorably individual, coming from all parts of the North Island – Auckland Bay, Wairarapa and even, in a few cases, from Gisborne. Most wines are achieving far better ripeness without the accented *botrytis* tinge that used to be a mark of much New

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8 *P.J. Howland*

In 1895, Romeo Bragato, a native of Croatia, trained oenologist and viticulturalist to the Victorian Department of Agriculture in Melbourne, was seconded by the New Zealand Government to survey the emerging wine industry and assess winemaking geographies throughout the country. He visited wine growers from Central Otago (South Island) (see Figure 1.3) to Whangarei in Northland, and reported favourably on the potential of various areas, particularly Hawke's Bay and Wairarapa, to produce quality wines. 'The land of your colony, if properly worked, should yield a very large quantity of grapes per acre from which wine of the finest quality, both red and white and Champagne could be produced' (quoted in Cooper 2002: 14; also Scott 1964). Bragato also reported evidence of phylloxera, the sap-sucking insect that had decimated French vineyards in the mid to late nineteenth century, and recommended a thorough inspection of all vineyards and the adoption of resistant, grafted vines. Bragato's report had little impact, although he was offered a permanent position as government viticulturalist in 1902 at the new agriculture research station at Te Kauwhata in north Waikato after continued phylloxera problems resulted in the destruction of leading vineyards. During his tenure (1902–1907), Bragato established a winemaking facility at Te Kauwhata, set

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### Lonely Planet's Best of New Zealand:

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Wairarapa's world-renowned **wine** industry was nearly crushed in infancy. The region's first vines were planted in 1883, but in 1908 the prohibition movement put a cap on that corker of an idea. It wasn't until the 1980s that winemaking was revived, after Martinborough's *terroir* was discovered to be similar to that of Burgundy, France. A few vineyards sprang up, the number since ballooning to around 40 across the region. Martinborough is the undisputed hub of the action, but vineyards around Gladstone and Masterton are also on the up. Pinot noir is the region's grape of choice.

Wairarapa's wineries thrive on visitors: well-oiled cellar doors swing wide open for tastings. Some wineries charge a tasting fee; others are free. Some places feature a cafe or restaurant, while others will rustle up a picnic platter to be enjoyed in their gardens. Winter hours wind back to the minimum. The **Wairarapa Visitor Guide** (available from local i-SITEs and many other places) has maps to aid your navigations. Read all about it at [www.winesfrommartinborough.com](http://www.winesfrommartinborough.com). A few of our favourites:

NEWS:

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[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) "Wairarapa town toast of global wine world".

<http://www.stuff.co.nz/life-style/food-wine/76731683/Oldest-wine-opened-in-NZ-still-amazing-after-113-years-in-a-Wairarapa-cellar>

Oldest wine opened in NZ still 'amazing' after 113 years in a Wairarapa cellar".

**SOCIAL:**

**NZ Wine Australia** @NZWineAUS May 28

Making the most of my airport downtime with a great yarn on **#wairarapa wine** in the latest... [instagram.com/p/BUnvumDBuZy/](https://www.instagram.com/p/BUnvumDBuZy/)

**Nicholas Pearce** @Nicholaspearce\_ May 11

New Zealand **Wine** Tasting @ The ROM. **Wairarapa** Represent !!! @ Royal Ontario Museum [instagram.com/p/BT7tTCnFZMS/](https://www.instagram.com/p/BT7tTCnFZMS/)

**Ultimate Tourism** @UltimateTravelG Mar 27

Amazing **wine** tours by Ultimate Tourism - The **Wairarapa**: Wellington **Wine** Country. Small but perfectly formed,... [fb.me/8JFWCIHVk](https://www.facebook.com/8JFWCIHVk)

**Sera Goto** @oenogirl Mar 2

A **Wine** Word: **Wairarapa**. A mouse that roars, this tiny region hosts sublime **#wine** not to be missed on a trip to **#NewZealand**. **#nzwine** **#kiwi**

