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## Declaration

I, Nicola Belham  
[Name]

, of



[Place of residence]

MARTINBOROUGH 5711

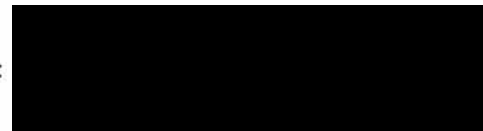
being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

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

Name:

Nicola Belham

Signature:



Declared at

MARTINBOROUGH

this

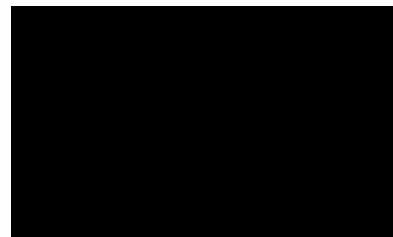
24<sup>th</sup>

day of July 2017.

Before me:

DAVID RUTHERFORD KERSHAW

Signature:



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



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



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# Evidence in support of an application for registration of a New Zealand Geographical Indication

## *GLADSTONE*

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## Geographical Indication name

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

## Quality, Reputation or Other Characteristics

Gladstone is geographically distinct a sub-region of the larger Wairarapa GI. Wines from the Gladstone GI have the following quality, reputation or other characteristics that are essentially attributable to their geographical origin:

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

## History and background

### *History*

The Gladstone GI was identified in 1985 by Wellingtonian Denis Roberts, who whilst driving through the region, and thinking that eastern hills "looked promising", planted the first vines in the Gladstone area, establishing Gladstone Vineyard. As of 2016, there are eight producers within the Gladstone GI that are exporting wine bearing the Gladstone name, globally.

Below is a brief summary of key moments in the evolution of the Gladstone GI.

- **1883** - The vines are planted within the Wairarapa GI by French wife of early Masterton settler and landowner William Beetham, Marie Zelig Hermanze Frere.
- **1981** – David Bloomfield establishes Bloomfield Vineyards just south of Masterton

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- 1985 – The first vines in Gladstone are planted by Wellington-based Denis Roberts – now Gladstone Vineyard
- 1990 – First commercial vintage from Gladstone Vineyard
- 1994 – Gladstone Vineyard receives the TROPHY for Sauvignon Blanc at the Air New Zealand Wine Awards
- 1996 – The Wairarapa Wine Harvest Festival (Wine, Food & Entertainment) is established to become an annual sell-out event on the banks of the Ruamahanga River in Gladstone
- 2016 – Nine of the Wairarapa GI's 13 northern vineyards are located in Gladstone

The Gladstone GI is a strongly emerging sub-region within the Wairarapa GI. A unique setting is provided that is a draw-card for both tourists and the wine reputation of New Zealand. This reputation is attributable to the geographical origin of wines bearing the Gladstone GI.

#### *Economic Context*

Gladstone is primarily a farming community with viticulture beginning as an industry from the mid 1980s. Vinicultural activity is increasing as winemakers realise the potential of soil and climate that produce low yielding rich concentrated grapes. The Gladstone GI is becoming recognised as an emerging sub-region within the Wairarapa GI.

Making wine within the Gladstone GI is high cost; even within the context of New Zealand which is itself a high-cost producer in global terms. With a focus on Pinot Noir, a grape that requires careful management in the vineyard such as hand-picking, hand sorting and hand plunging, manual labour costs are also high. Combined with typically low yields, the average cost per litre of finished wine is high compared to other regions of New Zealand. All of the above factors dictate that the Gladstone GI operates as a super-premium to ultra-premium wine region. As such the majority of producers maximise the quality, characteristics and reputation of wines from the Gladstone GI in order to retain their position in the market.

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

In regards to the greater Wairarapa economy, winegrowing has contributed significantly to the rise of tourism and general desirability for the area. Gladstone is part of the Wairarapa tourist and wine trail, with cafés and several homestays having been established within the GI. Increasing recognition of wine producers within the Gladstone GI has created growth, especially in Tourism, with an annual sell-out wine festival attracting thousands each year to the area.

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### ***Industry structure***

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

As an agricultural industry within a traditional farming community, winegrowing and winemaking operations within the Gladstone GI are closely linked to the community – both of the Gladstone and Carterton townships themselves, and to the regional body of New Zealand Winegrowers, Wairarapa Winegrowers (the Applicant). All winegrowers are full members of the Applicant.

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

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

These factors contribute to characteristics of wines from the Gladstone GI by combining collective understanding of the GI and its wines, with an underlying network of collaboration and knowledge-sharing, to produce wines which fulfil that understanding.

