

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

Declaration

I, **STEPHEN MARK NOBILO**, of

[Name]



[Place of residence]

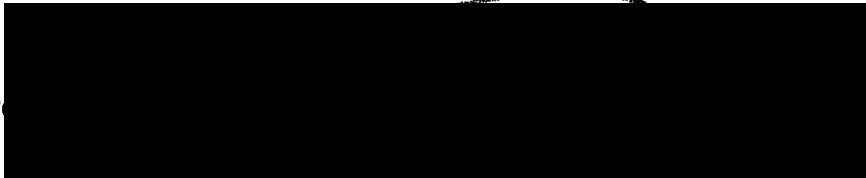
WAIMAUKU

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

Amwell

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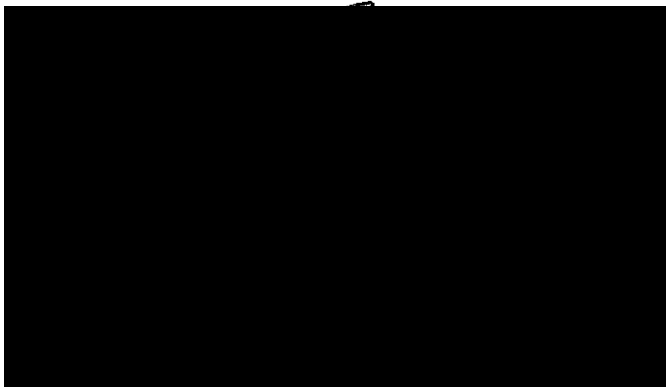
25th

day of July 2017.

Before me:

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

Signature:



**Mark Harrison - Principal
Mark Harrison & Associates
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Evidence in support of an application for registration of a New Zealand Geographical Indication: *AUCKLAND*

Geographical Indication name

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

The Applicant notes that the AUCKLAND GI may be used in conjunction with the names of smaller geographical units, including the following: *Ihumatao, Awhitu, Brookby, Great Barrier Island, Karaka, Clevedon*. The Applicant does not seek registration or protection for the names of these smaller geographical units as part of this application.

Quality, reputation and other characteristics

The AUCKLAND GI covers the greater Auckland region and includes the sub-regional GIs MATAKANA, KUMEU and WAIHEKE ISLAND, as well as several other small winegrowing areas. It has a long history of wine production that is strongly associated with the Croatian and Lebanese family winegrowing enterprises that developed the New Zealand wine industry throughout much of the 20th century.

The warmer climate, proximity to the moderating influence of the sea, and mix of clay, sand and volcanic soils provide an environment where distinctive wines can be made, with some examples recognised as being among the best in the world. Rainfall and humidity in the sub-tropical climate, as well as heavy, poorly draining soils can be a challenge for viticulture, making site selection important.

The city of Auckland is integral to the GI, proving a ready market, a vital national and international distribution hub, and a source of international and domestic wine tourism. Land use competition from the growing urban centre has shaped winegrowing in the GI, pricing out large scale vineyards and pushing production towards premium wines produced at high-amenity locations that can sustain the capital investment required.

While there are a number of smaller and distinguishable GI and winegrowing areas within the GI, they share common elements due to the climate, mix of soils and proximity to the city.

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

- AUCKLAND GI wines are specialised in a particular suite of grape varieties and wine styles suited to both the physical environment and the market, with a variation in emphasis according to the sub-regions (e.g. Chardonnay in the Kumeu GI, full-bodied red wines in the Matakana and Waiheke Island GIs).
- AUCKLAND 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.
- AUCKLAND GI wines are high quality products produced either as quality mainstream wines with mid-price market positioning or "boutique" wines with premium market positioning.

- AUCKLAND 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

The AUCKLAND GI is one of the smaller GIs in New Zealand, covering 323 hectares, producing 1267 tonnes of grapes in 2016. However, it has the third highest number of wineries (110) of any region in the country, and only 5 contract grape growers. These include a mix of family businesses that have endured over many decades, with a handful specialising in the fortified wines that were once the region's mainstay, as well as more recent boutique wineries in popular tourist spots such as Matakana and Waiheke Island. Additionally, many of New Zealand's largest wine companies, as well as important infrastructure for bottling and transport is located within the GI. This unique mix is a testament to the GIs long history and importance to the New Zealand wine sector.

