

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

Declaration

I, **STEPHEN MARK NOBILO**, , **WAIMAUKU**
[Name] [Place of residence]

being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

1. The information contained in and with this application, including appendices and attachments, is true and correct to the best of my knowledge.
2. I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Act 1957.

Name: **STEPHEN MARK NOBILO**

Signature: 

Declared at

Auckland

this

25th

day of July 2017.

Before me:

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

Signature 

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Evidence in support of an application for Registration of a New Zealand Geographical Indication: *KUMEU*

Geographical Indication name

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

Quality, Reputation or Other Characteristic

The KUMEU GI is a sub-region of the AUCKLAND GI. It is the closest GI to the city of Auckland and has strong historical connections to the Croatian settlers that pioneered the New Zealand wine industry. It has a distinct physical environment as well as a unique history that distinguishes it from other GIs within the Auckland region. The 'hero' wines from this GI are among the most internationally famous and well-respected wines in the country.

Key aspects of the KUMEU GI which contribute to the quality, reputation or other characteristics of wines grown and made there include:

- The relative isolation of the region created by the surrounding hills making it a "large river valley".
- The unique influence these geographical features have on the local climate and weather.
- The uniqueness of the human geography and history of the Kumeu wine area.
- The proximity to and therefore special relationship with Auckland City.
- The wines are typically produced from a particular suite of grape varieties.
- The high costs relative to the volume of production, necessitating ultra-premium positioning in the market.
- The predominance of small, owner-operated wine businesses with a shared vision of the GI as a region for producing high quality wines.

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

- KUMEU GI wines are specialised in a particular suite of classic grape varieties and wine styles suited to both the physical environment and the market, in particular Chardonnay.
- KUMEU 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.
- KUMEU GI wines are high quality products produced for the premium to ultra-premium market segments.
- KUMEU 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

Winemaking in the KUMEU GI had its beginnings in the early 1900s with Ante Borich and Peter Vella being among the first to be issued with a winemakers licence. Other than these two pioneers most other wine was made for family and friends.

The 1930s saw the establishment of the Papa family with their "Golden Age" Brand making wine on their Station Road property. They were the forerunners of the next generation of Croatian settlers. In the early 1940s, the Nobilo and Brajkovich families established vineyards in the KUMEU GI.

The 1960s saw the KUMEU GI make up 20% of all plantings in the Auckland region. By 1975 it had the largest area under vines in the province. This rapid growth had been driven by Henderson winemakers, who needed more vineyard land to increase production to meet market needs. The problem was a lack of cheap, reasonably large blocks of land in Henderson.

The Selak family who had been established in Henderson since the 1930s moved out to Kumeu due to urban pressures a factor which continued in the new century. In the late 1960s land in Henderson was valued \$4500 per hectare and land in Kumeu \$1500 per hectare saw the expansion with old established wine companies able to plant large new vineyards only 15 km away from their wineries.

The mid 1970s saw a growth in the establishment smaller wineries in the KUMEU GI with Abel & Co, Glenburn, KV Wines and Cedar wines all establishing themselves. Further expansions not only from Henderson based companies like Collards but established wineries like Nobilo Vintners saw KUMEU GI as one of the larger areas in New Zealand.

At this time the winemaking innovators and vine pioneers began to build the reputation the KUMEU GI is known for with Able & Co and Nobilo Vintners pioneered Pinot Noir in New Zealand and the KUMEU GI in which it is still the largest planted red variety in the GI and Spence's vineyard, Matua Valley was established which would be the genesis of all Sauvignon Blanc in New Zealand.

The end of the 1970s – early 80s saw a rise in land values, urban pressures and the development of and investment in new regions outside Auckland. This withdrawal from the region by larger companies saw the vineyard area in the region shrink by almost two thirds. As larger players withdrew, wineries established in the region continued to expand their vineyard holdings most notable Nobilo Vintners and Kumeu River Wines (Brajkovich).

In the 1980s, a new generation of wineries was established, including Coopers Creek, Harrier Rise & Woodhouse Wines. The 1985 vine-pull scheme saw many older growers exit the KUMEU GI. However, by the 1990s had further boutique wineries had started from the remnants of older vineyards. By this time, the worth of solely being a grape grower in Auckland reached its viable end, from these old vineyards Kerr Farm and Bazzard Estate started and Kumeu River expanded their vineyard area.

The late 1990s - early 2000s saw Soljans and Westbrook two well established Henderson wineries leave the ever increasing Auckland urban sprawl to re-establish themselves and their vineyards in the KUMEU GI. At the same time a new phenomena of small lifestyle block holders wanting to have a vineyard for their own supply or on sell to established wineries like Kumeu River who produce along with Kerr Farm nearly all their wine from grapes grown in the GI.

While the face of winemaking has changed within the GI, and many of the historic companies have gone on to base themselves in other regions, this is a reflection of land use competition at the urban periphery rather than the suitability of the area for grape growing. On the contrary, the international reputation of Kumeu River Chardonnay, one of New Zealand's most highly-regarded wines, demonstrates the capacity of the GI to produce distinctive, world-class wines.

The region itself benefits from greatly from 100 years of continuous winemaking history. This is part of the knowledge of the land and the climate that allow producers in the GI to bring out the best qualities in their wines. It is also at the heart of the stories of the producers around which a memorable reputation is built, as well as the familiarity of visitors from Auckland with the GI.

The economic context

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

The topography, geology and climate of the KUMEU GI limit the availability of suitable vineyard sites. Unlike a lot of the major grape growing regions in New Zealand, Kumeu does not have a vast plain in which grapes are grown; rather it is a series of highly suitable parcels distributed within its multi-valley terrain. The high value of land for competing purposes such as accommodation means that available many sites are expensive. Often these are on sloping sites which can further increase costs.

This also means the average size of most vineyards in the KUMEU GI is at the small end of the national averages. While labour issues are not a problem due to the region being in the largest population centre in New Zealand allowing which allows a lot of manual work to still be carried out and less focus on mechanisation particularly with the premium product being sort.

The general cost of living and lack of critical mass vineyard-wise means labour and material costs are generally higher in the KUMEU GI. Grape yields are generally at lower premium end, which means that the cost per tonne of grapes is high.

All of these factors dictate that the KUMEU GI must operate mainly as a premium to ultra-premium wine region; producing locally grown fruit for the lower end of the market is not economically viable. Consequently, producers maximise the quality and distinctiveness of wines from the KUMEU GI in order to retain their position in the market.

Industry structure

The KUMEU GI is under the umbrella of the West Auckland Winegrowers Association who sits as a sub district underneath the Northern Winegrowers Association (NWGA). The reason for these sub districts and their GIs under the Auckland GI reflects directly the isolated nature of their geographical clusters of the wine growing areas.

Many winegrowing businesses within the KUMEU GI cooperate in other ways for mutual benefit. For example, some businesses share winemaking equipment and assist with advice and peer review of their wines. While there are always differences of opinion between competing businesses, perhaps most notable is that all winegrowing enterprises within the GI view the GI as having a particular vocation for high quality wines.

Geographical features in the area

KUMEU GI lies between the inner Waitemata Harbour to the south-east and the Waitakere Ranges and smaller ranges to the west and north-west. Kumeu topography is a series of rolling hills with a series of river valleys feeding the Kaipara River to the North and Brigham's Creek to the south.

Surrounding hills are covered in pasture and ancient rainforest. The Waitakere Ranges in the West are the remains of a large andesitic volcano. The base of KUMEU GI is Waitemata sandstone and mudstone, and portions of the Northland Allochthon. To the north of the KUMEU GI, the South Kaipara Harbours are protected by the recent sand dune deposits of the South Kaipara Peninsula.

This geology of the KUMEU GI also contributes to the distinctive sensory characteristics of wines. The rock formations underlying the soil and subsoil also have an impact on drainage, water availability, microbial population, root penetration and nutrient uptake of the vines. The landform surrounding and within the GI affects exposure of vineyard areas to the sun, wind and rain. These elements also affect vine growth and the ripening of fruit and contribute sensory characteristics both across the KUMEU GI.

Soil composition in the area

The soils of the KUMEU GI are very diverse. The parent materials include a range of sedimentary and igneous rocks, which were broken down over millennia into clays under the influence of the moist climate and native vegetation. These complexities in the soils and their makeup directly influence the resulting wines with different flavour profiles arising from the same varieties where the only major difference is the soils.

Clay Soils: Vegetation has had the most effect on the sedimentary sandstones and greywacke clay soils parent materials. Under broadleaf trees such as Puriri the clay soils have retained nutrients and soil fertility, whereas under podocarp forest (Kauri predominate known as gumland soils) the clay soils are moderately to strongly leached and only maintain a moderate to poor fertility which is low in lime. These yellow -Brown "gumland" soils extend from Henderson northwards past Kumeu, Huapai, Waimauku area.

Sand Soils: The yellow brown sands formed along the west coast were stabilised by weathering and vegetation. Some have very low organic matter. The Red Hills sands and sandy clay loams are what a lot of vineyards are found on though out the region. The sand soils have low water holding capacity and can make supplemental irrigation necessary and ironstone pans that occur within these soil types can cause drainage and root growth problems.

Volcanic Soils:

- a. Yellow Brown loams light textured, moderately free draining soils, poor structure and low water holding capacity found in pockets in Kumeu and Riverhead.
- b. Brown Granular Clays originating from andesite rocks these red-brown clays formed on the slopes of the Waitakeres have a strong angular structure.

Peat Loam soils: Formed in low lying areas are found in Kumeu particularly the Waitakere road area, need drainage to control its naturally high water table. When drained they have good structure and aeration. Due to their location is high risk of late season frosts.

Complex Soil types: Due to the different types of parent materials and soil forming vegetation it is common for Auckland Soils to be very complex. Examples are soils known as the "Waitemata Complex" in the Kumeu and Waimauku sub districts and the "Karaka Complex" south of the Manukau Harbour. In these areas it is common to find different soils, e.g. clay, volcanic and peat soils, occurring of short distances – even over one vineyard.

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 KUMEU GI's key features are its moderately cool, sub-tropical climate with relatively mild winters, accompanied by regular rainfall and moderately high humidity levels.

The KUMEU GI encompasses an area around the small town of Kumeu in West Auckland, around 25km from the main city centre. The KUMEU GI is slightly to the north of the Waitakere Ranges; the Tasman Sea just 20km to the west and the Pacific Ocean some 30km eastwards. The land is mostly flat to gently rolling hills, and was once home to the extensive vineyards of the many Croatian immigrant settlers who arrived from the 1930s onwards. Over the years the expansion of the city has seen the handful of remaining KUMEU GI producers and vineyards slowly surrounded by lifestyle blocks and increasingly suburbia. The GI's name recognition has substantially benefitted from the presence of one of its earliest wineries' reputation for world-class Chardonnay.

The KUMEU GI is part of a wider region of generally low-lying land on a long narrow isthmus dominated by three major harbours – Waitakere, Manukau and Kaipara – most defined by its relative proximity to the sea. The Waitakere Ranges to the southwest of the KUMEU GI are the closest high country, but they are not especially extensive or significant, particularly in contrast to the mountain ranges affecting weather in many New Zealand GIs. They do however contribute, along with the prevailing westerly weather systems of New Zealand, to the higher cloud cover and slightly higher rainfall found in westerly areas of the Auckland region. The KUMEU GI is also relatively inland by Auckland standards and while not subject to a continental effect as such, does experience a marginally greater diurnal shift than the eastern and Gulf sub regions.

The KUMEU GI has relatively high rainfall of around 1300mm per annum. The close proximity to the sea on all sides, low-lying landmasses and more northerly latitudes mean relative humidity is also high in the KUMEU GI. Disruptions to various converging weather systems from the wider surrounding land masses (e.g. the Waitakeres and distant Coromandel Peninsula to the east of the Hauraki Gulf) create variable and frequently changeable conditions, meaning both periods of rain as well as dry spells are not typically sustained. The GI's mild, moist climate creates a challenging environment for viticulture, both in terms of vigour, concentration and disease-pressure. Site selection is often key – with good air movement and

free-draining soils being sought in particular - and wherever possible, cultivation of grapes more tolerant of warmth and moisture to reduce disease-pressure and dilution issues.

The wider region's stable sea temperatures and mostly low-lying landmasses contribute to the KUMEU GI's mild climate with air temperatures fairly consistent both diurnally and seasonally. The overall warm temperatures throughout the year extend the growing season to make ripening late-maturing and heat-preferring varieties consistently viable.

Sunshine hours are typically around 2000 hours per annum for the KUMEU GI. The humidity and frequent rainfall to which the GI is subjected means cloudy weather is common. The GI does however experience less cloudy weather across the spring-summer-early autumn growing season, which in conjunction with the overall consistently warm temperatures, allows for successful viticultural conditions.

The KUMEU GI's prevailing winds are from the south-west but in summer can shift to a more north easterly flow, which tends to increase relative humidity and bring rainfall, some of which can be significant. Whilst the KUMEU GI may experience gusty winds in some weather conditions, generally wind would not be regarded as a significant factor for the GI.

With the change from cool Southerly flows to warmer Northerly ones, this cross flow of warm and cold weather occasionally (once a decade) sees hail storms pass through the KUMEU GI in the late months of spring and into early summer. but due to the occasional nature of any major storms, hail is not typically be regarded as a significant viticultural hazard for the GI's vineyards..

With its slightly more inland, flatter aspect, frosts occur within the KUMEU GI, but are seldom severe and are not typically be regarded as a significant viticultural hazard for the GI's vineyards.

Methods of making wine in the area

Grape varieties and wine styles

Kumeu is home to 13 varieties, 9 red and 4 white. These are as follows:

Red Cabernet Sauvignon, Cabernet Franc, Merlot, Malbec, Syrah, Pinotage, Pinot Noir, Nebbiolo, Montepulciano.

White Chardonnay, Pinot Gris, Sauvignon Blanc, Semillon.

WHITE		RED	
Variety	Hectares	Variety	Hectares
Chardonnay	32.33	Pinot Noir	9.20
Pinot Gris	9.76	Pinotage	4.00
Sauvignon Blanc	1.20	Merlot	3.10
Semillon	0.40	Malbec	2.07
		Cabernet Sauvignon	1.46
		Cabernet Franc	1.35

		Syrah	0.50
		Montepulciano	0.36
		Nebbiolo	0.18
Total area based on private vineyard survey of vineyards in KUMEU GI		Total Area	65.91

Viticulture and winemaking

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

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

- Continued innovations mixed with traditional practices are a common thread in all aspects of viticulture and winemaking practises.
- For reasons not only of quality and due to the difficult terrain, there is almost no mechanical harvesting within the KUMEU GI. About 98% of all harvesting is carried out by hand.
- A majority of vines in the KUMEU GI are “dry land” farmed .There is very little irrigation of vines less than 5% of vineyards in the KUMEU GI.
- A majority of the grapes grown in the KUMEU GI are cropped at the premium end levels, yields are typically restricted to between 2.5 and 6 tonnes per hectare for red grape varieties and 3.75 to 7.5 tonnes per hectare for white grape varieties.
- Wines are made in small batches, often predominantly from single vineyards or vineyards owned by the winery. In a majority of cases, wines are made or bottled on the property.
- Red wines are typically aged in oak. Red wines are generally macerated in their skins for extended periods (25 to 30 days) resulting in red wines with significant aging ability.
- The use of indigenous yeast in fermentations is a common practice.
- Barrel fermentation of white wines is a commonly used technique in the KUMEU GI.

Quality

Sensory attributes

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

Chardonnay

Chardonnay is a flagship variety for the KUMEU GI, driven by a highly-regarded producer with an extensive pedigree of world class examples. The GI has proven capable of producing a variety of styles and market positions, from intense, complex wines capable of aging, to lighter, fruit-driven early-drinking styles. The KUMEU GI's overall warm, extended growing season typically produces ripe, fruit-

forward wines with flavours of tropical fruits, stonefruit and citrus, and moderate acidity and alcohol. Depending on desired style and market position, wines may be made in an unoaked manner or with some degree of quality French oak. Lees work and malolactic are also commonly used for extra complexity and texture.

Pinot Gris

The KUMEU GI has small plantings of the aromatic variety Pinot Gris, generally producing textured wines with ripe peach, pear, spice and gingerbread characters. The GI's warm, typically humid conditions can cause disease challenges with the thin-skinned variety, and Pinot Gris's tendency to accumulate sugars and thus alcohol readily, as well as drop acidity quickly in warm climates requires careful management in the vineyard and winery to ensure balanced wines. Winemaking is generally neutral in style to preserve fruit purity but there may also be seasoned oak and/or lees work used for additional texture and complexity.

Syrah

Syrah is made in tiny volumes in the KUMEU GI, generally made in a ripe-fruited, medium-bodied, juicy style expressing brambly berryfruit, plums and spice. The GI's warm, extended growing season helps makes it one of the few regions throughout New Zealand that can fully ripen the mid-season variety consistently. Wines are generally vinified using some degree of quality French oak, dependent on style and market position.

Sauvignon Blanc

New Zealand's most planted and important grape variety .Sauvignon Blanc was pioneered by the Spence Brothers at Matua Valley wines in Waimauku in the early 1970s. This is a prime example of the small winemaking innovators that populate the region. Sauvignon Blanc in KUMEU GI displays the typical tropical fruit driven flavours North island fruit displays. As well as the common stainless steel process the "Fume" style is also used in the KUMEU GI .This use of barrel fermenting/maturing in typically French oak which was pioneered in New Zealand in the region, the process gives the wines a mix of flint and fruit complexity to the wines.