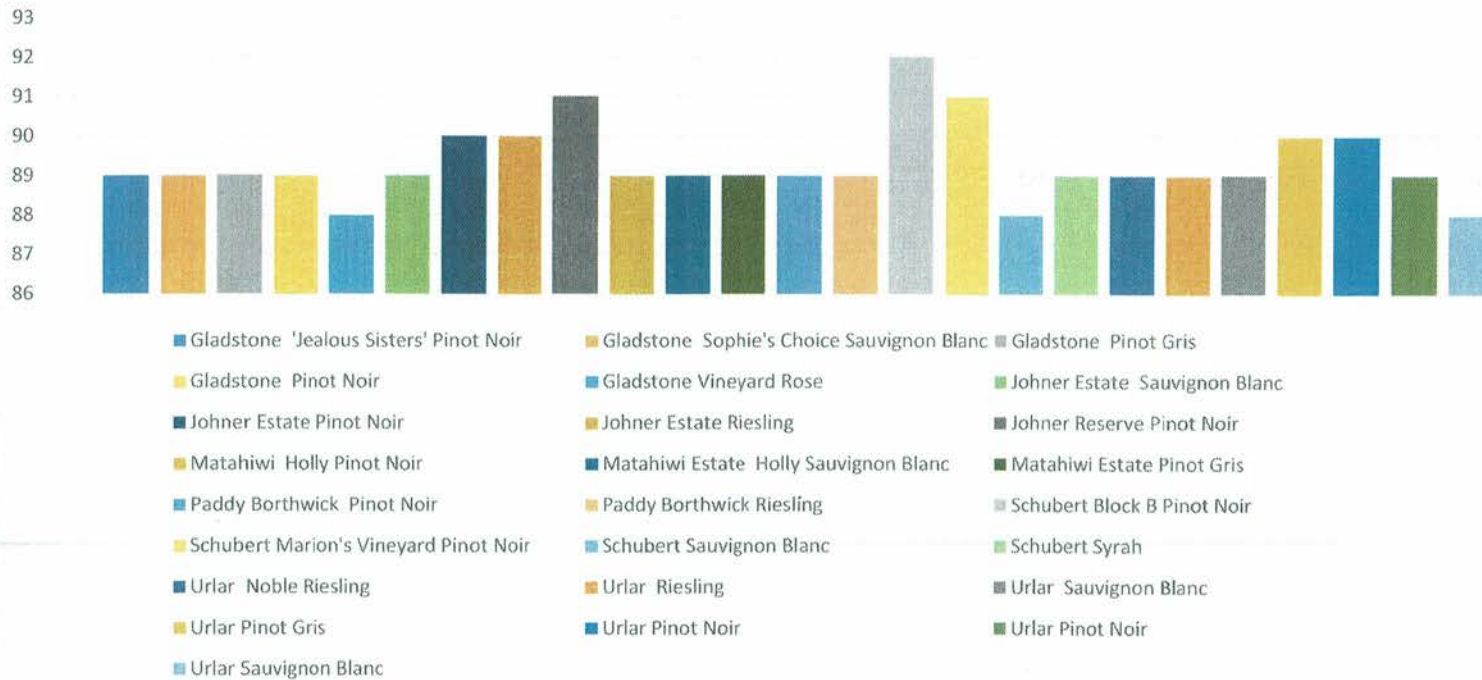
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APPENDIX 3: Indicative list of national and international awards won by wines bearing the Wairarapa GI.

2017 WINESEARCHER.COM 'BEST' WAIRARAPA 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 7,140 searches were made using the keyword 'Wairarapa

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

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

**DECANTER WORLD WINE AWARDS 2017**

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

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## DECANTER WORLD WINE AWARDS 2016