The first commercial vineyard was established in the AUCKLAND GI in 1863, when Charles Levet planted vines at Te Hana. His wines were sold in Auckland's first wine bar, Wendel's Wine Bodega on Karangahape Road in the city – establishing a relationship between rural producers and the city that remains integral to the AUCKLAND GI. The early 1900s saw an influx of winegrowers, notably Croatian gumdiggers and the Corban family, throughout the Auckland region. By 1913, there were 29 people recorded as growing vines for winemaking – mostly located in rural areas to the west of the city (Swanson, Oratia, Henderson, Kumeu).¹

The AUCKLAND GI, along with the Hawkes Bay, became one of the two major centres for wine in New Zealand from the early 1900s right up to the mid-1970s with a cosmopolitan mix of winemakers of Croatian, Lebanese and English background. Production was concentrated in the Henderson and Oratia areas; by 1960 80% of all vineyards in Auckland were located in those areas. The increasing popularity of wine as a beverage drove a wave of investment in the wine industry during the 1970s, leading to expansion in the Kumeu – Huapai area as larger Henderson based wineries like Corbans and Penfolds developing vineyards in the district.

However, the dynamic of the industry was shifting. Auckland-based companies developed more cost-effective ways of expanding, either through contract grape growers in Gisborne or seeking out new grape growing locations as far afield as Marlborough. This meant that, from the mid-1970s, the vineyards of west Auckland were increasingly less significant in terms of national production volumes and increasingly more focussed on premium varietal wines alongside traditional fortified wine specialities.

Nevertheless, the legacy of these pioneering decades of wine production in the AUCKLAND GI was that successive generations of the family enterprises located there developed a deep knowledge of the region as well as the production and the business of wine. These enterprises provided the basis for much of the innovation throughout this period and beyond, and almost all of the largest companies in New Zealand today had their beginnings in the AUCKLAND GI. Many still have operations within the GI.

The beginning of the 1980s saw the development of new vineyard sub-districts on Waiheke Island Matakana. The late 1990s saw the expansion of the Clevedon area. While production is now largely

¹ Cooper, M. "The Wines and Vineyards of New Zealand", 3rd Ed. 1988.

concentrated in the MATAKANA, KUMEU and WAIHEKE ISLAND GIs, there are several other nodes of production scattered across the GI from Te Hana in the north to Clevedon in the south. The AUCKLAND GI today continues to be a region of innovators and artisan winemakers growing a range of grape varieties to suit their individual location this is graphically shown in the varietal mix more varied than any other winegrowing region in New Zealand.

The economic aspects

Making wine in the AUCKLAND 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 AUCKLAND GI limit the availability of suitable vineyard sites. Unlike a lot of the major grape growing regions in New Zealand Auckland 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 many available 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 AUCKLAND GI is at the small end of the national averages.

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 focus on premium product.

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

These factors are offset to some extent by the existence of key infrastructure within the AUCKLAND GI that is not available to other GIs of comparable size, due to the location of large companies and the Port of Auckland. This includes bottle supply, packaging and storage facilities and transportation. However, the scale of many producers within the GI and/or their location means that they are not always able to take full advantage of the economies offered by such facilities.

All of these factors dictate that the AUCKLAND 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 AUCKLAND GI in order to retain their position in the market.

Industry structure

The AUCKLAND GI is under the umbrella of the Northern Winegrowers Association. Underneath this regional winegrowers organisation are the sub districts which make this GI quite unique compared to other GI's in New Zealand. The reason for these sub district GI's under the AUCKLAND GI reflects directly the isolated nature of the geographical clusters of the wine growing areas.

The three distinct sub districts in the region are:

- West Auckland Wine Growers Association
- Waiheke Island Winegrowers Association
- Matakana Winegrowers Association

This industry structure also contributes to the distinctive characteristics of wines from the Sub Districts within the AUCKLAND GI. For example the Waiheke Island GI has always had its own distinctive identity which is due in large part to the fact that it is separate from the "mainland" of Auckland City.