### **Geographical features in the area / soil composition in the area**

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

As a sub-region of the Wairarapa GI, the Gladstone GI sits on the banks of the Ruamahanga River which over 20,000 years ago has carved out dramatic cliffs and escarpments to expose stony sub-soils and built up layers of alluvial river terraces. Soils are predominantly silt loam over free-draining gravels, some of which can be up to 15m deep due to rivers criss-crossing the region.

- The ancient river terraces are covered by 20-50cm of silt loam soils with loess in places
- Generally, very deep alluvial deposits up to 15m deep give very free draining soils

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- The Wairarapa GI and its sub-regions (Martinborough and Gladstone) broadly share similar soils and geology based on river gravels cast over thousands of years. However, differences in the flavour profiles are provided by each of the three GI's due to distinctions in geology
  - Upstream, Masterton's gravel river beds offer local limestone, Gladstone's more variable silt loam has clay pockets whilst the shallower river terraces of Martinborough offer broken down, fine alluvial beds.
  - The variance in geology produces discernible nuances in the breadth, texture and elegance of wines produced from each sub-region of the Wairarapa GI.

## Climate in the area

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

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

The Wairarapa region's GIs all experience subtle differences in temperature and rainfall. Being further north and closer to the Tararua Ranges high country, the Gladstone GI is typically slightly cooler, wetter and a little less windy than the Martinborough GI to its near south. Producers in the Gladstone GI are generally small, family-owned and run, and the wines are typically aimed at the premium end of the market. The wider Wairarapa GI produces around 2% of the country's wine from around 3% of its vineyard plantings, testimony to the regions' GIs' overall low-yielding conditions which contribute to their reputation for quality.

The Gladstone GI is little more than 40km from the sea and as such is classed as a semi-maritime climate, however the impact of the surrounding mountain ranges is a key defining factor in the GI's overall climate. The high country that extends up the eastern coast helps it to avoid much of the harvest-period rainfall that affects the East Coast GIs of Hawke's Bay and Gisborne, and the Rimutaka and Tararua Ranges also act as a rain shadow protecting vineyards from the prevailing, rain-bringing westerly weather systems for the region. The proximity of the Tararua Ranges to the Gladstone GI means its vineyards get a little more rain than those further south but dry spells and the occasional droughts remain a hazard for the GI, particularly when summer's strong, warm nor'westerly winds are blowing. Irrigation is an essential for the majority of vineyards, but the benefits of overall dry climate are many: high sunshine hours, a

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long growing season, low humidity and low disease-pressure for the GI's vineyards.

While the southeast coastal Aorangi Mountains protect the GI from the very worst of the southerly weather systems, they also act in conjunction with the western ranges as a wind funnel from the notoriously windy Cook Strait. The GI is amongst the windiest in the country with blustery, spring conditions affecting flowering, and wind throughout the season providing an overall devigorating effect on vines. Reduced bunch volumes and weights, and by extension low yields, as well as thick grapes skins are therefore a key characteristic of the Gladstone GI, contributing to its reputation for wines of good concentration, balance and structure.

The Gladstone GI generally experiences high sunshine hours with relatively cool springs and autumns alongside warm summers, allowing grapes to achieve full phenolic ripeness. The GI also has marked diurnal shifts across its days with shifts of up to 20 degrees common. This assists in not only maintaining natural acidity levels, preserving freshness and balance but also in prolonging the ripening season, promoting heightened aromatics, intense varietal expression, depth of complexity and ripe tannins in the reds.

Spring frosts and the occasional harvest-period ones pose a hazard, with cool air flowing down from the neighbouring ranges; most vineyards throughout the Gladstone GI therefore have frost protection systems in place.

As with geological influence, climate produces discernible differences in the wines produced within the Wairarapa GI and its sub-regions. Most notably, the inland, lighter winds of the Gladstone GI along with a slightly higher elevation than Martinborough, gives the Pinot Noir thinner skins and a resulting elegance when compared to the Martinborough GI.

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### Key climate indices and statistics

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

	Sunshine Hours (sum)	Growing Degree Days (>10°C) (sum)	Rainfall (mm) (sum)	Screen (air) frost (# days per month) (sum)	Ground Frost (# days per month) (sum)
Annual	2,008	1,209	879	33.4	59.5
Season (Sept - April)	1,522	1,131	528	5.8	14.4
Season % of annual	76%	94%	60%	17%	24%

Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	16.7
Mean Minimum Temperature	12.2
Mean Diurnal Shift	4.5