Pinot Noir

The KUMEU GI has very small plantings of Pinot Noir, producing light-bodied, perfumed, fruity styles. Pinot Noir is thin-skinned and susceptible to disease pressure in wet conditions, and generally needs a long cool growing season to achieve optimal varietal expression and complexity, making it a challenging variety for the KUMEU GI's warm, humid environment. However on suitable sites, quality-focused producers deliver gently fragrant, ripe-fruited, softly structured wines, typically made with subtle use of quality French oak.

Pinotage

A vigorous, early-ripening grape prone to accumulating sugar, Pinotage is well-suited to the KUMEU GI's warmer climate; early maturing varieties being especially useful in climates where regular rainfall is a risk. There are only very small plantings in the GI, and typically wines are fruity and supple with spicy berryfruit and earth notes, and moderate tannins. Wines may be made with some degree of oak input

but the typical style is to accentuate bright fruity characteristics. Early-drinking Rosé styles may be also produced.

Montepulciano

A late ripening Italian variety which is gaining popularity in the KUMEU GI, wines show great depth of colour and rich with blackcurrant, plum and spice flavours.

Merlot, Cabernet Sauvignon and blends

Single-variety and blended wines based on Merlot and Cabernet Sauvignon have a long history within the Auckland region, as the extended growing season and warm climate were regarded as well-suited to their late-maturing habits. Merlot and to a lesser degree Malbec are the most commonly planted varieties in the KUMEU GI, albeit in very small quantities. Wines are generally fruity and forward, with plum and berryfruit-rich medium-bodied palates with supple tannins. The GI's high humidity and rainfall can create challenges via disease pressure and dilution of colour and flavours; these are typically addressed via careful site selection and canopy management. The lack of significant diurnal variation can reduce perfume and acidity but the warm conditions deliver ripe fruit expression. Wines would typically be made using some degree of quality French oak and market positions vary from entry-level to mid-level. Rosé styles may be also produced from the various varieties, generally as light, fruity unoaked styles intended for early consumption.

Reputation

Use of the KUMEU GI

"KUMEU" has been used consistently and continuously on wines since the 1920s. Examples of some current and past labels are shown in Appendix 1.

The New Zealand market is important for KUMEU GI wines. Tourism (both New Zealanders and international visitors) is a particularly important part of the market for KUMEU GI wines due to the close proximity of Auckland city. There are several business offering wine tours from Auckland to the KUMEU GI. The added importance of wine tourism is that consumers have a strong geographical association between the GI area and the wines themselves.

Wines from the KUMEU GI are also exported around the world. Data from the Ministry of Primary Industries indicates that 717,687 litres of wine from the 2010-2016 vintages have been exported from the KUMEU GI.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the KUMEU 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 www.nzwine.com website;
- NZW pamphlets and materials about the NZ wine industry, its regions and sub-regions, such as:
 - *Auckland*: (attached as Appendix 2)

- *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 KUMEU 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 KUMEU 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: <https://www.nzwine.com/media/1214/nzw-annual-report-2016.pdf>.

The KUMEU GI is identified in all of the key national and international wine reference works, and has been for many years. Appendix 3 contains indicative examples from the most nationally and globally authoritative and biggest selling wine books including:

- 1964 – Scott, D. *Winemakers of New Zealand*
- 1976 – Saunders, P. *A Guide to New Zealand Wine*
- 1988 – Cooper, M. *Wines and Vineyards of New Zealand*, 3rd Ed.
- 1996 – Cooper, M. *Wines and Vineyards of New Zealand*, 5th Ed.
- 2007 – Johnson H. & Robinson, J. *World Atlas of Wine*, 5th Ed.
- 2010 – Cooper, M. *Wine Atlas of New Zealand* 2nd Ed.
- 2016 – Cooper, M. *New Zealand Wines 2016 Michael Cooper's Buyer's Guide*

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

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

- Winesearcher.com: <https://www.wine-searcher.com/find/kumeu>
- Decanter.com: <http://www.decanter.com/wine-news/opinion/the-editors-blog/kumeu-river-versus-burgundy-chardonnay-259717/>
- JancisRobinson.com: <https://www.jancisrobinson.com/articles/top-kiwi-v-white-burgundy>

Formal recognition of the KUMEU GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “KUMEU” on several occasions where this has been necessary to facilitate exports. This provides evidence that the KUMEU GI is already recognised by the New Zealand Government to the extent possible under the current New Zealand law, and that such recognition has been accepted by the governments of other countries.

In 1981, the New Zealand Government requested that “KUMEU” be included as a viticultural region on the European Union’s official list of “geographical ascriptions”¹ as a sub-region of the Rodney viticultural region (now part of the Auckland region) to be used on New Zealand wines exported to that market.²

The New Zealand Government included “KUMEU” 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 “KUMEU” as a New Zealand geographical indication (as a component of / alternative to “Western Auckland”) for use on wines exported to the European Union in the *European Union: Wine: Overseas Market Access Requirements Notice*.³

In 2010, the New Zealand Government included “KUMEU” as a New Zealand geographical indication (as a component of / alternative to “Western Auckland”) for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.⁴

In 2013, the New Zealand Government included “KUMEU” (as a component of / alternative to “Western Auckland”) on the list of New Zealand wine regions⁵ 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*.⁶

KUMEU is included as a New Zealand GI on the International Organisation for Wine and Vine’s *International Database of Geographical Indications*.⁷

Quality reputation of the KUMEU GI

The KUMEU GI has a strong reputation for the production of “boutique”, premium to ultra premium wines – particularly highly internationally regarded Chardonnays and full-bodied red wines – all in a highly attractive and accessible settings that are a draw-card for tourists. This reputation is attributable to the geographical origin of wines bearing the KUMEU GI. Examples of recognition of this include the following:

Robert Parker:

The 2014 Kumeu River Chardonnay was listed in Robert Parkers Wine Advocate '50 Best New Releases' - selected from the 30,000+ tasting notes published by their reviewers.

Decanter Magazine (Tina Gellie):

“There are not too many New World Chardonnay producers confident enough to submit their wines for a blind tasting against top white Burgundy. But Kumeu River, from Auckland in New Zealand, is one of

¹ Note that the terminology of “geographical indications” did not come into use internationally until 1995.

² Commission Regulation (EEC) No 997/81 of 26 March 1981 laying down detailed rules for the description and presentation of wines and grape musts, Official Journal L 106/52.

³ <http://www.foodsafety.govt.nz/password-protected/omars/eun/wine/other/part-2.pdf>

⁴ <http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

⁵ 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.

⁶ [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)

⁷ <http://www.oiv.int/oiv/info/enbasededonneesIG>

them. Organised by UK merchant Farr Vintners, the tasting pitted one bottle of each of Kumeu River's four Chardonnays against a flight of premier cru and village Burgundies of the same vintage from leading producers including Leflaive, Lafon, Sauzet, Drouhin, Girardin and Niellon.

All scores are the average rounded scores of the 14 tasters (out of 20), and all prices are per bottle in bond from Farr Vintners.

Tasting Round One

Kumeu River, Estate Chardonnay 2012 **17.04** points; £11.67;

Sauzet, Puligny-Montrachet 2012 (**16.54** pts, £29.17); Javillier, Clos du Cromin, Meursault 2012 **16.25** pts, £26.67); Leflaive, Puligny-Montrachet 2012 (**16.04** pts, £58.42); Niellon, Chassagne-Montrachet 2012 (corked, £26.67)"

Sue Courtney, Wineoftheweek.com

Kerr Farm, Kumeu Pinotage 1999, rating 4 stars: Some of the country's oldest Pinotage vines planted in 1963, with the addition of some newer clones. Pinotage has been produced under this label since 1995. The latest release, 1999, is full and rounded with spicy aromas, plum and raspberry fruit, light tannins, a touch of earthiness and a lingering fruitcake-like richness.

2015 New World Wine Awards:

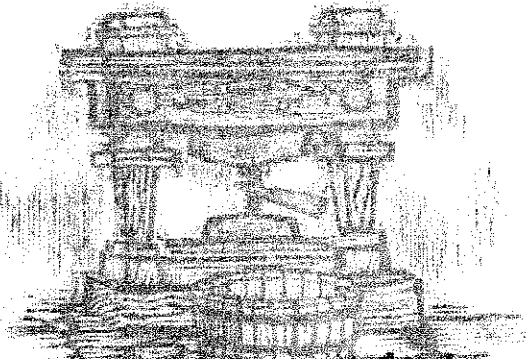
"Soljans Estate Kumeu Pinot Gris 2014 won a gold medal, Coopers Creek Huapai Rose 2014 was awarded a silver, Kumeu Village Pinot Gris 2013 and Waiheke's Man O'War Sauvignon Blanc Semillion 2013 both won bronze.

A record number of 1165 wines were entered and judges said the standard of entries this year was particularly high."

http://www2.nzherald.co.nz/auckland/lifestyle/news/article.cfm?c_id=1503372&objectid=11339117)

APPENDIX 1 - Wine labels Showing KUMEU GI usage

KUMEU
RED DRY



2250 ml

M. G. Brajkovich

Registered & Controlled in New Zealand No. 18 77 0000000000



San Marino Vineyards Ltd

KUMEU PINOTAGE

Produced & Bottled in N.Z. by M. G. Brajkovich
San Marino Vineyards Ltd., Kumeu.

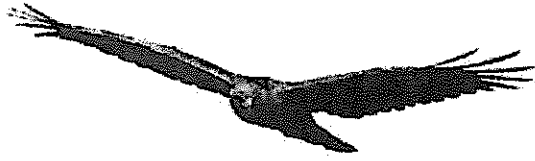
750 ml

12% Alc. by Vol.

8

HARRIER RISE

V I N E Y A R D



'BIGNEY COIGNE'

1999

MERLOT-KUMEU



75cl PRODUCED AND BOTTLED BY HARRIER RISE VINEYARD
748 WAITAKERE RD, KUMEU. CONTAINS PRESERVATIVE 220 12.5%Vol
PRODUCE OF NEW ZEALAND

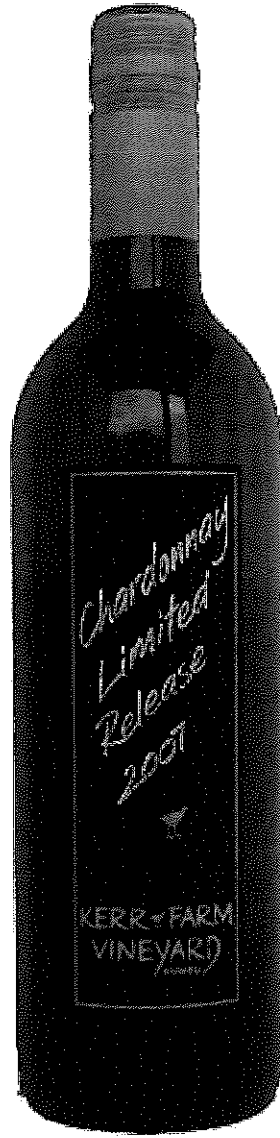
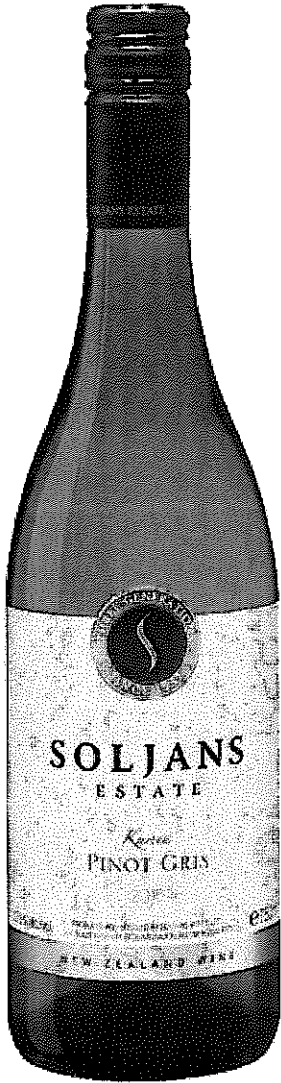
KUMEU RIVER

MATÉ'S VINEYARD

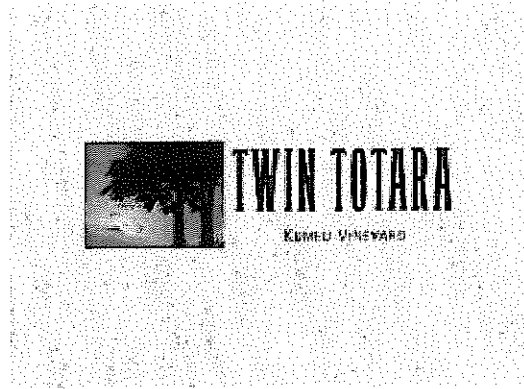
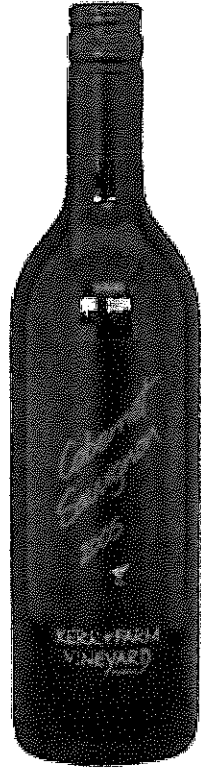
CHARDONNAY

ESTATE BOTTLED. BRAJKOVICH FAMILY PROPRIETORS
KUMEU, NEW ZEALAND

wine-searcher.com



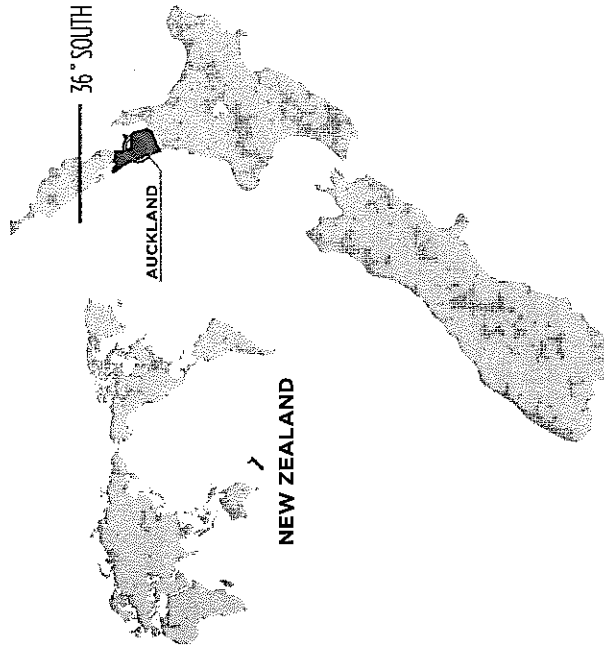
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APPENDIX 2 – NZW promotional pamphlet: AUCKLAND (KUMEU GI is noted as a sub-region)

8

A LARGE, IMPORTANT AND VERY DIVERSE REGION, HOME TO NEW ZEALAND'S BIGGEST WINE COMPANIES AND TINY BOUTIQUE VINEYARDS, BOTH OF WHICH PRODUCE SOME OF ITS FINEST WINES.



346 TOTAL PRODUCING HECTARES (2015)
0.8 TOTAL PRODUCTION (000 TONNES, 2015)
0.3% PROPORTION OF TOTAL NZ PRODUCTION (TONNES, 2015)*

SOURCE: *New Zealand Winegrowers Vineyard Register Report 2015
 **New Zealand Winegrowers Annual Report 2015

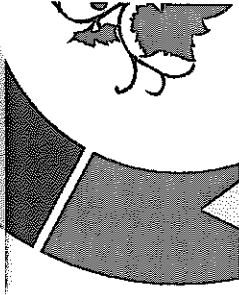


Attuned to the cycles of nature, Maori developed the ptau design (double spiral, pictured) to represent natural generation, growth and nurture. Its continuous flow, in and out, also evokes the continuous evolution of New Zealand wine styles as our winemakers strive to coax every nuance of local character and flavour out of each harvest.

REGIONAL OVERVIEW
 PRODUCING HECTARES (2015)

SYRAH
51ha

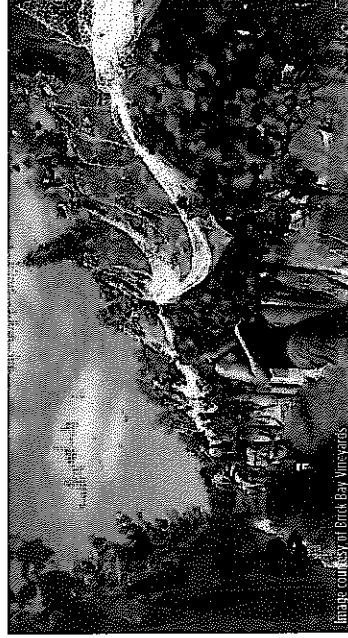
Sophisticated, intense wines flow from Waiheke Island where the excitement is building about its aromatic, elegant, pure-fruited expression of the variety.



CHARDONNAY
69ha

Varying styles of weighty, ripe wines with tropical flavours and fresh, balanced acidity are common throughout the region; Kumeu sees the variety reach a refined zenith.