Many winegrowing businesses within the sub district GI's cooperate in other ways for mutual benefit. For example, some businesses share winemaking staff and freight costs, while others form peer review groups for 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 / soil composition in the area

Auckland lies between the Hauraki Gulf of the Pacific Ocean to the east, the low Hunua Ranges to the south-east, the Manukau Harbour to the south-west, and the Waitakere Ranges and smaller ranges to the west and north-west. The region's topography is a series of rolling and broken hill country with valleys within valleys, small river flats and reminisces of sand dune complexes. Surrounding hills are covered in rainforest and the landscape is dotted with dozens of dormant volcanic cones.

Auckland is built on a basement of greywacke rocks that form many of the islands in the Hauraki Gulf, and the Hunua Ranges and land to its south. Waitakere Ranges in the west are the remains of a large andesitic volcano, and Great Barrier Island was formed by the northern end of the Coromandel Volcanic Zone. The main isthmus and North Shore are composed of Waitemata sandstone and mudstone, and portions of the Northland Allochthon extend as far south as Albany. The Manukau and South Kaipara Harbours are protected by the recent sand dune deposits of the Awhitu and South Kaipara Peninsulas. Recent basaltic volcanic activity has produced many volcanic cones throughout the Auckland Region, including the iconic Rangitoto Island.

The soils of the AUCKLAND 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.

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 predominant known as "gum land" 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 "gum land" soils extend from Henderson northwards past Kumeu, Huapai, Waimauku and Matakana they are also found south in the Clevedon-Hunua 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 throughout 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. Brown granular loams originating from volcanic ash. This volcanic soil and the south-western regions soils tend to be well structured soil but potassium deficient. Weymouth clay loam and slit loam of the Mangere district.

b. Yellow Brown loams light textured, moderately free draining soils, poor structure and low water holding capacity found in pockets in Waiheke Island, Kumeu, Riverhead, and Clevedon.

c. Brown Granular Clays originating from andesite rocks these red-brown clays formed on the slopes of the Waitakeres have a strong angular structure. They are wet in winter and dry and crack in winter. Soils similar to these are found on the eastern end of Waiheke Island

Peat Loam soils: Formed in low lying areas are found in Kumeu and Omaha Flats, need drainage to control its naturally high water table. When drained they have good structure and aeration. Due to their location there 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 over short distances – even over one vineyard, adding complexity to the flavour profiles of the wines on these soils.

The combination of geographical and geological factors has a number of implications for the AUCKLAND GI. It limits the availability of suitable sites for viticulture, noting that this is also further limited by competition with the expanding urban periphery. The site selected must be capable of producing high quality wine that can justify the high capital investment or value of alternative land use. Additionally, the particular combination of factors in any vineyard will contribute distinctive characters to the wines produced there – the broad "family likenesses" of which are described under the sub-heading "Quality" below.

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 AUCKLAND GI's key features are its moderately warm, sub-tropical maritime climate with relatively mild winters, accompanied by regular rainfall and moderately high humidity levels. Data on key indices of the AUCKLAND GI climate is attached as Appendix 1.

The AUCKLAND GI encompasses an area with a southern border roughly in line with Pukekohe, Lat 37.21'S in the west and the Hunua Ranges to the east, and its northern limits slightly to the north of Kaipara Harbour and Warkworth Lat 36.27'S. The GI is a generally low-lying landmass on a long narrow isthmus dominated by three major harbours – Waitakere, Manukau and Kaipara – and is most defined by its relative proximity to the sea. The Waitakere Ranges to the southwest of the Kumeu and Waimauku sub regions 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.

The AUCKLAND GI has several distinct clusters of intensive viticulture in well-established sub regions, some of which date back to the early 1900s. Whilst perhaps not appearing strikingly different to the casual observer, the various sub regions experience subtle but distinct differences in rainfall, sunshine hours, and temperature averages. For example, rainfall is higher closer to the Waitakere Ranges than eastern regions such as Clevedon or Matakana, and there are marginally larger diurnal temperature ranges around the Kumeu/Waimauku regions than coastal growing areas such as Matakana or Waiheke Island. Taken as a whole though, the GI is a mild, fairly humid environment for grape growing.