<sup>1</sup> Data sourced from East Taranaki EWS

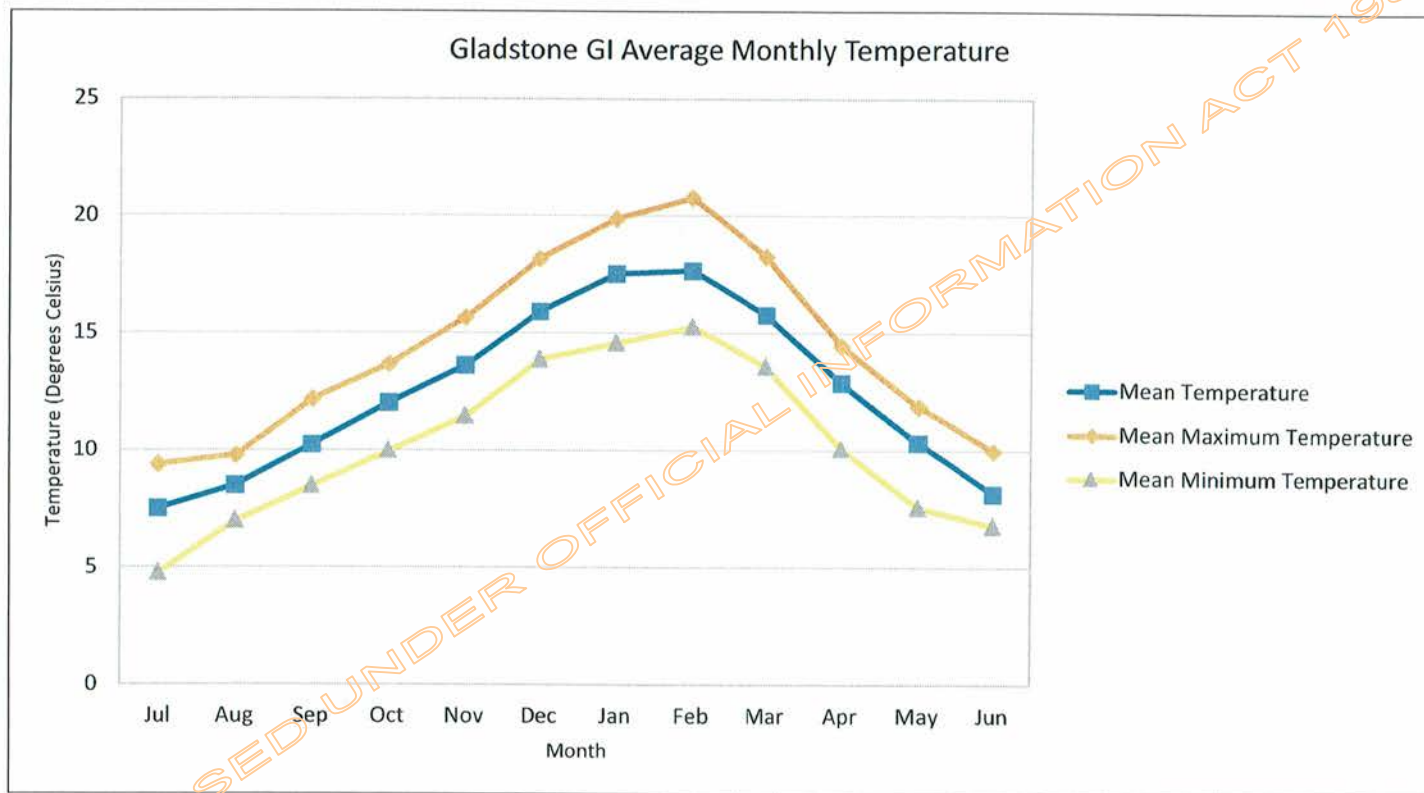
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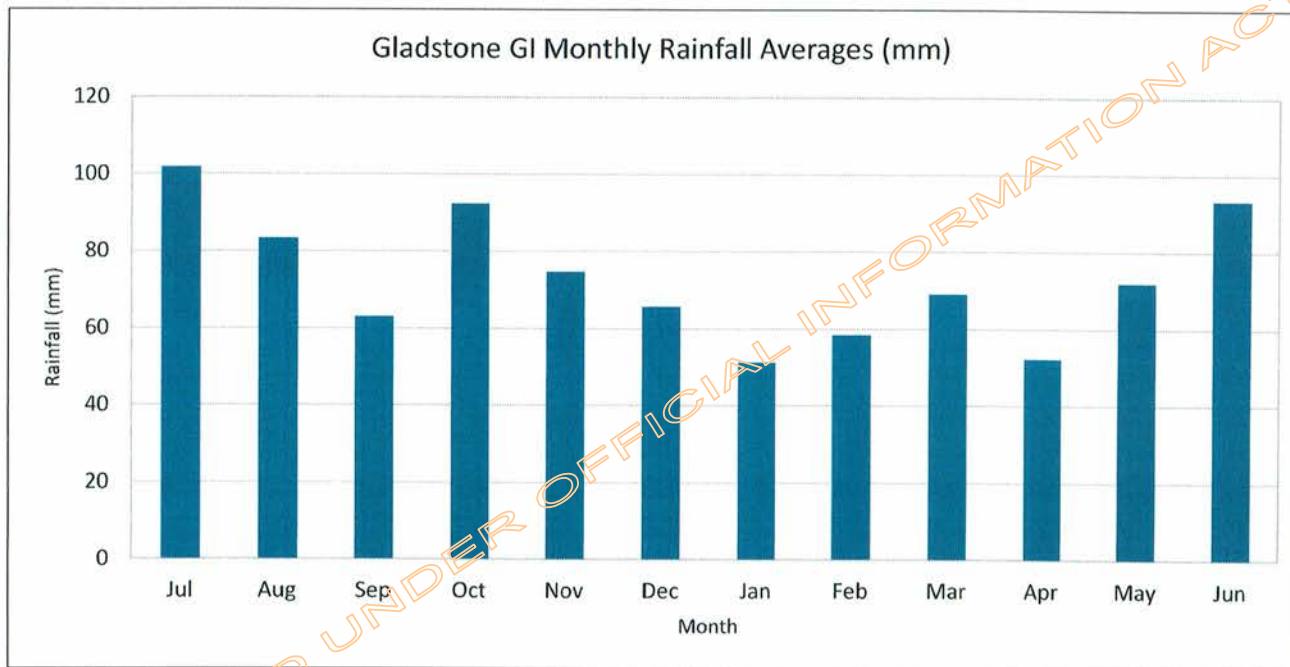