- Spread across a large, geographically diverse area, the Auckland wine region encompasses the distinctive vineyard island of Waiheke, the historic West Auckland sub-regions of Kumeu, Huapai, Waimauku, and stretches north to the coastal enclave of Matakana, and south to Clevedon's rolling hills. Award-winning Gewürztraminer is even crafted next to Auckland International Airport.
- Established in the early 1900's by Croatian, Lebanese and English winemakers whose legacy and names endure today: Babich, Brajkovich, Corbans, Delegat's, and Noble to name just a few. While Auckland's current acreage is considerably smaller, magnitude remains in its collective experience, presence of significant wine companies and not least, exciting, high-quality wines over its length and breadth.
- Whilst difficult to generalise across such varied terroirs, the sub-regions are united by a few common factors; volcanic, clay-rich soils, a temperate maritime climate and significantly, proximity to New Zealand's largest, most economically important city.
- Home to powerful, intense Red Blends in the north and on Waiheke Island (which also has thrilling Syrah) - plus world class Chardonnay and fine Aromatics, the modern Auckland wine industry continues to shine.



Images courtesy of Brink Bay Winery
 Content written by Emma Jenkins MW for New Zealand Winegrowers

AUCKLAND

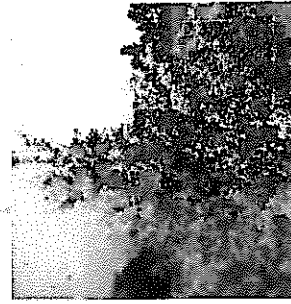
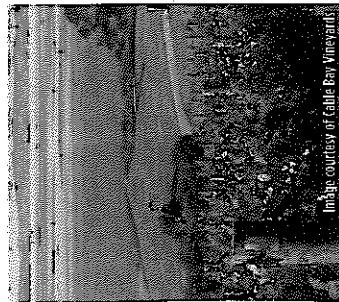
kanawine.com

Handwritten signature or mark.

and viticulture techniques. Waikato
island's Hauraki Gulf location gives it
a particularly distinct climate, being
both drier, warmer and assisted by
cooling sea breezes.

SOURCE: MetService climate summary 1971-2000

wind-blown silt are also common.
All sub-regions can vary significantly
and while generally soils provide
quite poor drainage, management
and clone selection have enabled
the production of premium wines.

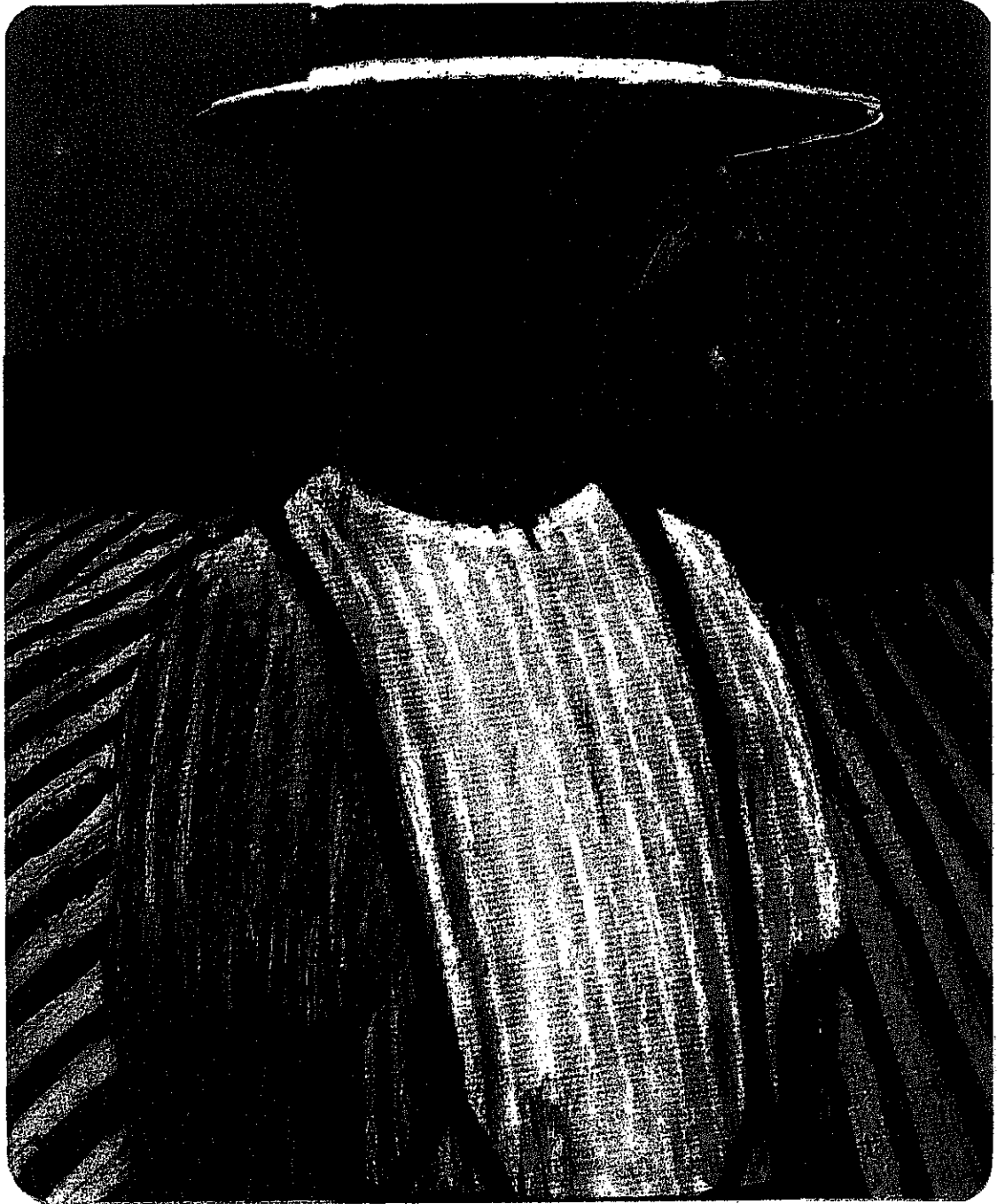


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**APPENDIX 3 – National and international wine reference texts referring to
KUMEU GI**



WINEMAKERS

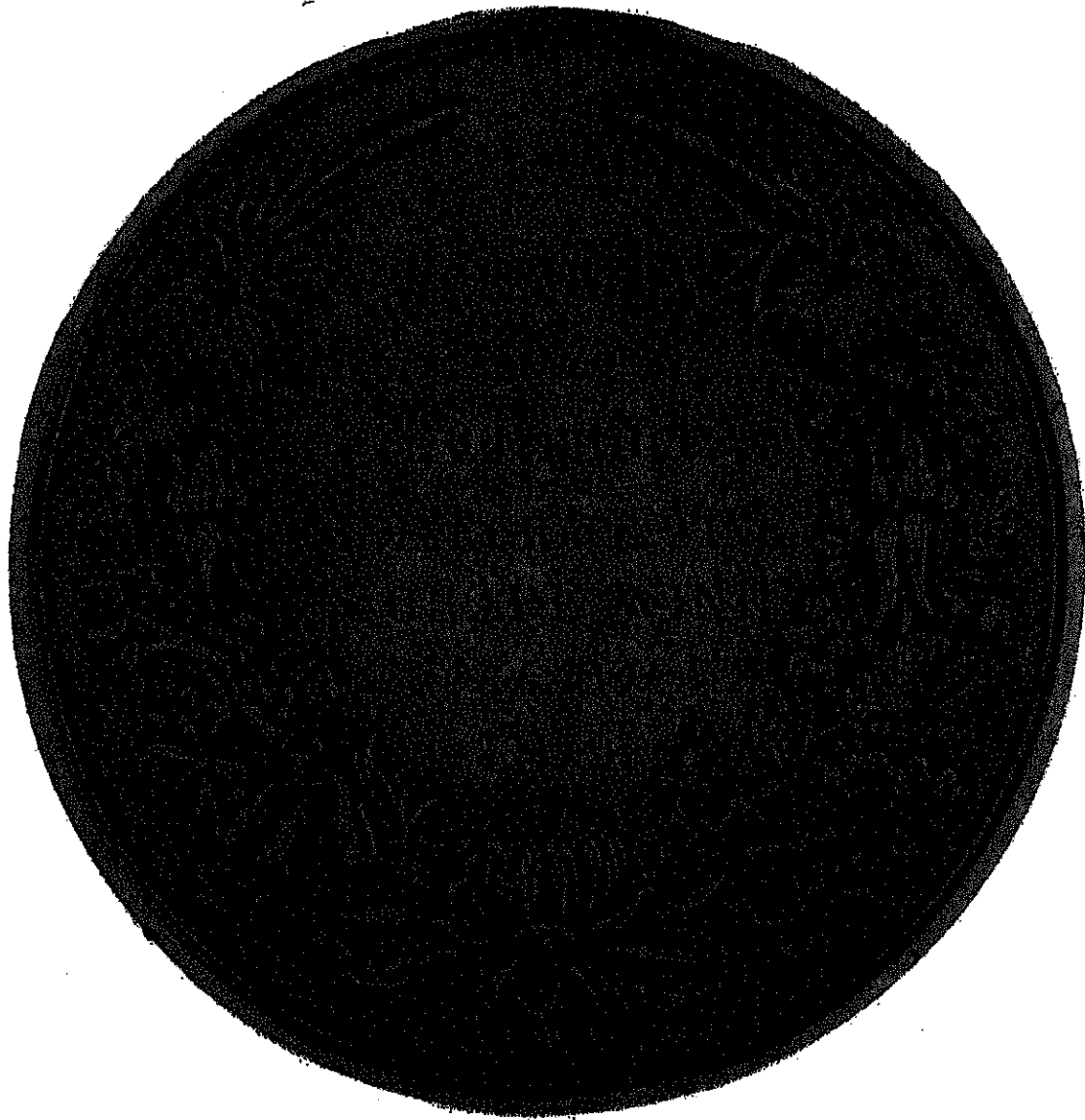


OF NEW ZEALAND

DICK SCOTT

DS

WINEMAKERS OF NEW ZEALAND



by Dick Scott

SOUTHERN CROSS BOOKS AUCKLAND 1964

©

Copyright by Dick Scott, 1964

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

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CS

San Marino Vineyards

Over the last half century three different Dalmatian winegrowers have cultivated grapes at the San Marino Vineyards, Kumeu. Although planted too close for modern vineyard operations, nine rows of Albany Surprise kept for their historical interest are probably the oldest vines in New Zealand still in commercial production.

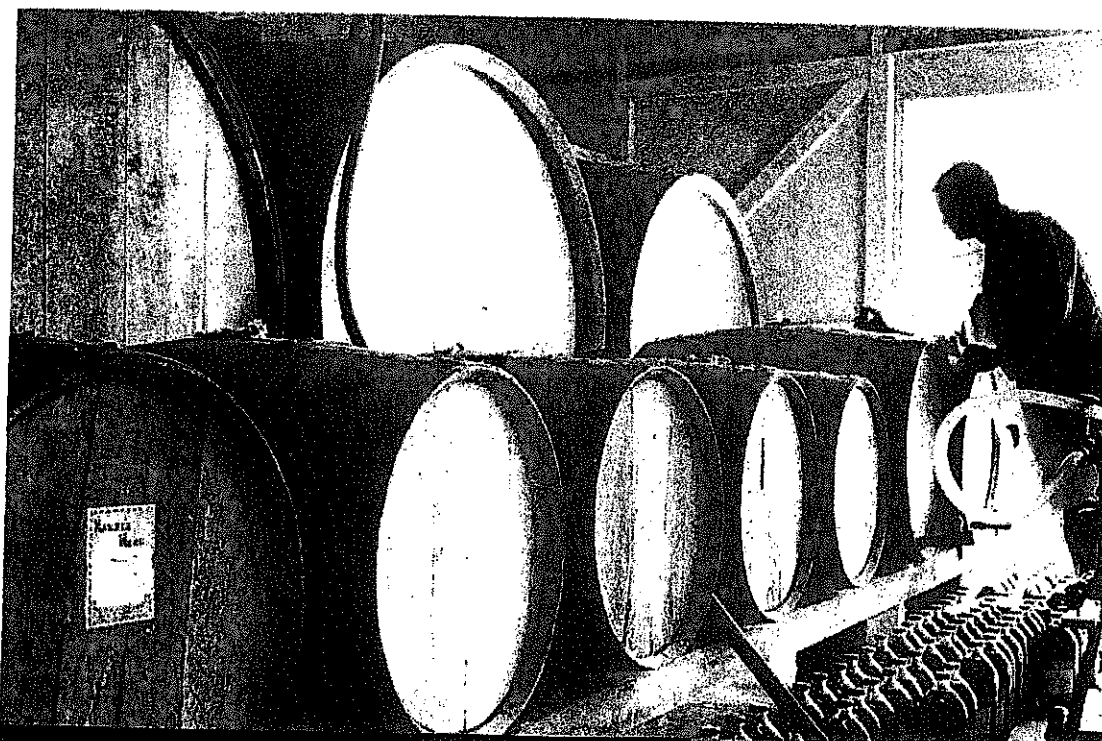
The present proprietor, M. G. Brajkovich, purchased the eighteen-acre property in 1944 from Stanko Jurakovich who had come to this country as a boy of thirteen in 1897. He in turn had taken over the property in 1916 from Martin Lovich, in exchange for 160 acres at Opaura Bay, Whangarei Harbour.

There was less than an acre in grapes when Mate Brajkovich occupied the land as a young man of nineteen in 1944. The acreage in vines has been increased to eight and ultimately the whole eighteen acres will be planted. An expansion programme now underway includes the production of sparkling wine and the building of an architect-designed addition of over a thousand square feet of bottle store, office, laboratory and testing room to be finished in natural wood with quarry tile floors.

Table wines are of increasing importance and these are labelled simply Kumeu Red (or White) Dry. No wines are entered in competitions as Mate Brajkovich believes that unless the entries are selected by random buying from commercial stocks, judging has little practical relevance.

San Marino Vineyards were a favourite resting place for the poet A. R. D. Fairburn, on his cycling trips north, and when a granite stone was laid on his grave at Albany this year a poetry reading and barbecue was held at the vineyard in his memory.

The large hand-made totara barrels in this corner of the cellar reach into history. They were purchased from the great-grandson of the early winemaker, Heinrich Breidecker, when the Hokianga Wine Company went out of business in 1956.



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\$ 2.95

A GUIDE TO

VINTED BY ~ PETER SAUNDERS

Published by:—

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1
\$2

A Guide to New Zealand Wine

by
Peter Saunders

Cover Design: Carl Shields & Marian Campbell



WINEGLASS PUBLISHING LIMITED
P.O. Box 9527 Newmarket
Auckland New Zealand

2

makes for an interesting individuality that will, I feel sure, find much support. A light fresh wine with good fruit. As the months pass, some of the crispness of the wine will mellow, which is an interesting development in itself to follow as the wine matures.

PENFOLDS ROSE

Dryish light red.

A palatable rose for those who enjoy the style. Not very sweet at all, and with a flat finish. Reminiscent of the Oberlin grape used by Penfolds. Fine in the mouth, perhaps losing a little on the swallow and the taste that remains.

PENFOLDS ROSE 1975

Light red.

Probably a later wine than the no-vintage wine above. A good rose showing quite a lot of fruit, and just a little sweetness. Good delicate wine for light foods and summer days and evenings.

PENFOLDS VINTAGE PORT 1975

Although this book does not set out to cover fortified wines, perhaps it is a good idea at this point to remind readers that this vintage port is meant for maturing in the bottle; it is not ready-now port as most are in New Zealand.

PENFOLDS SPARKLING MEDALLION MEDIUM *Sweetish sparkling.*

A civil sparkling white that keeps the average of New Zealand sparklings high. Reasonably fruity without brilliance.

PENFOLDS SPARKLING MEDALLION DRY *Dry sparkling.*

Two bottles both badly oxidised. Both had old label — new label on other sparklings suggests new brew coming.

PENFOLDS MEDALLION ASTI

Sweetish sparkling white

A muscat flavoured sparkling released each October but, because of the shortage of muscat grapes and the popularity of this wine, it does not stay available for very long.

PETERS VINEYARDS LTD.

Paul Talfjancich heads this small winery, formerly on Norcross Road, Henderson (where the vineyard shop remains) but now with a new winery at the main vineyard on Nixon Rd. Taupaki, just out of Kumeu. Like small Henderson wineries, life is not an easy one here, but an above average sherry range (silver medal winners in the past) allows a development which may well put this winery ahead of others of similar size in the area. Plantings of better grapes have taken place, and Pinot Noir is part of the producing varieties; a good sign, when high producing hybrids so often are chosen in small wineries. On the table wine field, the range available through traditional outlets is not large and continuity of supply throughout the year probably inhibits this, being a smallish winery. But expansion is coming, although not in a big way, and we will watch with interest.

PETERS DRY RED

Dry mellow red.

A dry red which I suspect is not entirely hybrids. A touch of class here, without being a great wine. Some acidity balances quite well with the mellow fruit. At the low price, very good value, and if this caught on, a very popular barbecue wine.

PETERS TAUPAKI CUVÉE

Light sweetish sparkling white.

A light sparkling with a very good fruit character. I don't know how this wine comes on the market at a good dollar better than the traditional suppliers of sparkling wines in New Zealand, but I am impressed. Slight hint of apples.

PLEASANT VALLEY WINES LTD.