At around 1030mm per annum, the AUCKLAND GI experiences relatively high rainfall in the context of New Zealand's wine-growing regions, though the GI becomes drier moving from west to east. The close proximity to the sea on all sides, low-lying landmasses and more northerly latitudes mean relative humidity is also high. Disruptions to various converging weather systems from the wider surrounding land masses (e.g. the Waitakere Ranges 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 AUCKLAND GI's stable sea temperatures and mostly low-lying landmasses contribute to air temperatures that are fairly consistent diurnally and seasonally. The AUCKLAND GI experiences mean annual temperatures between 14-16 degrees Celsius, with few extremes, and its overall warm temperatures throughout the year extends the growing season to make ripening late-maturing and heat-preferring varieties consistently viable.

Sunshine hours are typically around 2000 hours per annum throughout the AUCKLAND GI, though the less cloudy eastern and Gulf locations can log around 2100 hours per annum. Both are still towards the lower end of the range for New Zealand GIs: the 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, makes viticulture successful.

The AUCKLAND GI's prevailing winds are from the south-west but in summer can shift to a more northeasterly flow which tends to increase relative humidity and bring rainfall, some of which can be significant. The close proximity to the sea in many directions means sea-breezes are a key feature of coastal sites such as Matakana and Waiheke Island, which experience afternoon easterly sea-breezes in summer and autumn, useful for moderating temperatures and promoting airflow to reduce disease-pressure. The GI's coastal areas are naturally more windy than the relatively sheltered inland locations but overall it is not a significantly windy GI.

Overall, these factors mean that vineyards planted within the AUCKLAND GI will have sufficient heat across the season to ripen a range of grape varieties, including those which thrive in warmer conditions. Careful site selection and vineyard management is important to avoid disease pressure from the higher humidity and rainfall. This includes identifying sites with appropriate aspect, drainage and wind movement, as well as matching varieties and viticultural techniques to the specific site. Managed in this



way, the warm climate is a key contributor to the quality and characteristics of wines made in the GI.

Methods of producing wine in the GI

Grape varieties and wine styles

Auckland typically produces red, white and rosé wines from the following grape varieties.

WHITE		RED	
Variety	Hectares	Variety	Hectares
Chardonnay	73.7	Merlot	43.2
Pinot Gris	36.2	Syrah	49.7
Sauvignon Blanc	8.6	Cabernet Sauvignon	25.7
Viognier	8.4	Cabernet Franc	21.1
Semillion	8.0	Malbec	14.7
Gewürztraminer	6.2	Pinot Noir	8.7
Albarino	2.2	Pinotage	3.7
Verdelho	2.0	Sangiovese	3.5
Riesling	0.8	Montepulciano	2.4
Flora	0.8	Tempranillo	0.6
Other Whites	1.0	Nebbiolo	0.4
		Other Reds	3.9
Total area based on NZW 2016 vineyard survey records		Total Area	323.1ha

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 AUCKLAND 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 AUCKLAND GI. About 98% of all harvesting is carried out by hand.
- A majority of vines in the AUCKLAND GI are “dry land” farmed. There is very little irrigation of vines less than 5% of vineyards in the AUCKLAND GI.
- A majority of the grapes grown in the AUCKLAND GI are cropped at the premium end levels, and yields are typically restricted to low levels.
- 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 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 AUCKLAND GI.
- Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, winemaking processes may occasionally take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.
- Wines from the GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produced using permitted viticultural and winemaking practices.

Quality

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

Chardonnay

Chardonnay is a key variety for the AUCKLAND GI, grown across a number of sub-regions and typically producing richly-flavoured wines in a variety of styles. The GI's overall warm, extended growing season typically produces full-bodied, intensely fruited wines with ripe flavours of tropical fruits, stone fruit and citrus with moderate acidity and alcohol. Some producers may choose to pick earlier in the season, seeking crisp, light-bodied styles. Wines may be made in a unoaked manner or with some degree of quality French oak. Lees work and malolactic are also commonly used for extra complexity and texture. Wines occupy a variety of market positions and the GI is home to some of the country's most critically acclaimed examples.