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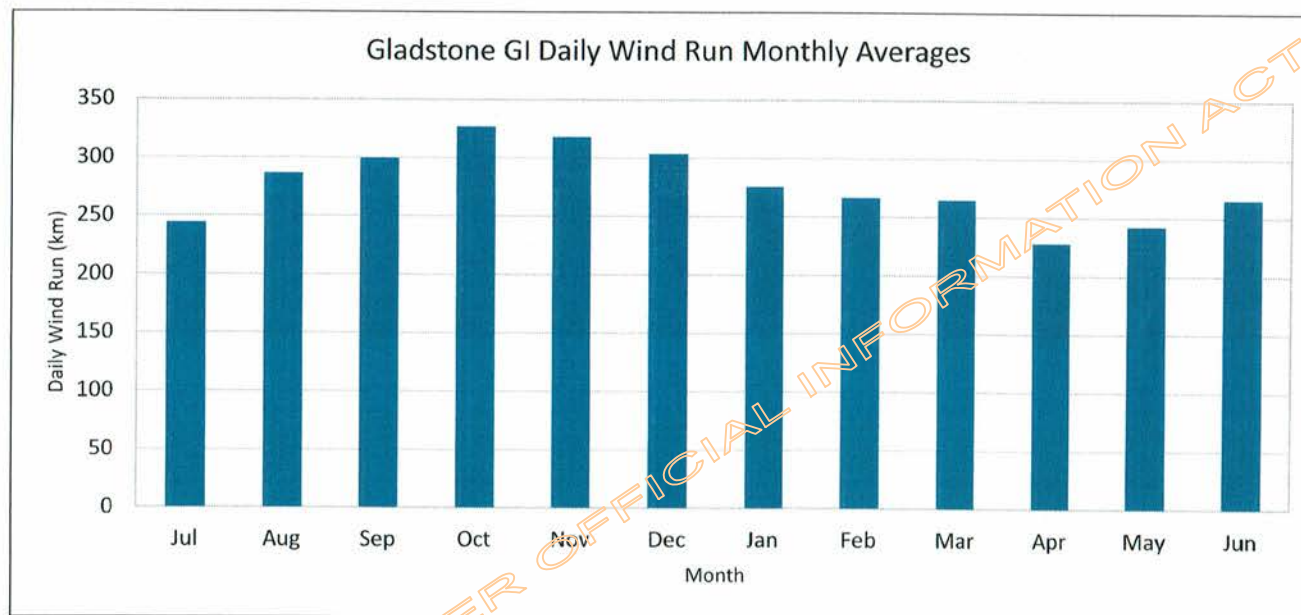
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## Methods of producing wines