A winery and vineyards on Valley Road, Henderson, selling much of its wine under "Chateau Yelas". The sherris have won silver medals in recent shows, but the table wines have not done so well. Not a lot of this wine is seen outside the winery, although it does pop up occasionally.

SAN MARINO VINEYARDS LTD.

A vineyard and winery on the main road through Kumeu, run by Mate Brajkovich — industry personality and cheerful winemaker. The winery has made a name for itself over the years and the product continues to sell. However, my tastings of these products these two months have not been encouraging. I have re-purchased from the vineyard all the wines (except the Riesling) I have bought off the shelf, and, with the exception of the Moselle (better at the vineyard) my comments were unchanged. The wines are not in top condition, showing faults suggesting to me that insufficient care is taken in the handling of the wines in the winery. These notes were not a pleasure to produce, but as the wines are commercially available, they are listed in as fair a manner as the other notes in this hand-book. Some private bin type wines are available from the winery.

SAN MARINO DRY WHITE

An oxidised wine.

SAN MARINO KUMEU PINOTAGE *Dry red.*

A tart red wine with a faulty nose and no Pinotage character that I could find. High acidity gives a sharpness. One for opening at least three hours before drinking.

SAN MARINO KUMEU RED DRY *Dry red.*

A rough red which is quite drinkable. Faulty nose, but if opened well before drinking, a reasonable barbecue red.

SAN MARINO MOSELLE

Slightly sweet white.

A partly sweet white showing oxidation in those purchased off the shelf but not at the winery. Sugar a little obvious and overpowered any fruit character. Not a good wine in my opinion.

SAN MARINO RIESLING 1973

A wine not designed to be still around at this stage, and well over the hill. I suggest later years be looked for.

SAN MARINO SAUTERNES

Sweet white.

Oxidation beginning. No fruit as wine is dominated by sugar. Faulty nose and palate.

SAN MARINO SPARKLING CUVÉE MEDIUM *Sweetish white.*

A civil sparkling without a good fruit character. Lower priced wine to serve either first or last.

SELAK'S WINES LTD.

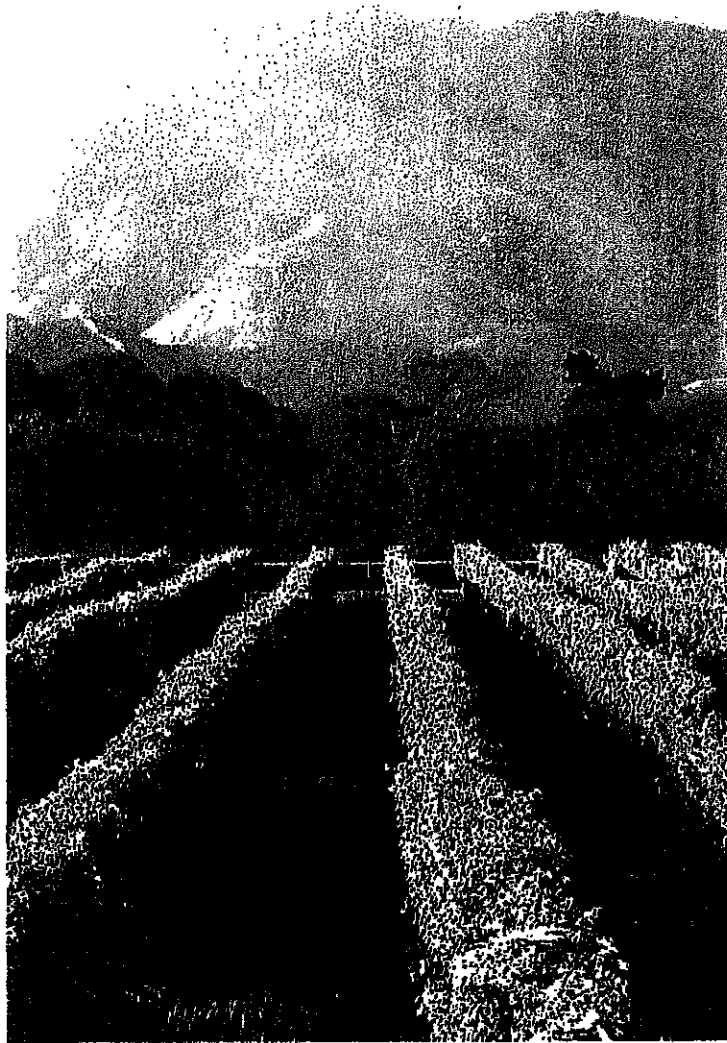
A smallish vineyard and winery situated just off the main road one kilometer south of Kumeu, and drawing small additional quantity of grapes from contract growers in the area. Father and son (Mate and Ivan) have set up a compact winery after being re-situated because of motorway development in the 1960's. Their battle is for quality against the larger companies, being big enough to need to sell second and subsequent bottles, as opposed to some of the smaller wineries in the general Henderson area, who have small quantities to spread thinly.

The winery is developing, and has not reached its peak yet. Recent wines are better than those of the past, but the wines of the past are still on sale. I think that we can accept that the company is improvement conscious and will be one of the top small wineries before too long. The older wines reflect the slowness of their sales currently with signs of deterioration.

THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



Foreword by Jancis Robinson

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THE WINES AND VINEYARDS OF NEW ZEALAND

Michael Cooper

PHOTOGRAPHY BY
ROBIN MORRISON



HODDER AND STOUGHTON
AUCKLAND LONDON SYDNEY TORONTO

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Photographic Acknowledgements

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Cartography

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KUMEU/HUAPAI/ WAIMAUKU

From Waimauku in the north-west to Riverhead in the east and southwards to Taupaki, this region surrounding the rural townships of Kumeu and Huapai boasts several noted wineries: Matua Valley, Nobilo, Coopers Creek, Kumeu River and Selaks have all contributed to the area's strong reputation.

The current rebirth of interest in Auckland viticulture is to a large extent concentrated here. The local climate, according to meteorologists, is one of the best for table winemaking in Auckland, with the district's distance from the Waitakere Ranges giving a lower rainfall than at Henderson. The signs of success are everywhere: in the aesthetically delightful buildings at Matua Valley and Coopers Creek; in the burgeoning of vineyard restaurants at Abel and Co., Selaks and Matua Valley; and, most importantly, in the wines themselves. Many are ranked among the country's best.

In 1960 Kumeu-Huapai accounted for a mere nineteen percent of all plantings in the Auckland province; by 1975 the figure had soared past fifty percent. Henderson winemakers of the 1960s, wishing to expand to meet increasing demand, faced a serious problem in the lack of cheap, reasonably large blocks of land in Henderson. Their options were threefold: to purchase the new grapes from contract growers, to relocate their wineries, or to buy new vineyard land away from their company headquarters.

With land at Henderson between 1965 and 1970 valued at \$4500 per hectare, and land at Kumeu selling for only \$1500 per hectare, expansion soon shifted to the Kumeu-Huapai area. Old established companies were able to plant new vineyards only fifteen kilometres away from their existing wineries.

Many companies - Delegat's, Lincoln, Soljans, Collard, Cooks, Corbans and others - established new vineyards here (some later pulled out). Others, such as Nobilo and Kumeu River (formerly San Marino), have an extended history in the district. Matua Valley and Abel and Co. are relatively recent arrivals who chose to base their entire operations here.

Fledgling wineries are still emerging while one or two older ones decline. The latest newcomer is Limeburners Bay, lying to the east in Hobsonville Road. David Papa has also injected new life into Papa's Estate, in Station Road, Huapai, and been rewarded with some promising reds.

Markovina, a small winery in Old Railway Road, Kumeu, although still in business has of late been quiet. Glenburn Wines, a THC Trophy-winning sherry and port specialist, owned by the Jelas family of Riverhead, closed its doors in 1984. This followed hard on the heels of the 1983 closure of Peter's Vineyards, in Nixon Road, Taupaki, home of a popular, although exceedingly light, Pinot Noir.

It should be emphasised that the majority of the wines produced here are made from fruit trucked in from more southern districts, notably Gisborne and Hawke's Bay. However, confidence in the quality of local grapes is soaring: Kumeu River wines are exclusively produced from local fruit and Matua Valley are expanding their Waimauku vineyards.

Rationalisation is underway in the vineyards as the winemakers single out the grape varieties most adaptable to the region's humid summers and heavy clay soils. Plantings of Gewürztraminer, Chenin Blanc, Müller-Thurgau, Chasselas and Grey Riesling have slumped in popularity. Red grapes are now predominant in the Auckland region: Cabernet Sauvignon is the leader, with Pinot Noir and Pinotage also making the list of top five grape varieties. Palomino (only a shade behind Cabernet Sauvignon), Chardonnay, Sémillon, Merlot and Sauvignon Blanc are also well entrenched.

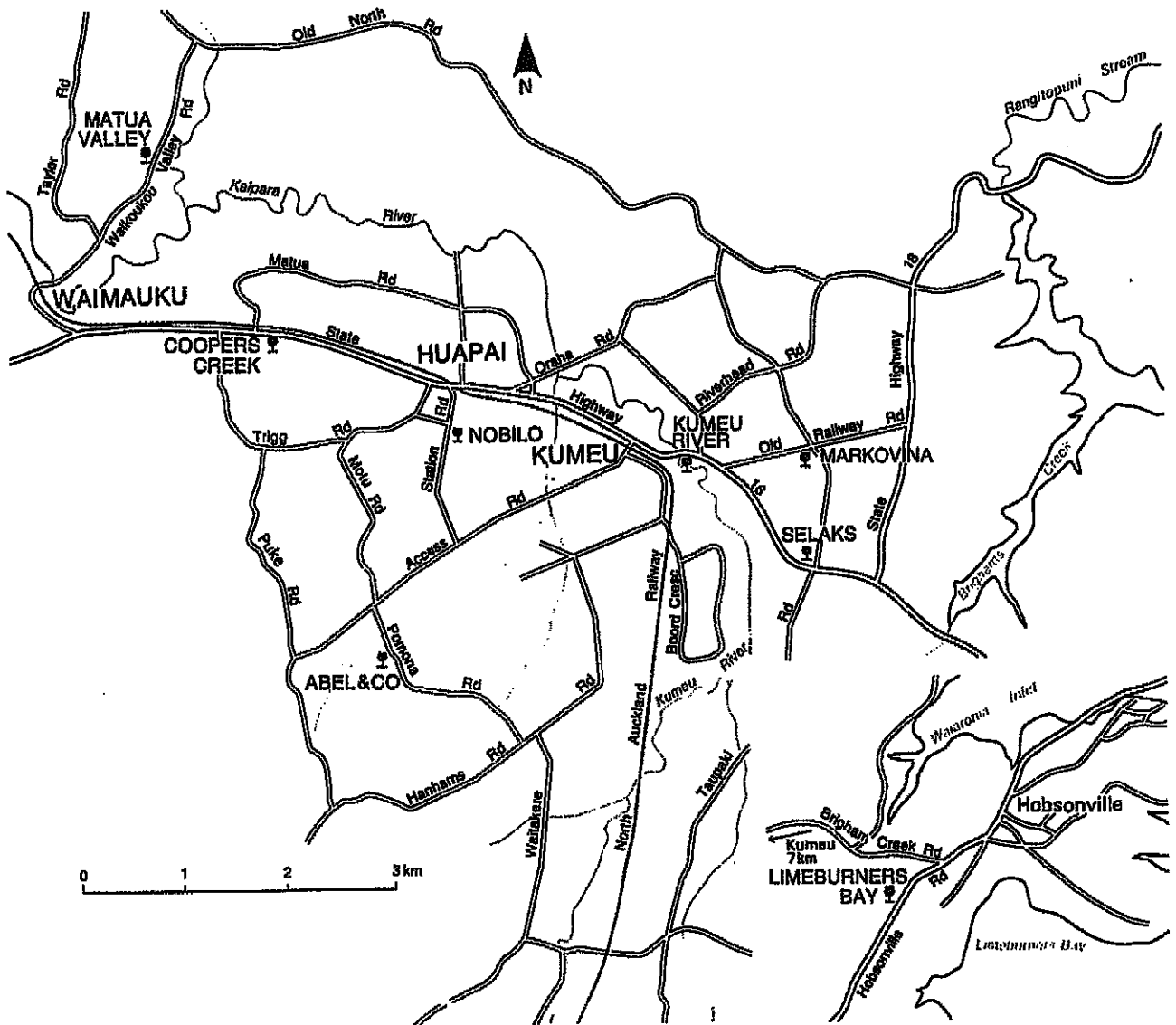
Further exploring the theme of 'horses for courses', winemakers here

are also experimenting with new and healthier clones of existing varieties, use of devigorating rootstocks, 'grassing down' to reduce waterlogging of the soil, improved trellising techniques and other methods to upgrade their fruit quality.

The outcome has been some outstanding wines, both red and white. Red wines stand out as the best: Nobile's Huapai Cabernet Sauvignon, early Abel and Co. reds, Kumeu River Merlot/Cabernet (plus Villa Maria's Reserve labels based on Kumeu fruit). Auckland's high summer and autumn temperatures and ample sunshine are clearly well-suited to ripening the later-maturing red varieties. In such warm, dry vintages as 1985 and 1986, the Cabernet Sauvignon, Cabernet Franc, Merlot, Pinot Noir and Pinotage-based reds from West Auckland can rival the country's best.

Although relatively recent, Kumeu River's successes with Chardonnay and Sauvignon Blanc, and Collard's successes with Chardonnay and Sauvignon Blanc at their Rothsay vineyard in Waimauku, all point to this region also possessing potential for the production of dry, full-bodied white wines.

Family-owned Dalmatian enterprises are still a vital influence here.





THE *VINES* AND
VINEYARDS
OF NEW ZEALAND

Text by Michael Cooper Photographs by John McDermott



Hodder Moe Beckett

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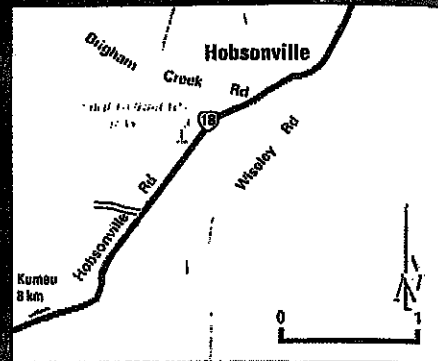
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KUMEU HUAPAI WAIMAUKU



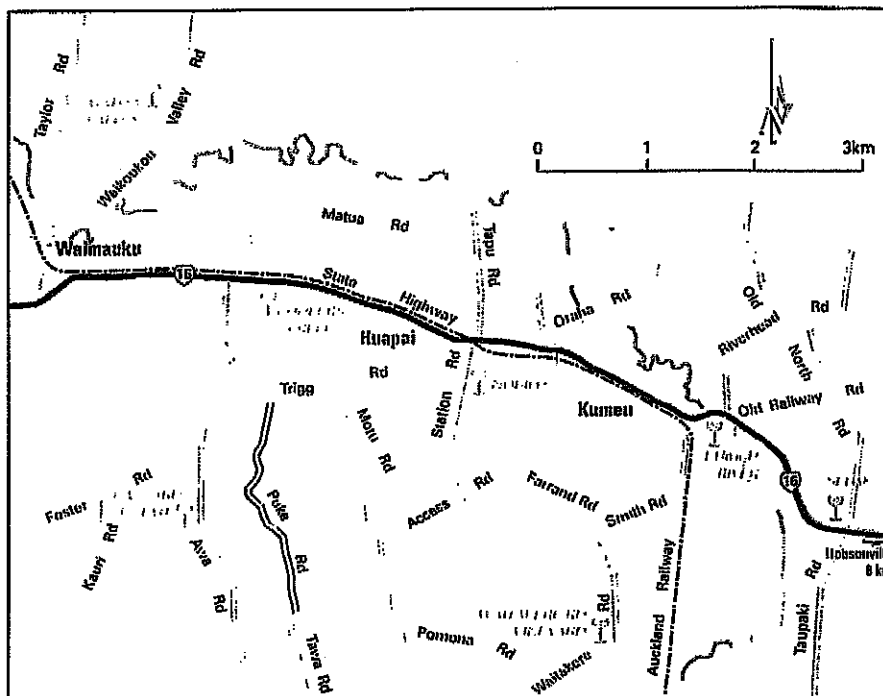
Scattered across the softly undulating countryside that cradles the West Auckland townships of Kumeu, Huapai, Waimauku and Hobsonville are numerous quality-orientated wineries. The current rebirth of interest in Auckland viticulture is partly concentrated here, with the district's distance from the Waitakere Ranges giving a lower rainfall than at Henderson. The signs of success are everywhere: in the aesthetically delightful buildings at Nobilo, Matua Valley and Coopers Creek; in the burgeoning of vineyard restaurants at Selaks and Matua Valley; and, most importantly, in the wines themselves. Many are ranked among the country's best.

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Other companies, such as Nobilo and Kumeu River, have a history in the district extending over half a century. Selaks, Matua Valley and Coopers Creek are more recent arrivals who also chose to base their headquarters here.

It should be emphasised that the majority of the wines produced here are made from fruit trucked in from more southern districts, notably Gisborne, Hawke's Bay and Marlborough. However, confidence in the quality of local grapes is soaring: Kumeu River and Limeburners Bay wines are almost exclusively produced from local fruit; Waitakere Road Vineyard and Bazzard Estate wines are entirely so.