Pinot Gris

The AUCKLAND GI has moderate plantings of the aromatic variety Pinot Gris, generally producing relatively weighty wines with ripe pineapple, 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. Coastal sites such as Matakana and Waiheke Island have established good reputations for Pinot Gris and it continues to grow in popularity. 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.

Gewürztraminer

There are very small plantings of Gewürztraminer within the AUCKLAND GI, with highly regarded wines produced in some sites. The variety is susceptible to Botrytis which can make wetter years a challenge but typically it produces aromatic, textural wines with good body and varietal character. Careful viticultural management is needed, not only to guard against disease-pressure, but also to ensure a variety prone to high alcohol and low acidity retains balance and freshness. The GI's wines are typically vinified in a neutral fashion to preserve aromatic and flavour purity.

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 AUCKLAND 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 AUCKLAND 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.

Syrah

Syrah is grown in small plantings throughout the AUCKLAND GI, with wines ranging in style from highly-regarded perfumed, richly-fruited styles to light, juicy entry-level examples. The GI's warm, extended growing season makes it one of the few wine-growing regions throughout New Zealand that can fully ripen the mid-season variety consistently, and sub-regions such as Waiheke Island are forging a particularly strong reputation for fragrant wines with good depth of spicy, berry and plum flavours. Wines are generally vinified using a degree of premium quality French or American oak, dependent on style and market position.

Pinot Noir

There is a small amount of Pinot Noir grown throughout the AUCKLAND GI, 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 AUCKLAND GI's warm, humid environment. However on suitable sites with cooler aspects, quality-focused producers deliver gently fragrant, ripe-fruited, softly structured wines, typically made with subtle use of quality French oak.

Viognier

Viognier is grown in a number of the AUCKLAND GI's sub regions; though as a variety prone to fungal diseases it tends to do best in the drier eastern coast and island vineyards. Styles are generally full-bodied, ripe-fruited and aromatic with clear varietal expression of pear-stonefruit, spice and white flowers. The warm AUCKLAND GI climate means alcohol and acidity levels needs to be carefully balanced to deliver wines that capture the region's fruit-rich opulence without becoming overly heady. Wines typically sit at the premium end of the market and are frequently made using some degree of quality French oak. A small percentage of Viognier may also be added to some of the region's Syrah wines, adding aromatic lift and perfume.

Pinotage

The AUCKLAND GI has tiny plantings of the South African hybrid variety Pinotage. A vigorous, early-ripening grape prone to accumulating sugar, Pinotage is successful in the AUCKLAND GI's warmer climate, producing fruity, supple wines with spicy berryfruit and earth notes, and moderate tannins. Early maturing varieties are especially useful in climates where regular rainfall is a risk. Wines may be made with some degree of oak but the typical approach is to accentuate bright fruity characteristics. Early-drinking Rosé styles may be also produced.

Merlot, Cabernet Sauvignon and other Bordeaux varieties (individually, or as blends)

With around 110ha in production, Bordeaux varieties have a long history within the AUCKLAND GI, whose extended growing season and warm climate were regarded as well-suited to their late-maturing habits. Merlot has since been established as the predominant variety on the mainland, producing ripe, fruity, plummy medium-bodied wines with supple tannins, but Waiheke Island as well as some of the northerly sub-regions have also built solid reputations with the Cabernet family and Malbec. 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 body and richness.

Wines would typically be made using some degree of quality French oak and market positions vary from entry-level to ultra-premium, depending on origin and style. Rosé styles may be also produced from the various varieties, generally as light, fruity unoaked styles intended for early consumption.

Montepulciano

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

Sangiovese

First pioneered in the Auckland region Italy's most widely planted variety is only found in Hawkes Bay outside the AUCKLAND GI when ripened fully wines display a deep purple hue, a balance of acidity with plum spicy flavours. The wines are typically matured in French oak.

Fortified wine styles

As befitting its long history and extensive connection with Croatian settlers, the AUCKLAND GI produces a wide range of fortified wine styles. Changes to fortified wine sale legislation in the 1990s substantially reduced production but a number of established producers remain, making Port, Sherry and Madeira-Style wines from a variety of red and white grapes, some of which come from vines dating back to the 1930s. The GI's warm climate can reliably deliver the very ripe, richly flavoured grapes required for successful fortified production, and some producers also distil their own grape brandy spirit as well as maintaining extensive library stocks of wines.