### *Grape varieties and wine styles*

The Gladstone GI produces red, white, rosé and sparkling wines from the following grape varieties: Pinot Noir, Sauvignon Blanc, Riesling, Pinot Gris Syrah, Chardonnay, Viognier, Cabernet Blends

### *Viticulture and winemaking*

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

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

- The natural river terraces that rise steeply from the stony riverbed create a challenging environment for grape-growing and winemaking. Coupled with moderate rainfall and vigorous winds, vines are naturally low yielding
- All producers within the Gladstone GI small plots (less than 40ha) family-owned and run - with much collaboration between producers, sharing of equipment and skills
- At small sizes per ha, most vineyards are hand-picked and wines are typically aimed at the premium or higher end of the market
- Wines are made in small batches, usually from single vineyards or vineyards owned by the winery
- Red wines are typically aged in oak – which combined with the low yields, enhance the savoury characters, structure and longevity of Gladstone GI wines

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

Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, it is not unusual for winemaking to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.

Handwritten initials and a signature.



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Wines from the GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produced using permitted viticultural and winemaking practices.

## Quality

Gladstone GI wines display recognisable and consistent sensory attributes across a range of varieties and styles due to the physical environment as well as viticultural and winemaking practices as outlined above. These qualities have been described below by an independent Master of Wine, Emma Jenkins.

### *Pinot Noir*

The most prominent and significant variety of the Gladstone GI. Wines typically have an aromatic, structured elegance with spicy, savoury depths of dark cherry, cranberry, brambly red and black berryfruit alongside herb and earth notes. The Gladstone GI's key climatic features, in particular the long, stable growing season promote harmonious flavour development and tannin maturation, delivering both structure and texture to the wines. The GI's warm summers and long, relatively cool and dry autumns aligned with notable diurnal shifts give good fruit intensity, excellent varietal typicity and balanced acidity and tannins. The often-blustery conditions throughout the growing season means yields are low, assisting with concentration. Styles can vary from lighter-bodied, fresh early-drinking Pinot Noir through to dense, tightly-structured wines with good longevity. Use of high quality French oak is common, with amount, size and age dependent on desired style and market position. Gladstone GI Pinot Noirs are typically positioned at the premium end of the market. Rosé Pinot Noir is also made throughout the GI. Pinot Noir is also used in the production of premium quality Methode Traditionelle sparkling wine, where it may also be blended with Chardonnay.

### *Sauvignon Blanc*

Sauvignon Blanc is the significant white variety of the Gladstone GI and is well-suited to the GI's climate. Wines are typically very good quality, intensely aromatic, vividly varietal and with well-balanced, fresh, textural palates. The extended growing season with relatively cool autumns and marked diurnal shifts delivers enhanced aromatic expression with ripe citrus, treefruit and herbaceous characters as well as crisp, palates with mineral complexity and retention of bright, balanced natural acidity. Wines are typically vinified in a neutral manner in order to preserve fruit purity and aromatic expression, however the GI's ability to achieve full ripeness and good depth of flavour with balanced acidity makes it well suited to oak-influenced styles. Wines are typically consumed relatively young, though oaked styles will be intended for medium-term aging.

### *Riesling*

The Gladstone GI has moderate plantings of Riesling, for which it has developed a solid reputation for producing varietally classic, perfumed wines with rich

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citrus, apple, floral and mineral characters and good balance between fruit, acidity and (any) residual sugar. The GI's long growing season that is generally dry with relatively cool temperatures allows for a wide range of styles to be produced, from dry through to late harvest and botrytised. The marked diurnal shifts retain the variety's high natural acidity and with the extended growing season promoting full phenolic ripeness, the GI's wines are generally intensely aromatic with concentrated, finely balanced palates of good purity and character and moderate alcohol levels. Wines are typically vinified without any oak or lees influence in order to preserve the aromatic and palate fruit purity.

#### *Pinot Gris*

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

#### *Syrah*

There are very few producers of Syrah within the Gladstone GI, and the overall cooler climate generally makes it a more marginal area for consistent ripening of the variety. However, particular sites and dedicated producers can prevail with the warmer summer days and lengthy growing season delivering elegant, perfumed wines with good spice and a fine tannin/acid structure. Ripe berryfruit, plums and spice are typical, and wines are generally vinified using a degree of high-quality French oak.

#### *Chardonnay*

The Gladstone GI produces very small amounts of elegant, well-flavoured Chardonnay, with the variety well-suited to the GI's long, relatively cool and dry growing season. Wines are ripe and balanced with good flavour development, expressing a cooler climate spectrum of fruit such as citrus, nectarine, white peach and apple, plus light white flower and mineral notes. The devigorating winds of the GI mean yields are generally low, assisting with flavour concentration. Wines may be made in an unoaked manner but most would typically see at least some amount of quality French oak. Lees work and malolactic fermentation are also commonly used. Chardonnay from the Gladstone GI may also be used for premium quality Methode Traditionelle sparkling wines, either solo or blended with Pinot Noir.

#### *Viognier*

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The Gladstone GI has very tiny plantings of Viognier. The GI's long growing season with summer warmth and cool nights allows for good varietal expression of stonefruit, white flowers and spice, perfumed aromatics and ripe fruit concentration without the excessive headiness or alcohol levels to which the variety is sometimes prone. Wines may be vinified in a neutral manner, or older oak used for additional texture and complexity.