Rationalisation is underway in the vineyards as the



winemakers single out the grape varieties most adaptable to the region's warm, humid summers and heavy clay soils. Red grapes are widely planted in the Auckland region: Cabernet Sauvignon is the leader, followed by Chardonnay, Merlot, Palomino and Pinot Noir. Sauvignon Blanc, Pinotage, Cabernet Franc and Sémillon are also well entrenched.

Winemakers here are also experimenting with new and healthier clones of existing varieties, use of devigorating rootstocks, 'grassing down' to reduce waterlogging of the soil, improved trellising techniques and other methods to upgrade their fruit quality.

The outcome has been some outstanding wines, both white and red. Kumeu River Chardonnay and Sauvignon/Sémillon, Matua Reserve Sauvignon Blanc, Coopers Creek Reserve Cabernet/Merlot, Limeburners Bay Cabernet Sauvignon, the reds from Waitakere Road Vineyard and Collard's Rothsay Vineyard Chardonnay have been the most eye-catching successes.

One of the iconoclasts of the Auckland wine scene, Charlie Bazzard is passionately attached to the idea of making a great Pinot Noir in a region where everyone else is focused on Cabernet Sauvignon and Merlot. Bazzard Estate is a four-hectare hillside vineyard in the wooded Awa Valley.

Bazzard is an English solicitor who in 1981 emigrated to New Zealand with his Auckland-born wife, Kay. Soon after, the Bazzards purchased the Awa Road vineyard established in hybrids and Palomino 17 years earlier by Cuthbert Woolcott. While upgrading the vineyard, between 1982 and 1988, Charlie worked as a radio operator and clerk on the Auckland waterfront.

Today Bazzard cultivates 1.6 hectares of Pinot Noir, 1.2 hectares of Chardonnay, and a 1.2-hectare plot of Merlot, Cabernet Sauvignon, Malbec and Cabernet Franc. He doesn't own a winery; the grapes are processed into wine by Kim Crawford at Coopers Creek. Bazzard reserves the Pinot Noir fruit for his own label, but sells the other grapes 'to get the cash to pay a winemaker to produce the Pinot Noir'.

The Bachtobel clone of Pinot Noir grown at Bazzard Estate usually yields pale, light wine in New Zealand, but Charlie Bazzard finds that 'on poor soils like our hard clays,

you can throw away the book'. His low-yielding vines (five tonnes per hectare) produce berries harbouring a greater than usual concentration of colour and flavour.

The Pinot Noir, which is not sold at the vineyard, is distributed in New Zealand by mail order and specialist retailers, and exported to the UK and California. From the start an attractive wine with its accent on buoyant, raspberry/cherry fruit flavours, as the vintages roll by it is steadily climbing in quality, becoming tauter in structure and more satisfyingly subtle.


Bazzard Estate

Awa Road, Huapai

Owners:
Charles and Kay
Bazzard

Key Wine:
Pinot Noir

*Charlie and Kay Bazzard produce one of
New Zealand's northernmost and finest Pinot Noirs.*




Talk Coopers Creek, and it's hard not to talk medals. The star of the 1995 Liquorland Royal Easter Wine Show was undoubtedly this small-to-medium sized winery. By scoring seven gold medals (20 per cent of those awarded) and four trophies (for champion Riesling, Cabernet/Merlot, medium-priced red and high-priced red), owners Andrew and Cyndy Hendry and their winemaker, Kim Crawford, ensured themselves a glittering awards dinner they will surely never forget.


The pink, Roman basilica-style building housing Coopers Creek's sales, administration and hospitality centre squats impressively alongside the highway just west of Huapai township. The company was founded by Andrew Hendry, a Wanganui-born accountant with a laid-back manner and ready wit, and Randy Weaver, a highly qualified Oregonian winemaker; these two first worked together at Penfolds in Henderson during the late 1970s. The winery's first vintage was in 1982. The original partnership was dissolved six years later, however, when Weaver returned to the

Coopers Creek Vineyard

State Highway 16,
Huapai

Owners:
Andrew and Cyndy
Hendry and
shareholders

Key Wines:
Riesling, Late Harvest
Riesling, Marlborough
Sauvignon Blanc,
Gisborne Fumé Blanc,
Gisborne Chardonnay,
Hawke's Bay Chardonnay,
Swamp Reserve Chardonnay,
Coopers Classic Dry, Cabernet
Sauvignon, Merlot, Reserve
Huapai Cabernet/Merlot



United States, leaving the Hendrys as the principal shareholders in Coopers Creek.

From the start, Hendry set out to penetrate the burgeoning restaurant trade: 'On-premise sales was the gap when we started. Back then, restaurant wine lists were short of dry New Zealand whites; there was very little New Zealand Chardonnay available.' Today, of the company's average annual output of 45,000 cases, half is exported, principally to the UK, but also to Holland, Scandinavia, Germany, Canada, the eastern USA and Australia. Hendry predicts Coopers Creek's production will climb to around 75,000 cases over the next decade, but, he insists, 'I'm not looking for headaches'.

Winemaker Kim Crawford has enjoyed startling show success since his 1988 arrival at Coopers Creek, winning three gold medals at the 1989 Air New Zealand Wine Awards. 'Kim's pretty competitive,' notes Hendry. 'He's certainly motivated to make a good name for himself.' As a winemaking consultant to several other producers, Crawford's influence now extends well beyond Coopers Creek.

Kim Crawford works with fruit drawn from four regions. The three-hectare estate vineyard is planted in Cabernet Sauvignon, Merlot and Chardonnay; an adjoining three-hectare property bought in 1995 is also being planted in Cabernet Sauvignon and Merlot; and the company also leases another three-hectare block 'over the back' established in Cabernet Sauvignon, Merlot and Pinot Noir. The Hendrys themselves also own a six-hectare block of Chardonnay (principally) and Pinot Noir in Middle Road, Havelock North. About 85 per cent of the winery's grape intake, however, is drawn from growers in Gisborne, Hawke's Bay and Marlborough.

Riesling, Chardonnay, Sauvignon Blanc and (more recently) Cabernet Sauvignon and Merlot-based reds, are the winery's major strengths. Coopers Creek Riesling is an intensely aromatic, vibrantly fruity, penetratingly flavoured wine that in most vintages ranks at the forefront of Hawke's Bay Rieslings. Most of the region's Rieslings struggle to rival the intensity of Marlborough's. Why is Coopers Creek's so successful?

'It's partly the site,' says Hendry. 'The grapes are grown in Jim Scotland's vineyard at Clive. Good air movement close to the sea

reduces the risk of disease, allowing us to hang the fruit out late. The grapes don't get wildly ripe, but they build up intense flavours. And we leave part of the block unsprayed to encourage *Botrytis*. The equally impressive, slightly freeze-concentrated, sweet Late Harvest Riesling displays a touch of *Botrytis* influence, but places its accent on the lush fruit flavours of late-picked fruit.

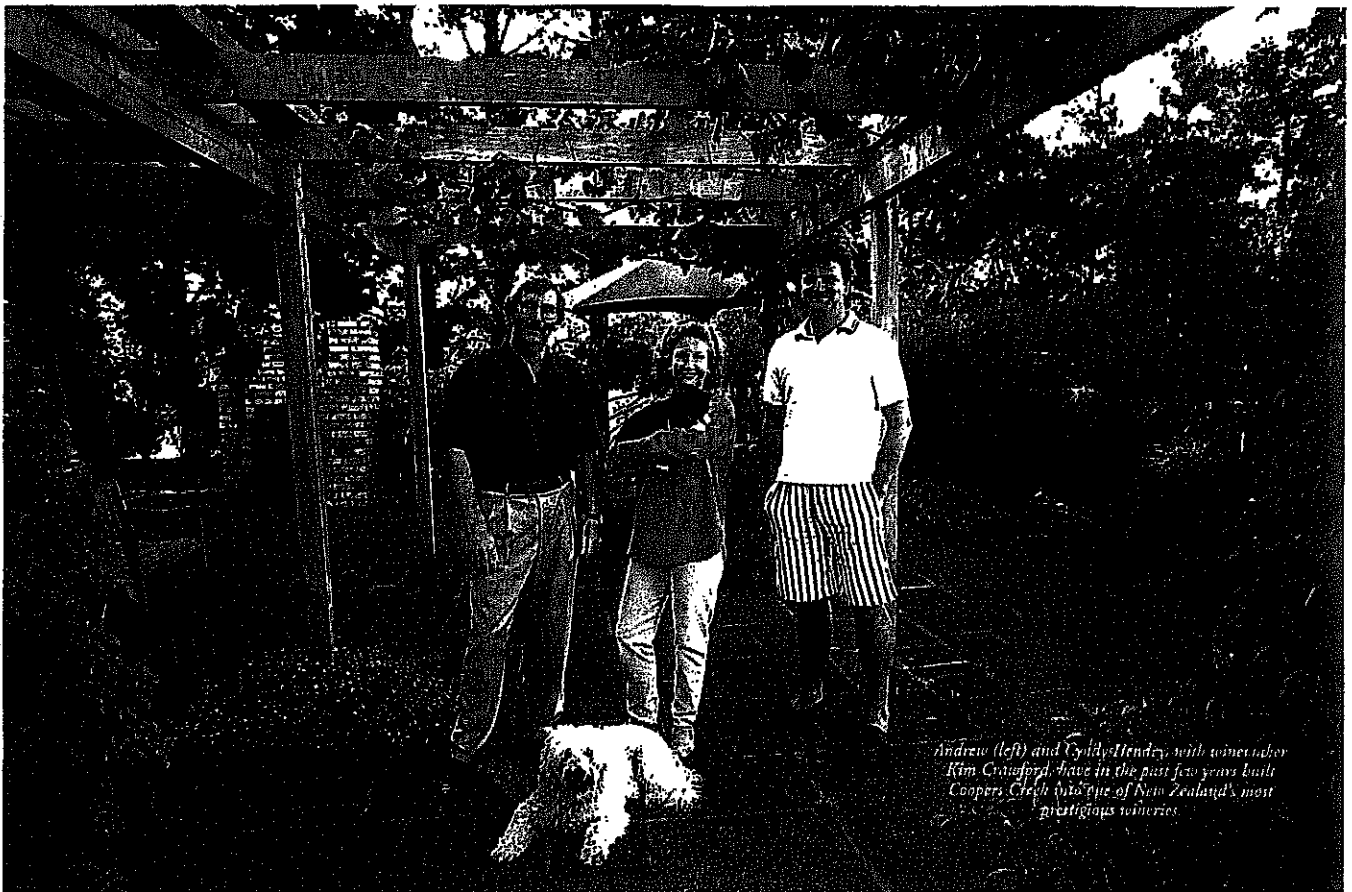
Coopers Creek Gisborne Fumé Blanc is a deep-flavoured dry wine with a penetrating, tropical fruit-like bouquet. Made with restrained oak handling, this is typically a rich, ripe wine with a long finish; one of Gisborne's top Sauvignon Blancs. The first Marlborough Sauvignon Blanc, from the 1989 vintage, collected a trophy and four gold medals. A vibrant wine with a wealth of pure, gooseberry and passionfruit-like – rather than pungently herbal – flavours, this and subsequent vintages have been classic examples of Marlborough Sauvignon Blanc at its arresting best.

Coopers Classic Dry is one of the best cheap whites on the market. In this Gisborne-grown marriage of (predominantly) tank-fermented Sémillon with barrel-fermented Chardonnay, the zesty, capsicum-like,

assertive character of the Sémillon dominates.

Three styles of Chardonnay are marketed, including the Swamp Reserve Chardonnay (see panel). The Gisborne Chardonnay, launched from the 1990 vintage, is already the biggest seller of the trio; this is a briefly oak-matured wine with a modest price-tag. The mid-priced Hawke's Bay Chardonnay is tank-fermented and then matured for six months in American oak casks, with no malolactic influence. Using American rather than French oak, says Hendry, gives the wine 'difference and forwardness'.

Coopers Creek's reds, based on grapes grown in the estate vineyard and Hawke's Bay, have improved dramatically in recent vintages. The mid-priced Hawke's Bay Cabernet Sauvignon and Merlot are both delicious, exuberantly fruity wines with soft, easy tannins, designed for early consumption. They are overshadowed, however, by the fragrant and dark Reserve Huapai Cabernet/Merlot, a more complex, American oak-aged wine with an impressive intensity of blackcurrant and plum-like flavours. This label has recently joined the ranks of Auckland's top reds.



Andrew (left) and Gail Hendry, with winemaker Kim Crawford, have in the past few years built Coopers Creek into one of New Zealand's most prestigious wineries.

8



Hugh Johnson

Fancis Robinson

The World Atlas of

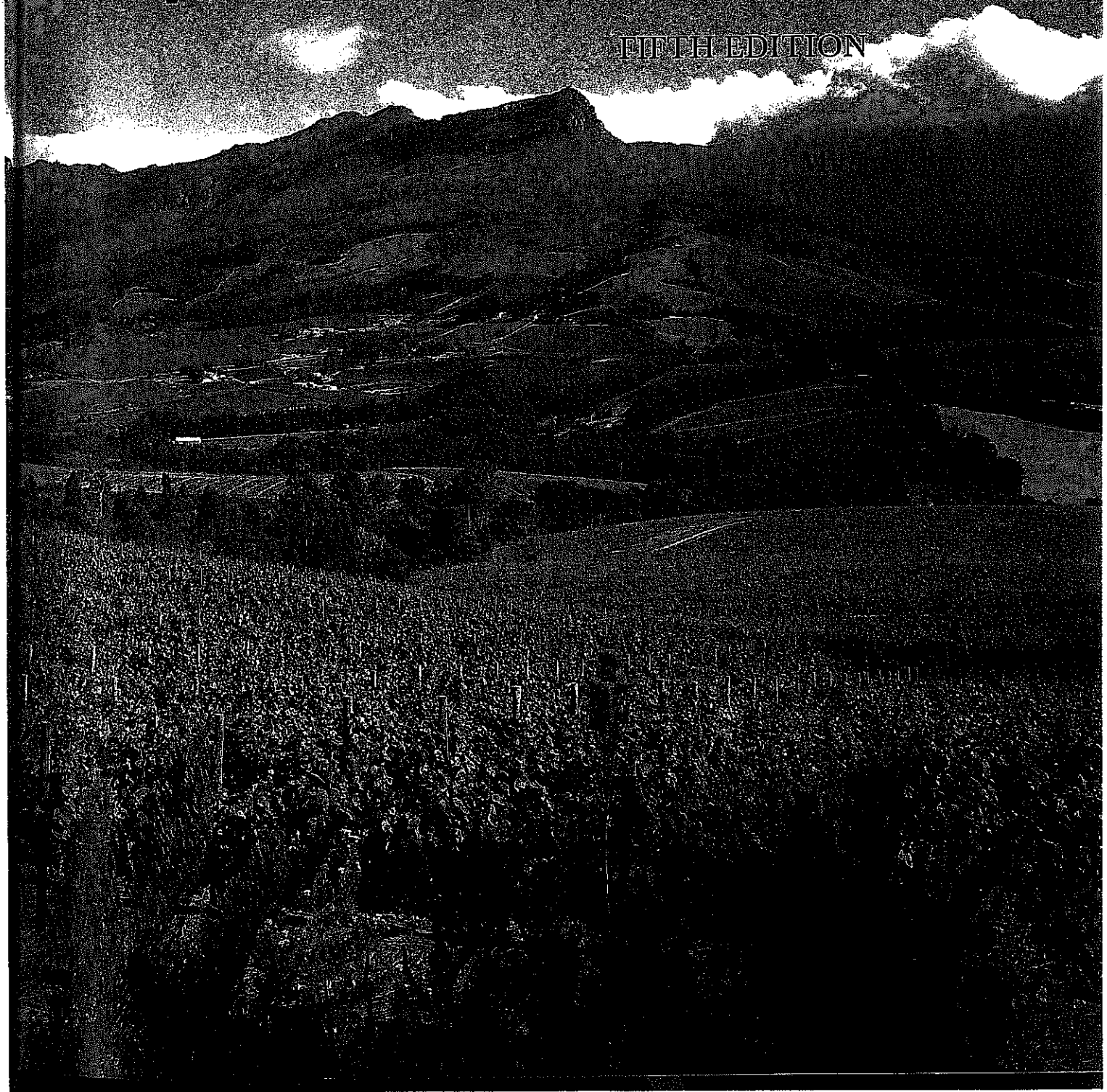
Mitchell Beazley

8

Wine

The World Atlas of

FIFTH EDITION



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Hugh Johnson, Jancis Robinson
THE WORLD ATLAS OF WINE

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How the maps work

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

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

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

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

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

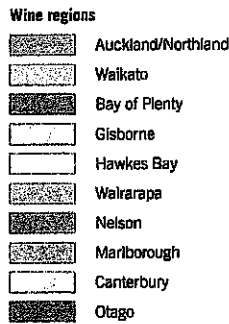
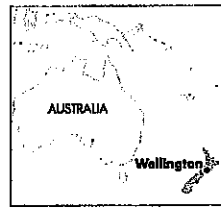
The wine giant Montana has over 60% of the New Zealand market following its purchase of Corbans (the second-largest company) in 2000. Both ferment in local sub-wineries in Gisborne, Hawkes Bay or Marlborough and finish their wines in Auckland. But many wine producers still transport white grapes long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