Reputation

Use of the AUCKLAND GI

The AUCKLAND GI is widely used to identify one of the most historic wine regions in the country. It is most frequently encountered in text books, guidance materials and media sources. It is most commonly used on wine labels in conjunction with a smaller geographical sub-unit, including the sub-regional GIs within the AUCKLAND GI.

Data from the Ministry for Primary Industries shows that 1.26 million litres of wine identified as being labelled with the Auckland GI were exported to the EU from the vintages 2010 – 2017.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the AUCKLAND GI and reference to the GI has been included in many of NZW's publications which are publicly available and distributed nationally and internationally in hard and soft versions. These include the following examples:

- The NZW Annual Report <https://www.nzwine.com/media/1214/nzw-annual-report-2016.pdf>;
- The NZW Vineyard Register Report: <https://www.nzwine.com/media/4221/2017-vineyard-register.pdf>;
- The www.nzwine.com website;
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
 - *Auckland*: <https://www.nzwine.com/en/regions/auckland/>
 - *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.

The AUCKLAND GI is identified in all of the key national and international wine reference works, and has been for many years. Appendix 2 contains indicative examples from the most nationally and globally authoritative and biggest selling wine books as listed below:

- 1969 – Buck –J. *Take a Little Wine*
- 1971 – Thorpy, F. *Wines of New Zealand*
- 1972 – Simon, A. (Ed.) *Wines of the World*
- 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*, 6th Ed.;
- 2010 - Cooper, M. *Wine Atlas of New Zealand* 2nd Ed.
- 2014 – Hay, C. *New Zealand Wine Guide: An Introduction to the Wine Styles and Regions of New Zealand*
- 2015 – Cuisine Wine Country Magazine
- 2016 – Robinson J. & Harding J. (Eds.) *Oxford Companion to Wine* 4th Ed.;
- 2016 – Cooper, M. *New Zealand Wines 2016 Michael Cooper's Buyer's Guide*.

Formal recognition of the AUCKLAND GI

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised “Auckland” on several occasions where this has been necessary to facilitate exports. This provides evidence that the AUCKLAND 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 “Auckland” be included as a viticultural region on the European Union’s official list of “geographical ascriptions”² to be used on New Zealand wines exported to that market.³

The New Zealand Government included “Auckland” 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 “Auckland” 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*.⁴

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

³Commission 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.

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

In 2010, the New Zealand Government included “Auckland” as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.⁵

In 2013, the New Zealand Government included “Auckland” on the list of New Zealand wine regions⁶ 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*.⁷

Auckland is included as a New Zealand GI on the International Organisation for Wine and Vine’s *International Database of Geographical Indications*.⁸

The AUCKLAND 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 AUCKLAND GI.

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

⁶ 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.

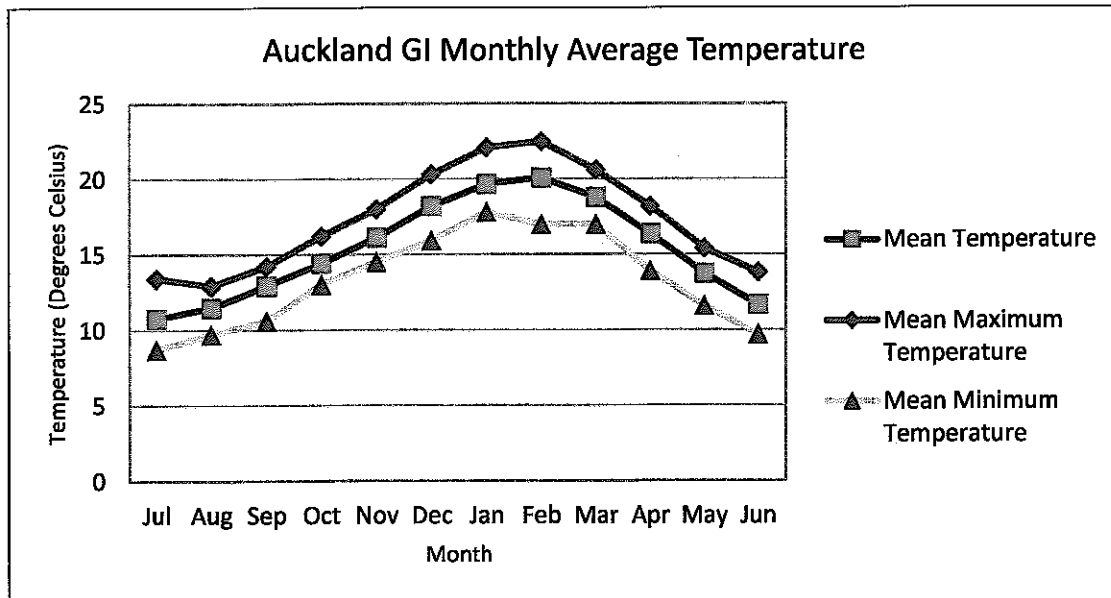
⁷[http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](http://ita.doc.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