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

Generally, the Gladstone GI is too cool for consistent ripening of later-ripening varieties such as the Cabernet family, though a number of producers in suitable sites do have regular production courtesy of the GI's warmer summer months and overall typically long dry growing season, making medium-bodied, elegant, perfumed styles. However, cooler or wet years can be difficult to achieve full phenolic ripeness with these varieties. Yields are low, and wines are typically vinified using a degree of high quality French oak.

## Reputation

### *Market Positioning*

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

Ranging from NZ retail prices of \$15 - \$60, the **average retail price** of wine bearing the Gladstone GI is NZ\$24 per bottle (SOURCE – winesearcher.com)

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

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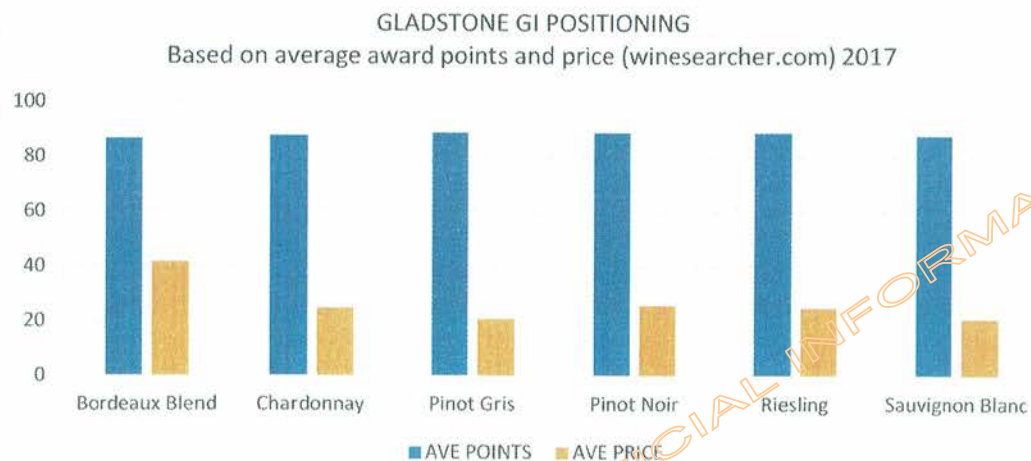
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The above graph documents wine varieties produced within the Gladstone GI – with relative **average** retail price and **average** awards rating – based on winesearcher.com's collation of wines and reviews of the Gladstone GI (reviews documented by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

### ***Formal recognition of the Gladstone GI***

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised "Gladstone" on several occasions where this has been necessary to facilitate exports. This provides evidence that the Gladstone 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.

The New Zealand Government included "Gladstone" 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.

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In 2008, the New Zealand Government included "Gladstone" as a New Zealand geographical indication for use on wines exported to the European Union in the *European Union: Wine: Overseas Market Access Requirements Notice*.<sup>2</sup>

In 2010, the New Zealand Government included "Gladstone" as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.<sup>3</sup>

In 2013, the New Zealand Government included "Gladstone" on the list of New Zealand wine regions<sup>4</sup> notified pursuant to Article 4(3)(e) of the World Wine Trade Group Protocol to the 2007 World Wine Trade Group Agreement on Requirements for Wine Labelling Concerning Alcohol Tolerance, Vintage, Variety, and Wine Regions.<sup>5</sup>

Gladstone is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.<sup>6</sup>

#### ***Use of the Gladstone GI***

"Gladstone" has been used consistently and continuously on wines since the first commercial release of wines from the region in 1990. Images of labels using the Gladstone GI are attached as Appendix 1

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

<sup>3</sup><http://www.foodsafety.govt.nz/password-protected/omars/bra/wine/other/part2.pdf>

<sup>4</sup> Note that the Protocol does not use the terminology of "geographical indications" although it is understood that GIs fall within the definition of "wine regions" at Article 1(g) of the Protocol.

<sup>5</sup>[http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

<sup>6</sup><http://www.oiv.int/oiv/info/enbasededonneesIG>

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Export statistics show that the Gladstone GI has been used on at least 807,366 litres of exported wine from the vintages 2009 – 2017 as of June 2017. This equates to 1,076,488 x 750 mL bottles or 89,707 9L cases of wine available for sale on the international market bearing the Gladstone GI over an 8-year period to date.