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

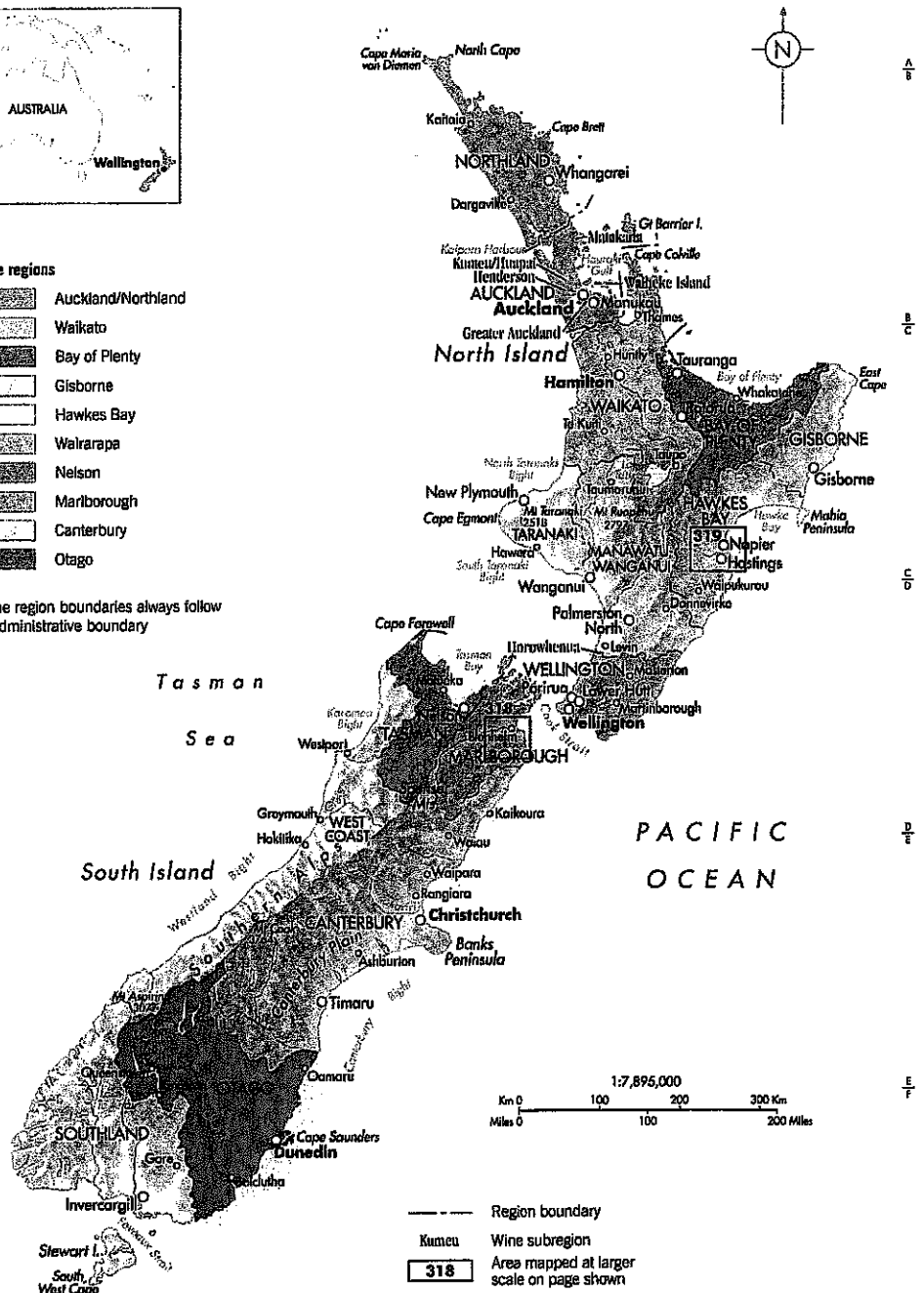
The North Island's most exciting area for Pinot Noir is variously called Martinborough, Wairarapa, and Wellington; it is just an hour's drive west of the nation's capital over the mountains and into the country's eastern rain shadow. Temperatures may be lower but autumns are drier here than in other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

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

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



*Wine region boundaries always follow an administrative boundary



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

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



MICHAEL COOPER

WINE ATLAS
of New Zealand

Photography by John McDermott

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Second Edition

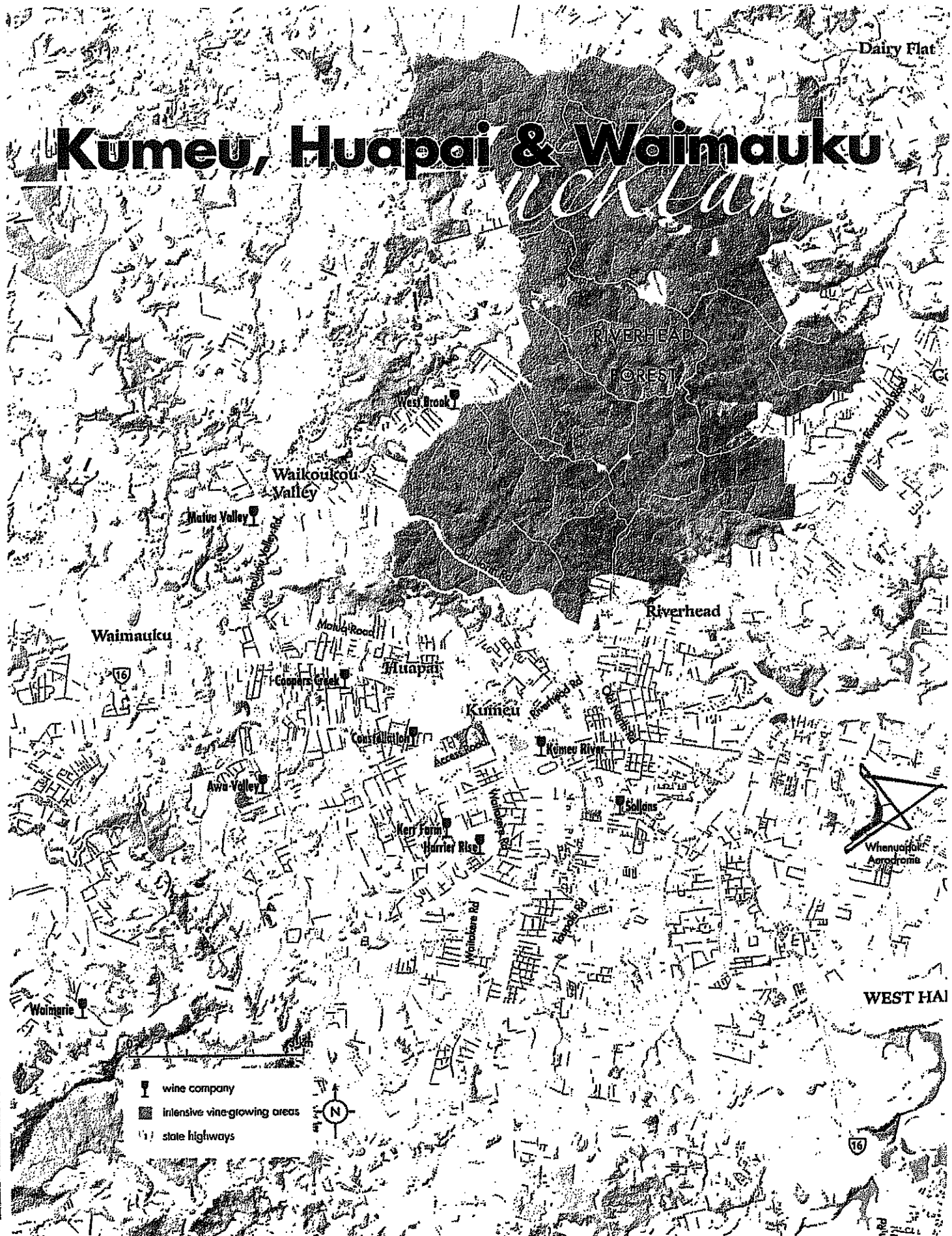
Text by Michael Cooper
Photography by John McDermott



Hodder Mōa

Kumeu, Huapai & Waimauku

Structure



a

Scattered across the softly undulating countryside that cradles the West Auckland townships of Kumeu, Huapai and Waimauku are several quality-orientated wineries. The rebirth of interest in Auckland viticulture has been partly based here, with the district's distance from the Waitakere Ranges giving a lower rainfall than at Henderson. The signs of success are everywhere: in the impressive architecture of the wineries and, most importantly, in the wines themselves.

History

The Papa family has made wine at Huapai since the 1930s, selling early releases under the 'Golden Age' brand, but others, also of Croatian origin, were earlier. According to Government Viticulturist S.F. Anderson in 1913, Ante Borich had an 8-acre (3.2-hectare) vineyard at Kumeu, yielding 2000 gallons (over 9000 litres) of wine, and Peter Vella had a 5-acre (2-hectare) vineyard, also at Kumeu, producing 1500 gallons (nearly 7000 litres) of wine.

Kumeu-Huapai accounted for 19 per cent of all vine plantings in the Auckland province in 1960, but by 1975 the figure had leapt past 50 per cent. Henderson winemakers of the 1960s, wishing to expand to meet increasing demand, faced a serious problem in the lack of inexpensive, reasonably large blocks of land in Henderson. Expansion soon shifted to the much cheaper Kumeu-Huapai area.

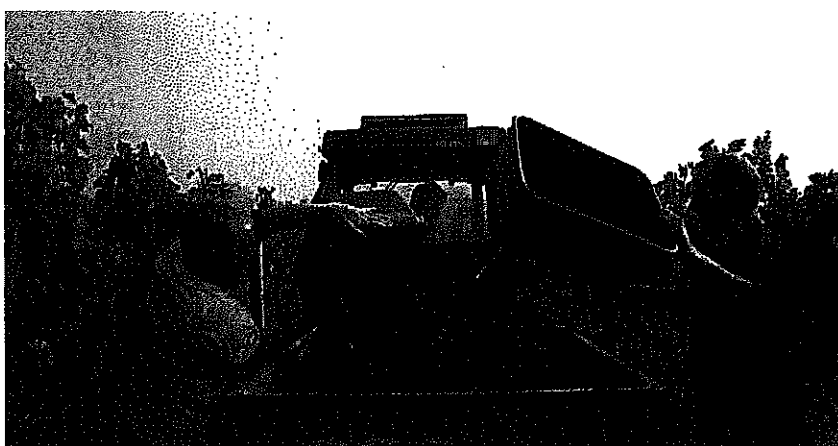
Corbans led the charge, buying land at Whenuapai, on the upper reaches of the Waitemata Harbour, in 1959. The heavy, fertile soils of its Riverlea Vineyard soon yielded one of the era's most highly acclaimed wines: Corbans Riverlea Riesling (a Müller-Thurgau, rather than a true Riesling).

Corbans later withdrew from the Kumeu-Huapai district, but Nobile and Kumeu River have had a presence for well over half a century. Matua Valley and Coopers Creek are more recent arrivals who also chose to base their headquarters there. Several names have disappeared during the past 30 years, such as Abel & Co, Glenburn, Markovina, Bazzard, Selaks (swallowed by Nobile) and Limeburners Bay, but new ventures have also sprung up: Kerr Farm, West Brook and Soljans (both transplanted from Henderson), Awa Valley and Waimarie.

Climate

Kumeu-Huapai has a temperate, maritime climate, with mild temperatures, high annual rainfall and persistent breezes from the south-west and west (although easterlies and north-easterlies are also common in mid to late summer).

The 2008 harvest in full swing. Hand-picking and crushing at Coopers Creek's estate vineyard at Huapai.



While studying winemaking in Australia 25 years ago, Michael Brajkovich of Kumeu River began to worry about the local conditions for grapegrowing. 'I thought that Auckland had a number of problems, including the rain and very fertile soils,' he recalls, 'and that we would have to move or get our grapes from somewhere else. [Instead] we decided to get better varieties and rootstocks, try to eliminate viruses and give the grapes a chance here.' At Kumeu River, adoption of the lyre trellising system, which enhances ripening and reduces disease problems by dividing the vines' canopies, allowing greater penetration of light and air, proved highly successful.

Winemakers have also experimented with new and healthier clones of existing varieties, use of devigorating rootstocks, 'grassing down' to reduce waterlogging of the soil, improved trellising techniques and other methods to upgrade their fruit quality.

Soils

The district's clay loam soils once supported podocarp forest. These are old, leached soils that can need the addition of lime and trace elements every few years to keep the vines in good heart.

Wine styles

It should be emphasised that the majority of the wines produced here are made from grapes grown in more southern regions, notably Gisborne, Hawke's Bay and Marlborough. However, Kumeu River wines are produced almost exclusively from local fruit.

Chardonnay and Pinot Gris are the most widely planted white-wine variety, and the earlier-ripening Merlot has replaced Cabernet Sauvignon as the principal red. At Kumeu River, Pinot Noir is preferred to Merlot, due to its ability to ripen ahead of autumn rains. There are also pockets of Viognier, Sauvignon Blanc, Pinotage, Cabernet Franc and Malbec. Ross Spence, formerly of Matua Valley, has trial plantings of Tannat, Montepulciano and Petite Syrah.

The result of such innovation in the district has been some outstanding wines, with Kumeu River's Estate Chardonnay and Mate's Vineyard Chardonnay the most eye-catching successes.

Nobilo, as the company was known for several decades, recently changed its name to Constellation New Zealand.



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2015 Vintage Report

and wine will be scarcer following the 2015 grape harvest of 326,000 tonnes compared to the huge 2014 crop of 445,000 tonnes. Philip Gegan, chief executive of New Zealand Winegrowers, predicted a shortage of 2015 wines, especially Sauvignon Blanc, while others forecast rising prices.

With all the talk of the heavy production drop, it was very easy to forget that the mammoth harvest, nearly 30 per cent bigger than the previous record, set in 2014. The size of the 2015 harvest was about average for the period 2010 to 2013. The decline in this year's grape crop of 119,000 tonnes was greater than the total harvests in 2002 or 2003.

Spring frosts and cool conditions during the vines' flowering ensured a lighter year. Although in Marlborough, Canterbury and Otago, together with outbreaks of summer fungal disease, powdery mildew. Waipara (down 53 per cent) and Marlborough (down 41 per cent) were the worst-hit regions; in Marlborough, the harvest was 15 per cent smaller than in 2014. Around the country, volumes of the two key export varieties, Sauvignon Blanc and Pinot Noir, dropped by about 30 per cent.

Pinot Blanc still dominated the country's production from 2015, accounting for 25 per cent of the total harvest. The top five list of grape varieties also featured Pinot Gris (9 per cent), Pinot Noir (8 per cent), Pinot Gris (6 per cent) and Merlot

in the South Island. In the Bay of Plenty, a top small producer described 2015 as a 'difficult' vintage, with outbreaks of powdery mildew creating extra vineyard work, and a rainy harvest period. 'The conditions are still good,' Esk Valley reported 'fragrant, lower alcohol wines with

Marlborough - the industry's engine room - summer was warmer, sunnier and drier than 2014. Mount Riley was concerned that the heat might reduce the grapes' ripening ability, but the wines are looking very good. Quantities are well down on 2014. 'We had clean fruit ... all good from our viewpoint.'

Winegrowers expressed relief that 2015 produced a far smaller crop, because they still have unsold stocks from 2014. On the domestic market, New Zealand consumers anticipate imports will surge, with overseas labels increasingly replacing local wine. Lower price brackets. The country's burgeoning wine exports - worth \$1.1 billion in 2014 - are also likely to be constrained.

Auckland

2015 was a 'good, average' one, according to a top Waiheke Island winery, which favoured Chardonnay and Syrah as the best performers.

Winegrower reported a wet start to the season, encouraging a lot of vine growth. Kumeu River was hit by frost, and at Cable Bay a windy spring laid off reduced yields.

WHITES

	Auckland	Gisborne	Hawkes Bay	Wairarapa	Nelson	Marlborough	Canterbury
2015	5	5	5	5	4	6	6
2014	6	6	5-6	5-6	5-6	5	3-5
2013	7	7	6	6	5	6-7	6-7
2012	3-4	2	3-4	3-4	4	4-5	4-5
2011	3	3	4	4	4	4	4
2010	7	6-7	7	6	7	7	6
2009	4	6-7	4	5	6	5	6
2008	5-6	3-4	3-5	5-7	4	2-5	3-6
2007	6	7	6	4-5	5	5-6	5-6
2006	6-7	4-5	6	5	5	4-5	5

REDS

	Auckland	Gisborne	Hawkes Bay	Wairarapa	Nelson	Marlborough	Canterbury
2015	4	4	4	5	4	5	6
2014	5-6	5-6	5-6	5-6	5-6	5	3-5
2013	6-7	7	6-7	6	6	6-7	6-7
2012	3-5	2	3	3-4	4	4-5	4-5
2011	2	2	3-4	4	3	4	4
2010	7	6	6	5	6	6-7	5
2009	5	6-7	6	5	6	6	6
2008	5-7	3-4	3-5	5-7	4	2-5	3-6
2007	3-5	7	6	4-5	5	4-6	5-6
2006	4-5	4-5	4-5	5	5	4-5	5

7 = Outstanding 6 = Excellent 5 = Above average 4 = Average 3 = Below average 2 = Poor 1 = Bad



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

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

Gisborne

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

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

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

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

Hawke's Bay

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

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

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

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

season in Hawke's Bay were slightly below 2014, but above 2013, according to Villa Maria. In autumn, March was wet and 'rain events in early April caused some vineyards to harvest earlier than anticipated,' noted the regional body, Hawke's Bay Winegrowers.