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

Appendix 1: Climate Data for the AUCKLAND GI

The following tables and charts provide data on key climate statistics relevant to the viticulture of the AUCKLAND GI region. All data were sourced from the National Institute of Water and Atmospheric Research.⁹ Local climatic variation can be quite significant across the GI, so these data should be taken as indicative only.

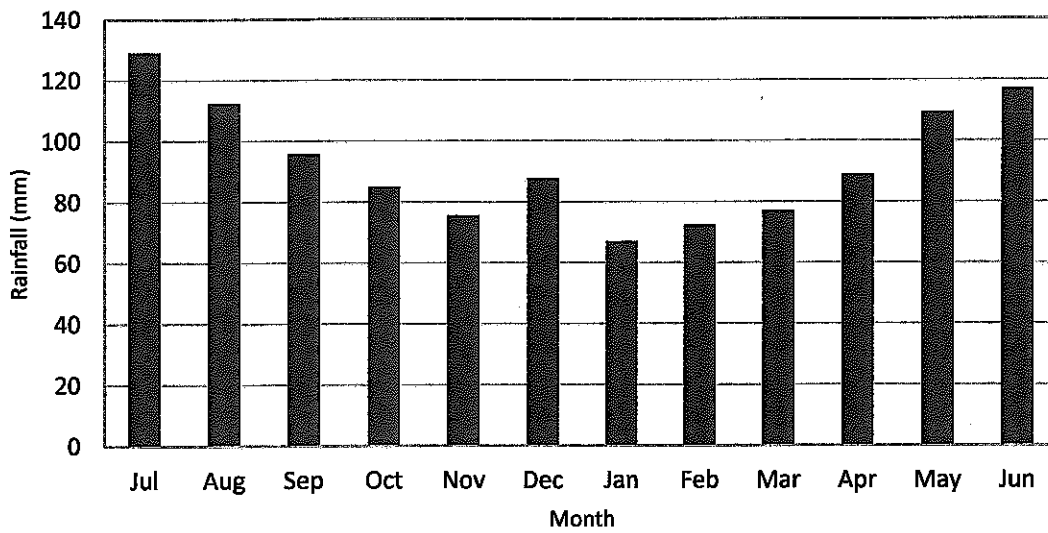
	Sunshine Hours (sum)	Growing Degree Days ($>10^{\circ}\text{C}$) (sum)	Rainfall (mm) (sum)	Screen (air) frost (# days per month) (sum)	Ground Frost (# days per month) (sum)
Annual	2,047	1,995	1,118	0.3	12.1
Season (Sept - April)	1,512	1,718	650	0	0.9
Season % of annual	74%	86%	58%	0%	8%