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#### Litres exported by Vintage and Region

The data below were collected by MPI's FoodNet and Wine E-cert systems. They show the total litres of wine recorded as being "Gladstone" wine that were exported from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

#### Wine labelled as Vintage...

	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
Gladstone	91,150	83,696	124,611	130,861	139,815	147,366	61,280	28,061	0	497	807,336

SOURCE: NZ Ministry for Primary Industries – June 2017

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

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the Gladstone 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 NZW pamphlets and materials about the NZ wine industry and its regions, such as the Wairarapa (Sub-region tab) of the NZW website:

<https://www.nzwine.com/en/regions/wairarapa/>

Producers within the Gladstone 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 Gladstone GI wines as well as participation from producers within the GI. These combined activities have an enormous global reach, covering millions of consumers in NZ, Australia, Europe, North America and Asia. Data on the reach of these events is set out in the NZW 2016 Annual Report referenced above.

The Gladstone GI is at the centre of the region's annual wine festival annual event, The Wairarapa Harvest Festival.

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

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

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

PRICE:

Pay upon consumption (tickets not required)

WHEN

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

DIETARY REQUIREMENTS CAN CATER TO:

Gluten Free, Vegetarian

EVENT CONTACT AND ENQUIRIES:

Jo Parker | 027 207 6418 | jo.parker@wellingtonwinecountry.co.nz

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

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

#### *Quality reputation of the Gladstone GI*

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

For example, Gladstone is referred to in the *The Pocket Wine Book* by highly credited wine writer Hugh Johnson as: "Wairarapa NZ's seventh-largest wine region (not to be confused with Waipara, Canterbury), also includes **Gladstone** sub region in north (slightly higher, cooler, wetter). Driest, coolest region in North Island; strength in whites (Sauvignon Blanc, Pinot Gris mostly widely planted, also excellent Riesling, Gewurztraminer, Chardonnay) and especially Pinot Noir (full-bodied, warm, savoury from relatively mature vines). Strong sales in nearby capital, Wellington."

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#### APENDICIES

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

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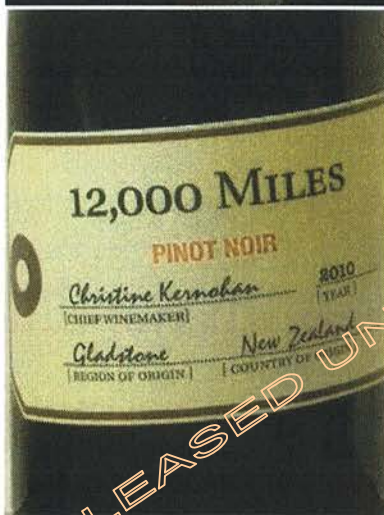


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#### Appendix 1 Examples of labels bearing the Gladstone GI



Gladstone Vineyard

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



Johner Estate

<http://www.johner-estate.com/>

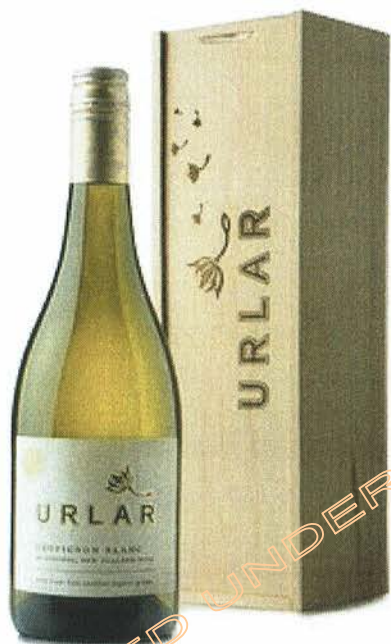
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Urlar

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



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## APPENDIX 2:

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

Jamie Goode - London-based winewriter & wine columnist with UK national newspaper The Sunday Express 2017 -

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

Peter Saunders – A Guide to New Zealand Wine 1991 "Let Martinborough not hog the local emphasis however. At Carterton, 20km away, Gladstone have showed excellent early form; at Masterton, Bloomfield have a track record that looks good for five vintages, at least when the oak is not overdone.'

... "Wairarapa as a region yet to be encumbered by one of the big companies, seems set to write its own destiny in the next few years.'

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Social, Cultural and Economic Impacts of Wine in New Zealand 2014 by Peter J. Howland:

230 *P.J. Howland*

York millionaire Julian Hart Robertson and the Oliver Family Trust, who also own a vineyard in Napa Valley, California, for a reputed NZ\$7 million (The Dominion Post 2003). In 2012, there were 40 wineries in or near Martinborough. These represent a significant presence in the Wairarapa wine region (which also includes Masterton and Gladstone), which consists of 64 wineries and 24 grape growers with a combined 882 hectares of plantings or approximately 2.6 per cent the vineyards and 1.1 per cent (3598 tonnes) of the total production in New Zealand (New Zealand Winegrowers 2012: 19–21).