When Cyclone Pam threatened in mid-March, many companies moved swiftly to pick their early-ripening varieties, ahead of the storm. Paritua says 2015 will 'probably go down as a fairly "typical" or above-average year. ... But you'd have to have been on your game to make it so.'

Mission reported that the moderate crops and dry summer meant its grapes ripened 'very well, perhaps as well as in 2013 and 2014'. Te Mata attributed the vintage's 'success' to 'lower than normal crops ... well-timed weather when we wanted it outweighed any concerns from a cool start to the spring or a few late-season autumn showers'.

Chardonnay was singled out for high praise. Sacred Hill reported its Riflemans fruit was 'very special indeed', and Craggy Range described its Chardonnay as 'really good. It was later than usual and clean. Slightly leaner than 2014.' Trinity Hill also stated that 'Chardonnay looks excellent across the board'.

Of the reds, Syrah will be the star, according to Paritua. 'Syrah is very forgiving. In a year when the intensity isn't quite there, Syrah is looking beautifully aromatic and pretty.'

However, Hawke's Bay Winegrowers selected Merlot as the red-wine 'standout'. Craggy Range agreed, viewing 2015 as less suited to Syrah than 2014, but better for Merlot and Cabernet Franc, due to a 'really good' period of heat in January.

Wairarapa

Martinborough and other Pinot Noirs from the Wairarapa will be in short supply from the 2015 vintage – down more than 50 per cent from 2014.

In spring, a dry, sunny, windy October was followed by a dry, extremely windy November.

Brodie Estate, in Martinborough, was buffered by 'gales over three weeks in November, when the vines were flowering'. Further north, at Gladstone Vineyard, spring was 'cool, dry, windy'.

In summer, things looked up. By January, drought was 'at a tipping point', according to the *New Zealand Herald*, right on the verge of becoming a major problem for farmers. 'From Christmas, it was a scorching summer,' reported Gladstone Vineyard, 'but despite major water deficits through to March ... the vines remained happy and healthy.'

Dry River, in Martinborough, declared 'low yields' and 'ripening times in line with the long term average'. At Gladstone Vineyard, 'vintage started with Sauvignon Blanc on 28 March and finished on 15 April – our quickest to date. High quality fruit across all varieties at harvest has translated to wines with exceptional potential.'

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

Declaration

I, **STEPHEN MARK NOBILO**, 

[Name]

[Place of residence]

, **WAIMAUKU**

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: **STEPHEN MARK NOBILO**

Signature: 

Declared at 

this

25th

day of April 2018.

Before me: **K S DEOBHAKTA**

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

LAWYER, AUCKLAND.

Signature: 

Supplementary evidence in support of an application for registration of a New Zealand Geographical Indication: KUMEU

Response to request for supplementary information

In the Compliance Report received by The Northern Wine Growers and Grape Vine Improvement Group Incorporated in response to this application to register the KUMEU GI, the following was noted by the examiner:

Before your application can be accepted, you will need to provide:

- *Further evidence showing the KUMEU GI used in relation to your wine goods. This further evidence should include wine labels showing use of KUMEU as a GI on your wine goods. We note that the Applicant has provided examples of wine labels in Appendix 1. However, many of these examples are blurry and the word KUMEU cannot be read. Furthermore, several of the examples use KUMEU in a trade mark manner, rather than as a geographical indication.*

Attached at Appendix 1 we have reproduced clearer copies of the labels provided with the initial statutory declaration.

We note, in response to the comments provided by the Examiner, that on each of these eight labels KUMEU is used as a GI – and not only “in a trademark manner”. We also note that :

- the first is a M G Brajkovich winery “Red Dry” wine, very prominently noted as KUMEU GI wine. Note that this is not a use of KUMEU in a “trade mark manner”
- The second, a San Marino Vineyards Ltd wine, uses the GI KUMEU prominently in the wine description as a “KUMEU Pinotage”, reinforced by the used of the producer statement: San Marino Vineyards Ltd, KUMEU.
- The third, a Harrier Rise wine, uses the KUMEU GI as “Merlot – KUMEU”, and in the indication of origin at the bottom
- The fourth, a Kumeu River brand Chardonnay, uses “Kumeu River” in a trade mark manner, but also as the GI KUMEU at the bottom of the label with reference to its provenance as “estate bottled” (ie, grown and vinified at the same place) on a KUMEU GI estate as “Estate Bottled, Brajkovich Family Proprietors, KUMEU, New Zealand”. To emphasise that this is not merely the producer statement, see the final two images included in Appendix 2, which give an example of the detailed producer statement used on the secondary label by Kumeu River wines.
- The fifth, a Soljans Estate 2015 KUMEU Pinot Gris uses KUMEU as an indication of origin in the main body, and also in the text at the bottom, which is difficult to make out in the image, but reads

“PRODUCED AND BOTTLED BY SOLJANS WINES LTD
366 STATE HIGHWAY 16 KUMEU AUCKLAND NEW ZEALAND

Although this statement is the producer statement, it reinforces the above use of the KUMEU GI

- The sixth and seventh are also difficult to make out, but the label text reads “KERR FARM VINEYARD KUMEU”. We have included in Appendix 2 further Kerr Farm materials, including

a link to their website in which the references to KUMEU GI on and in relation to these wines are clear.

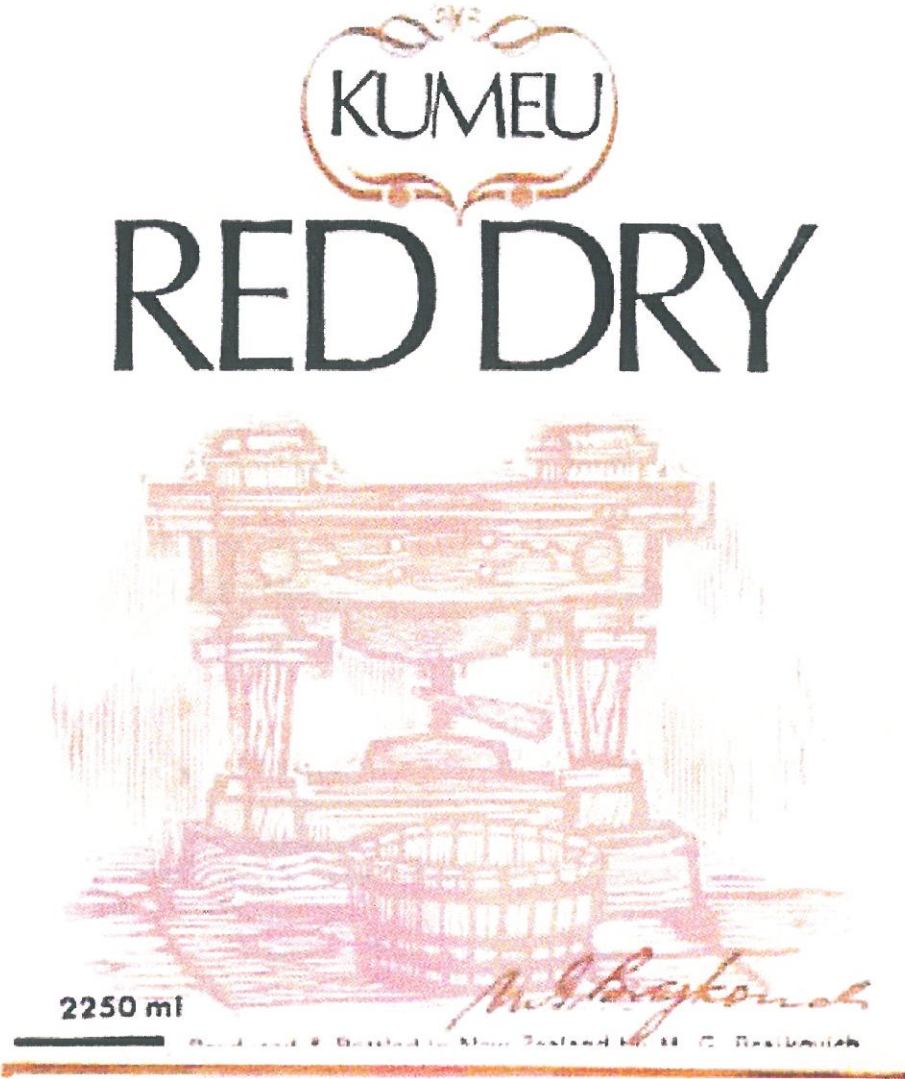
- The final label uses in KUMEU GI as “Twin Totara / KUMEU Vineyard” indicating which region the vineyard where the grapes were grown is in.

Attached at Appendix 2 is further evidence showing the KUMEU GI being used in relation to wine goods on additional labels and in website text where KUMEU GI wines are being sold.

These additional KUMEU GI labels are:

- The first label is Waimarie’s KUMEU GI Unoaked Chardonnay
- The second label uses “Kumeu” three times.
 - First, in what may be considered a trade mark manner (‘Kumeu River’ as a brand name);
 - Second as the KUMEU GI in ‘KUMEU Cremant’, and
 - Third as part of the producer statement at the bottom of the label as ‘KUMEU, New Zealand’ reinforcing the above indication of origin.
- The third and fourth illustrate the manner in which Kumeu River Wines identifies the GI origins of the wine on the primary label as “Estate Bottled, Brajkovich Family Proprietors, KUMEU, New Zealand” and then separately provides the mandated producer statement on the secondary label: “Produced and bottled by Kumeu River Wines Limited, 550 Highway 16, Kumeu”

The subsequent pages reproduce the “Wines” pages of the Kerr Farm website, which contains several images of KUMEI GI in use on Kerr Farm wines, and numerous references to KUMEU GI in relation to those wines.





San Marino



Vineyards Ltd

KUMEU PINOTAGE

Produced & Bottled in N.Z. by M. G. Brajkovich
San Marino Vineyards Ltd., Kumeu.

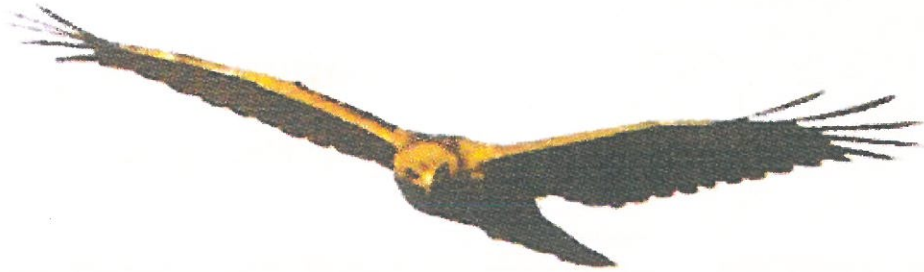
M. G. Brajkovich

750 ml

12% Alc. by Vol.

HARRIER RISE

V I N E Y A R D



'BIGNEY COIGNE'

1999

MERLOT-KUMEU



€75cl

PRODUCED AND BOTTLED BY HARRIER RISE VINEYARD
748 WAITAKERE RD. KUMEU. CONTAINS PRESERVATIVE 220
PRODUCE OF NEW ZEALAND

12.5%Vol

KUMEU RIVER

MATÉ'S VINEYARD

CHARDONNAY

ESTATE BOTTLED, BRAJKOVICH FAMILY PROPRIETORS
KUMEU, NEW ZEALAND



SOLJANS ESTATE WINE



SOLJANS ESTATE

Kumeu PINOT GRIS

2015

PRODUCED AND BOTTLED BY SOLJANS WINES LTD
366 STATE HIGHWAY 16 KUMEU AUCKLAND NEW ZEALAND

NEW ZEALAND WINE

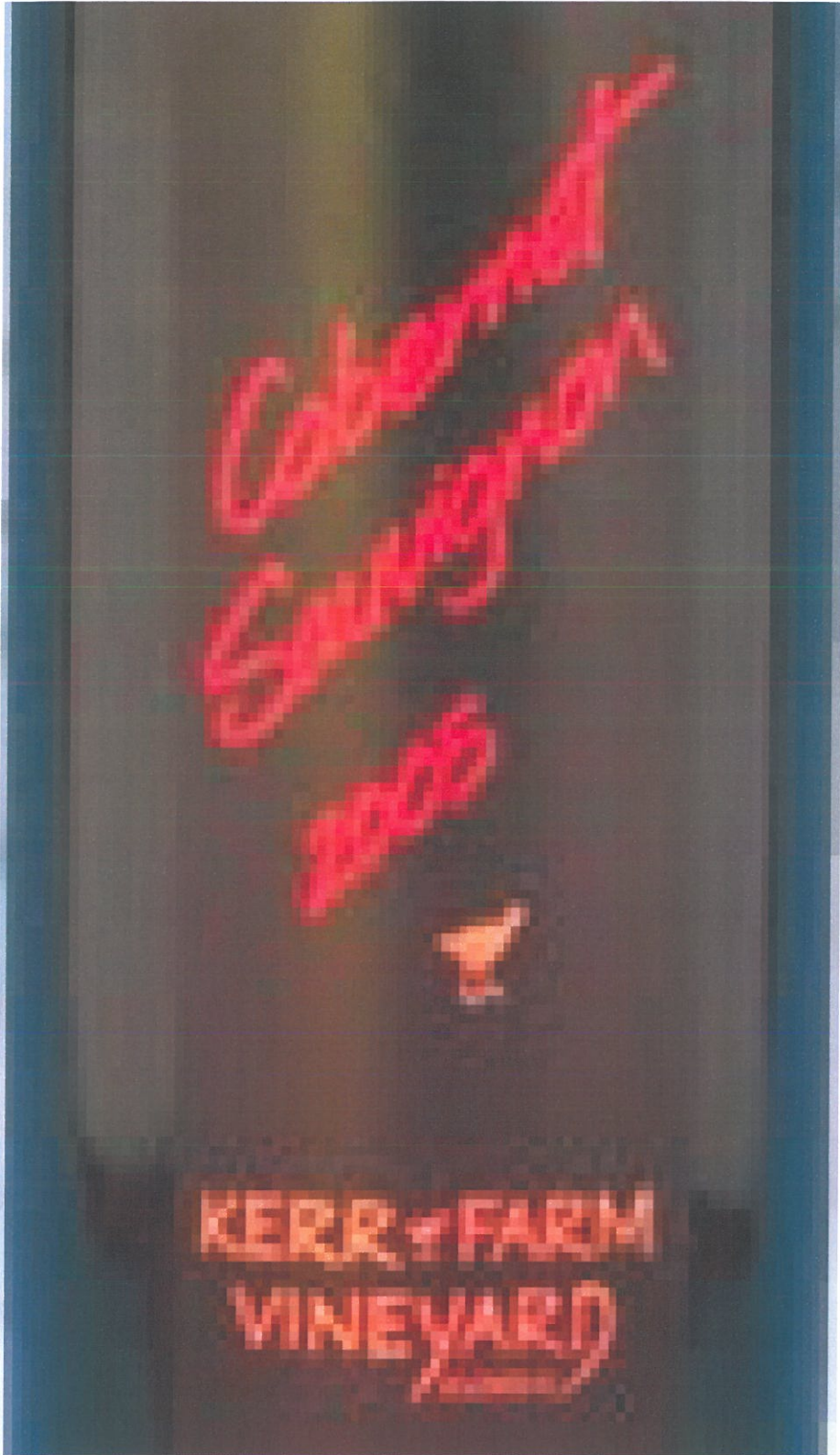
Kumeu
PINOT GRIS

PRODUCED AND BOTTLED BY SOLJANS WINES LTD
366 STATE HIGHWAY 16 KUMEU AUCKLAND NEW ZEALAND

PRODUCED AND BOTTLED BY SOLJANS WINES LTD
366 STATE HIGHWAY 16 KUMEU AUCKLAND NEW ZEALAND



KERR FARM
VINEYARD
KUMEU



KERR FARM
VINEYARD
KUMEU



TWIN TOTARA

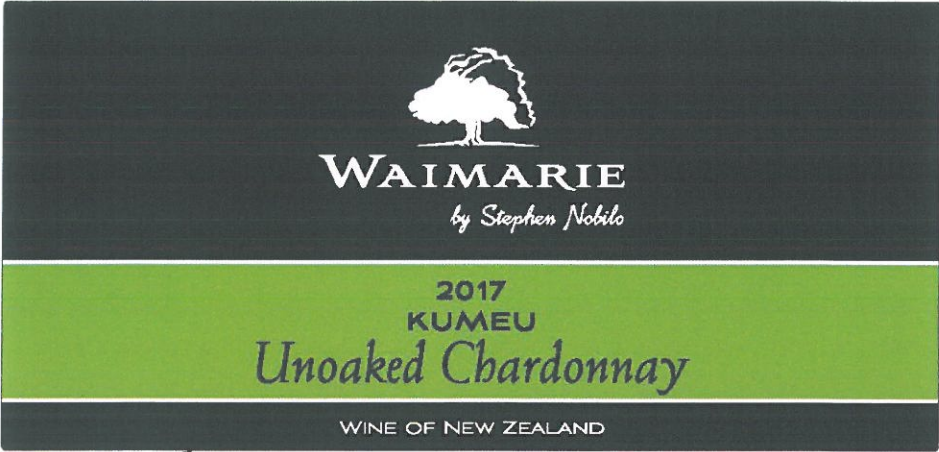
KUMEU VINEYARD

ARTWORK PROOF

P 09 414 1712 E prepress@rapidlabels.co.nz

Roll Direction 4
←

Set size 123 mm high x 125.5 mm wide (set)



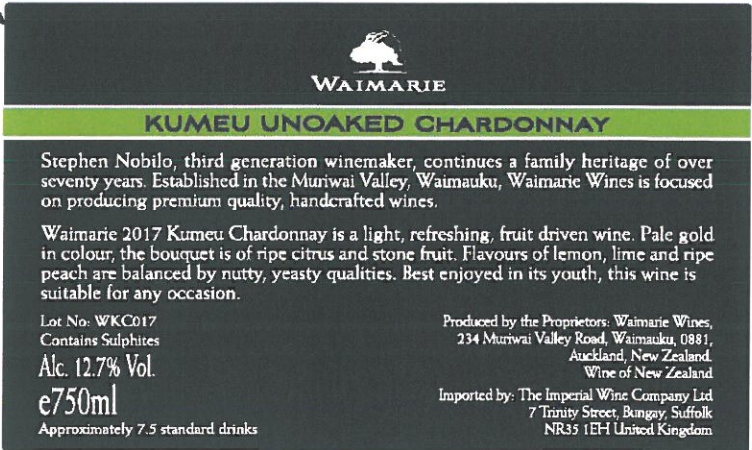
WAIMARIE
by Stephen Nobile

2017
KUMEU
Unoaked Chardonnay

WINE OF NEW ZEALAND

Front
60 mm high
125.5 mm wide

Edge of label



WAIMARIE

KUMEU UNOAKED CHARDONNAY

Stephen Nobile, third generation winemaker, continues a family heritage of over seventy years. Established in the Muriwai Valley, Waimauku, Waimarie Wines is focused on producing premium quality, handcrafted wines.