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Coney	Pizzicato Pinot Noir	B	94	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Aroha Te Muna	S	93	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Te Muna Road Single Vineyard Sauvignon Blanc	S	90	New Zealand	Wairarapa	Martinborough	2015	White
Craggy Range	Te Muna Vineyard Pinot Noir	B	88	New Zealand	Wairarapa	Martinborough	2014	Red
Gladstone	Sophie's Choice Sauvignon Blanc	B	87	New Zealand	Wairarapa	East Tararaki/Gladstone	2014	White
Martinborough Vineyard	Home Block Pinot Noir	B	87	New Zealand	Wairarapa	Martinborough	2012	Red
Martinborough Vineyard	Russian Jack Pinot Noir	S	92	New Zealand	Wairarapa	Martinborough	2014	Red
Martinborough Vineyard	Te Tera Pinot Noir	S	90	New Zealand	Wairarapa	Martinborough	2014	Red
Murdoch James	Blue Rock Pinot Noir	B	95	New Zealand	Wairarapa	Martinborough	2014	Red
Murdoch James	Blue Rock Syrah	B	88	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Gris	C	84	New Zealand	Wairarapa	Martinborough	2013	White
Redbank Estate	Te Muna Valley James Pinot Noir	S	90	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	B	87	New Zealand	Wairarapa	Martinborough	2013	Red
Redbank Estate	Te Muna Valley Syrah	C	84	New Zealand	Wairarapa	Martinborough	2013	Red
Te Kairanga	John Martin Pinot Noir	S	92	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	Pinot Noir	S	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	Runholder Pinot Noir	S	90	New Zealand	Wairarapa	Martinborough	2014	Red

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## DECANTER WORLD WINE AWARDS 2015

Producer	Wine name	Award	Score	Country	Région	Sub-region	Vintage	Colour
Murdoch James	Blue Rock Pinot Noir	B	95	New Zealand	Wairarapa	Martinborough	2014	Red
Coney	Pizzicato Pinot Noir	B	94	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Aroha Te Muna	B	93	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Te Muna Road Single Vineyard Sauvignon Blanc	B	90	New Zealand	Wairarapa	Martinborough	2015	White
Martinborough Vineyard	Russian Jack Pinot Noir	B	92	New Zealand	Wairarapa	Martinborough	2014	Red
Martinborough Vineyard	Te Tera Pinot Noir	B	90	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	B	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	John Martin Pinot Noir	B	92	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	Pinot Noir	B	90	New Zealand	Wairarapa	Martinborough	2014	Red
Te Kairanga	Runholder Pinot Noir	B	90	New Zealand	Wairarapa	Martinborough	2014	Red
Craggy Range	Te Muna Vineyard Pinot Noir	B	88	New Zealand	Wairarapa	Martinborough	2014	Red
Gladstone	Sophie's Choice Sauvignon Blanc	B	87	New Zealand	Wairarapa	East Tararahi/Gladstone	2014	White
Martinborough Vineyard	Home Block Pinot Noir	B	87	New Zealand	Wairarapa	Martinborough	2012	Red
Murdoch James	Blue Rock Syrah	B	88	New Zealand	Wairarapa	Martinborough	2014	Red
Redbank Estate	Te Muna Valley James Pinot Noir	B	87	New Zealand	Wairarapa	Martinborough	2013	Red
Redbank Estate	Te Muna Valley James Pinot Gris	C	84	New Zealand	Wairarapa	Martinborough	2013	White
Redbank Estate	Te Muna Valley Syrah	C	84	New Zealand	Wairarapa	Martinborough	2013	Red

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**INTERNATIONAL WINE CHALLENGE – LONDON** 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)

**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*

**OTHER**

[http://www.wairarapawines.co.nz/home\\_pages/news\\_7\\_events/index.htm](http://www.wairarapawines.co.nz/home_pages/news_7_events/index.htm)

**SELECTION OF AWARDS BY PRODUCER:**

- **Lansdowne Estate** IWSC Trophy Quality Award 2014 - Pinot Noir 2010
- **Matahiwi Estate Winery** - <http://matahiwi.co.nz/category/awards/>
- **Gladstone Vineyard** - [http://www.gladstonevineyard.co.nz/our\\_wines/awards\\_and\\_accolades](http://www.gladstonevineyard.co.nz/our_wines/awards_and_accolades)
- **Johner Estate** - <http://www.johner-estate.com/blog/2014/12/some-recent-great-accolades/>
- **Schubert Wines** - <http://www.schubert.co.nz/index.php/en/schubert-wines/wine-reviews-and-comments>
- **Urlar** - <http://www.urlar.co.nz/wine-dynamics/>

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