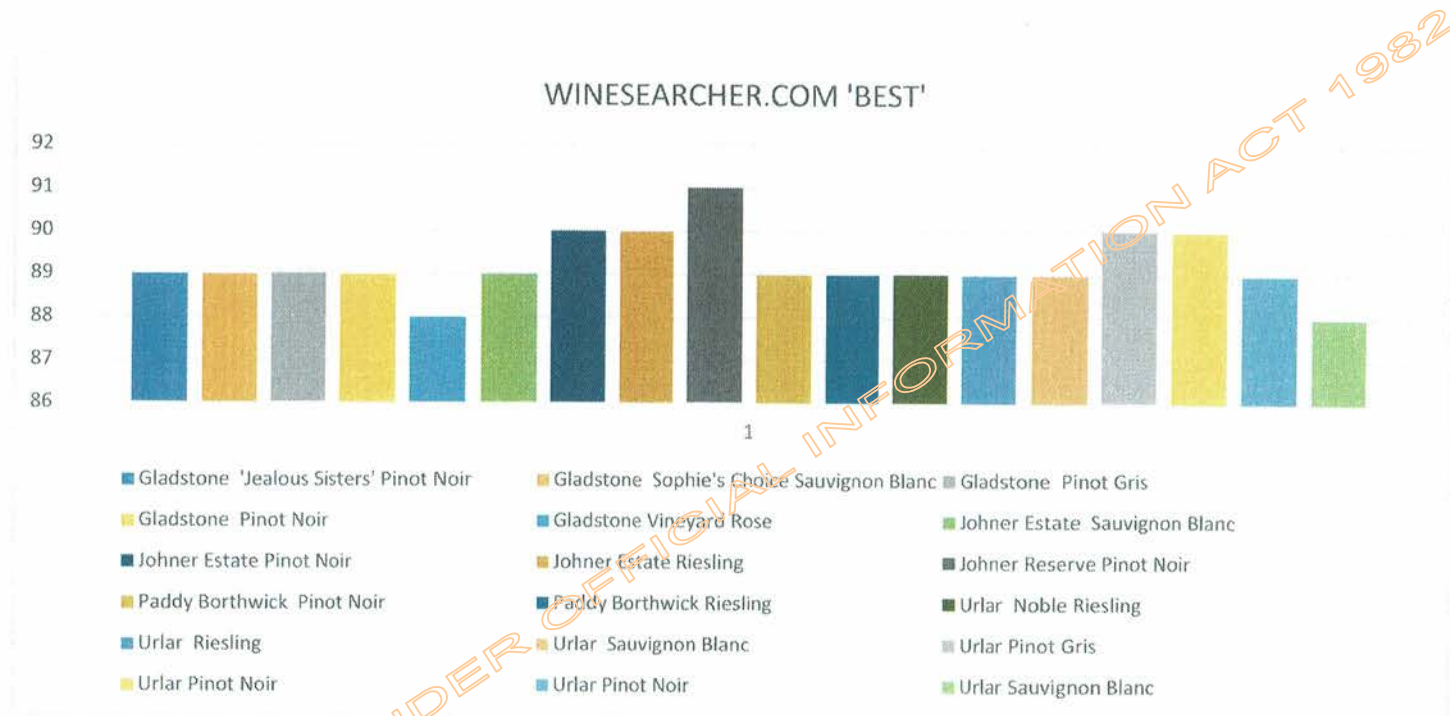
Most Martinborough vineyards are boutique enterprises, routinely promote the 'hand-picked', artisanal qualities of their wines, and are classified as Category 1 wineries producing less than 200,000 litres of grape wine sales. Only

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



Winesearcher.com statistics - June 2017 year-to-date, a total of 3,447 searches were made using the keyword 'Gladstone'.




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

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

Air New Zealand Wine Awards 1991 – Trophy for Sauvignon Blanc – Gladstone Vineyard

#### DECANTER WORLD WINE AWARDS 2017

Producer	Wine name	Award	Score	Country	Region	Sub-region	Vintage	Colour
Gladstone Vineyard	Pinot Noir		89	New Zealand	Wairarapa	East Tararaki/Gladstone	2014	Red
Urlar	Organic Pinot Noir		88	New Zealand	Wairarapa	East Tararaki/Gladstone	2014	Red
Urlar	Organic Sauvignon Blanc		84	New Zealand	Wairarapa	East Tararaki/Gladstone	2015	White

#### OTHER

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

#### SELECTION OF AWARDS BY PRODUCER:

- Gladstone Vineyard - [http://www.gladstonevineyard.co.nz/our\\_wines/awards\\_and\\_accolades](http://www.gladstonevineyard.co.nz/our_wines/awards_and_accolades)
- Johner Estate - <http://www.johner-estate.com/blog/2014/12/some-recent-great-accolades/>
- Urlar - <http://www.urlar.co.nz/wine-dynamics/>