Waimarie 2017 Kumeu Chardonnay is a light, refreshing, fruit driven wine. Pale gold in colour, the bouquet is of ripe citrus and stone fruit. Flavours of lemon, lime and ripe peach are balanced by nutty, yeasty qualities. Best enjoyed in its youth, this wine is suitable for any occasion.

Lot No: WKC017
Contains Sulphites
Alc. 12.7% Vol.
e750ml
Approximately 7.5 standard drinks

Produced by the Proprietors: Waimarie Wines,
234 Muriwai Valley Road, Waimauku, 0881,
Auckland, New Zealand.
Wine of New Zealand

Imported by: The Imperial Wine Company Ltd
7 Trinity Street, Bungay, Suffolk
NR35 1EH United Kingdom

Back
60 mm high
100 mm wide

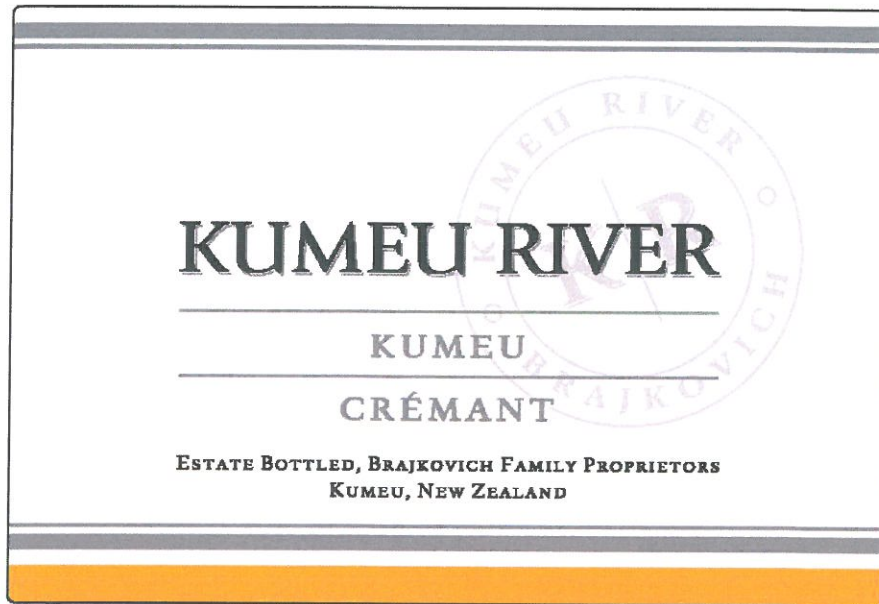
Please advise if the importer details should remain

Please confirm lot number

FINAL PRODUCTION COPY

PLEASE NOTE: This colour proof is not a true representation of the final printed colour and is intended as a visual only.

100% size (71mm high x 105mm wide)



Edge of label ↗

The following pages were retrieved from <http://www.kerrfarmwine.co.nz/wines/> on 24 April 2018. They show numerous examples of KUMEU GI on use on wine and in the promotional text (although in this reproduction, the label images will be difficult to read).

WINES

2014 Sauvignon Blanc. Kumeu.

The fruit for this wine was grown on our home vineyard at **Kumeu**. The **Sauvignon Blanc** grapes were cold fermented and the wine is un-oaked to retain its essential **vibrancy**. This wine is a light straw colour, with **luscious ripe tropical fruit** flavours balancing with a zestiness enhancing the **capsicum** and **tropical lime aromas**. Produced in a very ripe style, the palate is weighty, with great structure and length. Ready to drink now, it will also benefit from aging. This wine loves to accompany lighter meats, pasta and seafood.

Screwcap closure

Join our Mailing list and get Kerr Farm deals

Name: Email:



DRY

Alc. 13.2% vol.

Cellar Price **NZD\$21.00**

Quantity: 1

2008 Limited Release Chardonnay. New Release Jan 2015

The fruit for this wine was grown on our home vineyard at Kumeu, and displays the tropical fruit characters distinctive of this heritage wine region.

100% barrel fermented in French and American oak. The wine underwent gentle malolactic fermentation to give a balance of creamy flavour to the citrus notes.

Twelve months maturation in barrigues with weekly barrel attention has produced this wine, nicely straw in colour, with creamy peach characters dominating the aroma. The weighty Mendoza fruit ensures the full lingering finish. This stylish Kumeu Chardonnay will enhance the enjoyment of most foods.

SCREWCAP CLOSURE

dry

Alc. 13% vol.

Cellar Price **NZD\$26.00**

Quantity: 1



2011 Limited Release Chardonnay Kumeu

Grapes grown on our home vineyard at Kumeu.

The summer of 2011 made this very unique Limited Release Chardonnay. The leaves around the bunches were removed by hand exposing the fruit to the sun. The small berries became like raisins. This gives this wine an intense golden colour and a very rich on the pallet. This in a meal in a glass. Soft and fruity with a delicate hint of oak. This is a favorite of mine.

SCREWCAP CLOSURE

Dry

Alc. 13.20% vol.

Cellar Price **NZD\$35.00**

Quantity: 1



2013 Buttercup, Kumeu

Our Kerr Farm Buttercup 2013 is a Mystery blend of 3 white grape varieties all grown on our home vineyard at Kumeu.

This wine has freshness and depth. Something a little different for the summer

Can you guess what varieties they are

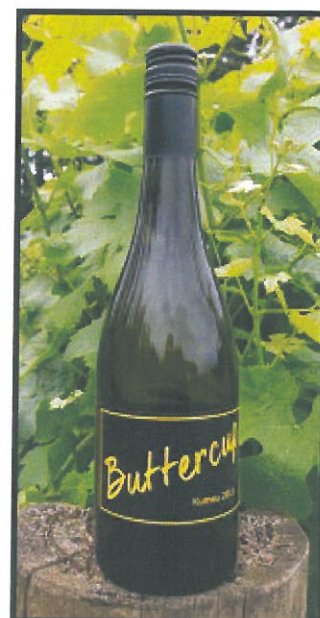
Come and try this wine on the weekend

dry

Alc. 12.7% vol.

Cellar Price **NZD\$35.00**

Quantity: 1



2014 Bella Rosa Kumeu.

This Rose' wine we first made in 2009 and has been a hit from the first sip. The 2014 vintage is very much like our first vintage the 2009, also made from our **famous Pinotage grapes**, the juice was allowed to spend a few hours in contact with the skins before the it was pressed off for fermentation. This enabled the juice to pick up a delicate **rose petal pink colour**. It is very difficult to judge this amount of time for skin contact. If contact is too long the wine is too dark. If too short the colour is too light. Add some red wine I hear you say, the problem with this is you also add back tannin, which makes this gentle wine hard on the palate. We feel we got this skin contact time spot on!

A delicate **light salmon pink** in colour, with **the classic Rose' bouquet of rose petal with strawberry, and Pink Marshmallow**. Just a touch of sweetness.
SERVE CHILLED. This wine fills your mouth with pleasure.



Off Dry

Alc. 12.6% vol.

Cellar Price **NZD\$21.00**

Quantity:

2013 Jaison Reserve Pinotage

This Reserve Pinotage is made from grapes grown on our home vineyard at Kumeu.

2013 vintage was very small and we had drought conditions leading up to harvest.

With these conditions we decided to make this true Reserve Pinotage. The best bunches from the best vines where selected. This yielded only 687 bottles of this delicious wine.

Deep rich ruby red in colour with intense dark red berry flavours. The mouth feel is full and soft. This is the first wine in 27 vintages I have put my name on.

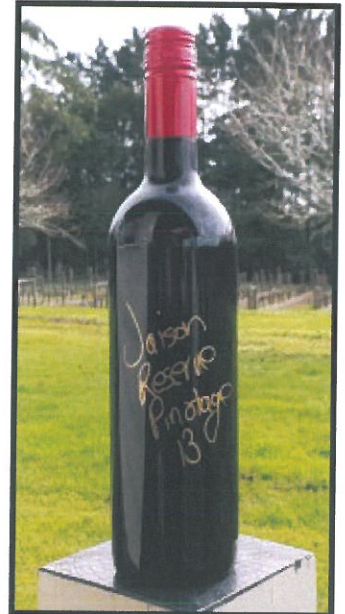
Give it a try you will love it.

Also it is **NOT** going to be available in the wine shops, so from our cellar **ONLY**

SCREWCAP CLOSURE

DRY

Alc. 14.00% vol.

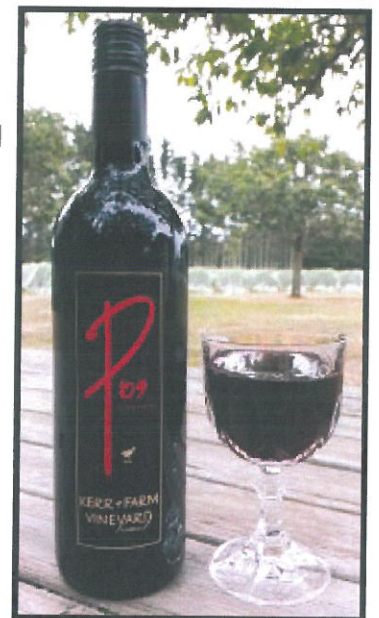
Cellar Price **NZD\$35.00**Quantity: 1 **2009 Pinotage "P'09" Kumeu.**

Pinotage 2009 P'09. The fruit for this wine was grown on our home vineyard at **Kumeu**. The juice was cold macerated for three days before fermentation and hand plunged during fermentation in the classic open vat method. It was then racked into French and American barrels for malolactic fermentation. **Bright crimson red** to the eye and to the nose, fresh wild berry fruits and that ever present earthy spice accent. The palate is well structured, velvety warm with lifted vibrant primary fruit characters and soft tannins. This classic **Kumeu Pinotage** is ready now and will develop further varietal complexities with time. Enjoy it all year long on the verandah with friends for a cruisy afternoon. Great with soups, pasta, game and other meats. Try it with chocolate and fruit cake.

SCREWCAP CLOSURE

DRY

Alc. 13% vol.

Cellar Price **NZD\$25.00**Quantity: 1 **Blackbird 2011**

The Kerr Farm Blackbird 2011 is a Mystery wine made from a well known French red grape variety which is grown all around the world.

I have used a special winemaking technique using only the freerun juice. This makes a light fruity red wine with lots of flavour

Very easy to drink and great for the summer. Can you guess the variety of grape?

Those of you who have tasted the Blackbird will know all about it. Come and try

DRY

Alc. 12.75% vol.

Cellar Price **NZD\$25.00**Quantity: 1



Kerr Farm Wendy Merlot 2014

2014 was a very ripe year for our Merlot and we have made a traditional style wine. It is deep ruby in colour with lots of depth in flavour, ripe berries and soft tannins. Very mouth filling and great with all types of meat.

Come and try it, tastings every weekend

DRY

Alc. 13% vol.

Cellar Price **NZD\$30.00**

Quantity: 1



2010 Pamela Syrah. Kumeu

Kerr Farm Pamela Syrah is a grape we started growing in 2005 and the first wine was made in 2007. It was **Jaison's mother Pamela's 80th birthday in 2007** so we named this Syrah after her.

The grapes were **hand picked** on a beautiful sunny day in April 2010. Destemmed and crushed directly into an open top fermentation tank, it fermented for about 3 weeks. The must spent a further few weeks macerating on the skins to extract flavour, tannin and colour. The must was then pressed and the skins removed. The wine was racked into two barrels. One new American oak barrel and a one year old French barrel. Here it stayed until early May 2011. It was egg white fined and allowed to settle. The bright wine was minimally filtered and then bottled.

The bottles are heavy, tall, **Premium Bordeaux bottles** with a cork closure and **hand dipped sealing wax**.

Deep purple red in colour, seductively perfumed. Juicy red berry fruit characters and hints of spice and white pepper on the palate

ONLY 45 CASES MADE. Available from the cellar door and online.



DRY

Alc. 13.25% vol.

Cellar Price **NZD\$40.00**Quantity: 1

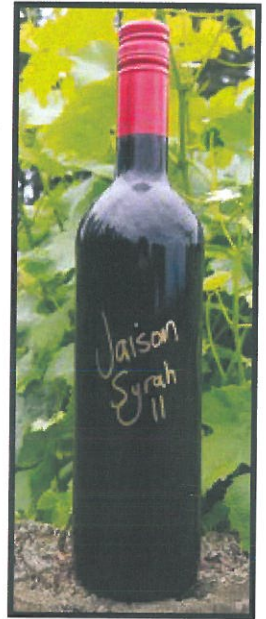
Jaison Syrah 2011

Jaison Syrah 2011 is a rich ruby red wine with blueberry and cinnamon characters, with hints of spice and white pepper on the nose and the palate. This wine is dedicated to my mother Pamela.

Come for a wine tasting on the weekend and see for your self

Dry

Alc. 13.50% vol.

Cellar Price **NZD\$40.00**Quantity: 1 

Jaison Reserve Syrah 2013

Kerr Farm Jaison RESERVE Syrah 2013 is a very special wine. 2013 was a very small crop and a drought season. So we decided to make a true Reserve wine. A Reserve wine is when the vineyard owner or winemaker reserves the very best grapes for him or herself. So very small quantities where made. Syrah is a grape we started growing in 2005 and the first wine was made in 2007.

The grapes were **hand picked** on a beautiful sunny day in April 2013. Destemmed and crushed directly into an open top fermentation tank, it fermented for about 4 weeks. The must spent a further few weeks macerating on the skins to extract flavour, tannin and colour. The must was then pressed and the skins removed. The wine was racked into French and American Oak barrels. Here it stayed until early May 2014. It was egg white fined and allowed to settle. The bright wine was minimally filtered and then bottled.

The bottles are heavy, tall, **Premium Bordeaux bottles** with a screwcap closure.

Deep purple red in colour, seductively perfumed. Juicy red berry fruit characters and hints of spice and white pepper on the palate

ONLY Available from the cellar door and online.



Dry

Alc. 13.8% vol.

Cellar Price **NZD\$50.00**Quantity: 1

2006 Cabernet Sauvignon. Kumeu

This **Cabernet Sauvignon** was picked from our home vineyard at Kumeu, crushed into open top fermenters, hand plunged every 4-6 hours during fermentation, and then macerated for 10 days. After malolactic fermentation, the wine

was aged for 11 months in new and 2 year old French and American oak barriques. Rich red in colour. Wild cherry, berry, peppery characters dominate the nose, and an under-layer of earthiness follows smoothly through creating the warm, rich mid palate and a long savoury finish. As this wine has aged it has developed the classic Cabernet Sauvignon characters of leather, cedar and Tabaco. **Have you every smelt a cedar cigar box, well that is it. Perfect Cabernet Sauvignon**



Dry
 Alc. 12.7% vol.
 Cellar Price **NZD\$35.00**
 Quantity: 1

2010 Sweet Summer Wine Kumeu "Art Series Label"

This wine is called **Kerr Farm Sweet Summer Wine**. It is the same wine as the **Twenty Two** above but is part of our new **"Art Series"** labels. Selected wines will be labelled with designer labels, in restricted quantities. The 22 theme continues on this label with a 22 on the back of the surfers swimmers. The famous surfing beach of **Muriwai** is close by to **Kerr Farm Vineyard**. The wine is called **Twenty Two** because **2010** is the first year in twenty two vintages that we have had such a long, hot, dry summer and autumn. This enabled us to hang the grapes on the vine until late May, harvesting about five weeks later than normal for these vines. This is a **late harvest sweet wine** from **Sauvignon Blanc and Semillon grapes**, giving honey and orange marmalade flavours. Although sweet, the acidity of Sauvignon Blanc gives a crisp finish with no cloying. This is a delicious dessert wine or pre-dinner aperitif. **375ml bottles.**



Cellaring: 1 to 10 years.
 Sweet
 Alc. 10% vol.
 Cellar Price **NZD\$150.00**
 Quantity: 1