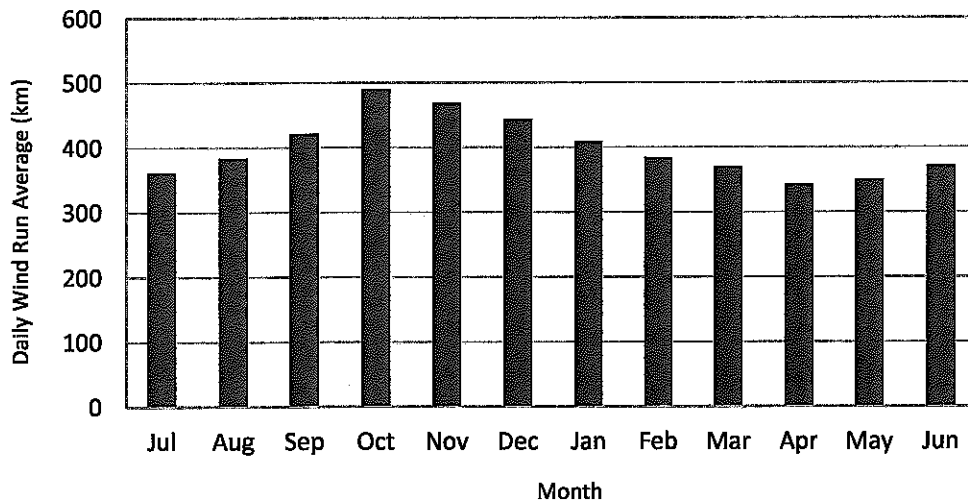
⁹ Auckland Aero, Auckland, Mangere and Auckland, Mangere EWS

(Handwritten signature)

Auckland GI Monthly Rainfall Averages



AUCKLAND GI Daily Wind Run Monthly Averages



Appendix 2 - National and international wine reference works referring to
AUCKLAND GI



TAKE A LITTLE WINE

John Buck



Earl Hingston

CB

*TAKE
A LITTLE
WINE*

BY

JOHN BUCK

CHEVALIER DU TASTEVIN



WHITCOMBE & TOMBS LTD

BE

First published 1969

Copyright © John Buck

FOREWORD

Most people who write on wine matters have a problem. The experts are almost totally incomprehensible and the quasi-experts make good their gaps in knowledge with great slurps of purple-patch jargonese!

John Buck is an expert, he also has a good sense of jargonese, yet he blends into this the common sense of a new vintage of wine buffs.

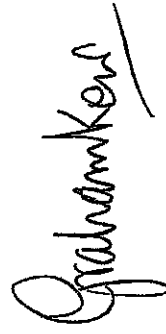
You can read this book, understand it and, best of all, use it!

I think it true to say that the well established nations who are fortunate in having wine industries have become 'accustomed to the taste'. It is a familiarity *without* contempt, but almost boredom.

This veiled criticism could never be levelled at the emerging national wines of Australia and New Zealand. With every gold medal that hits the dust under the onslaught of Southern Hemisphere wines, each nation's winemen rejoice. But it is not restricted to the hallowed ground of vineyards. The public—you and I—are aware and pleased, if not proud, of *our* success.

There is, in my opinion, a greater awareness of wine in detail in Australia and New Zealand than in any other part of the world. Unfortunately the awareness is not too well informed and practical application through selection is not overlogical. It is into this enormous field of interest that John Buck has sailed his Noah's Ark. He has placed on board his knowledge of European wines, his hard-won qualifications and his infectious enthusiasm.

Now, with this book, they are released upon us—an almost unsuspecting audience. If you wish to *know* rather than *think you know*, then you have made a wise decision by joining with John in his crusade.



Sydney, 1969

Printed and published by
WHITCOMBE & TOMBS LIMITED
P.O. Box 1465, Christchurch

BRANCHES AT: AUCKLAND, HAMILTON, ROTORUA, HASTINGS, WELLINGTON, LOWER HUTT,
NELSON, TIMARU, DUNEDIN, INVERCARGILL, LONDON, SYDNEY, MELBOURNE, PERTH



years to come. Montana, the third Henderson 'big-un', while undoubtedly having the capital resources, has suffered from not making haste slowly. The greater care now being taken and their present policy of steady rather than cyclonic expansion are giving this company products to market which are upgrading its image.

Of the smaller winemakers, undoubtedly Mate Brajkovich of the San Marino vineyards at Kumeu is the current front runner. He has given considerable thought to the future, and the small man's place in it, and is outstanding because he accepts the fact that he must specialise and aim for quality. Not that he always meets with success, but over all his wines show a steady improvement in quality and style. His reds are still rather light, but one way or another Kumeu wines should continue to become better known. And the same can be said of Babich's wines.

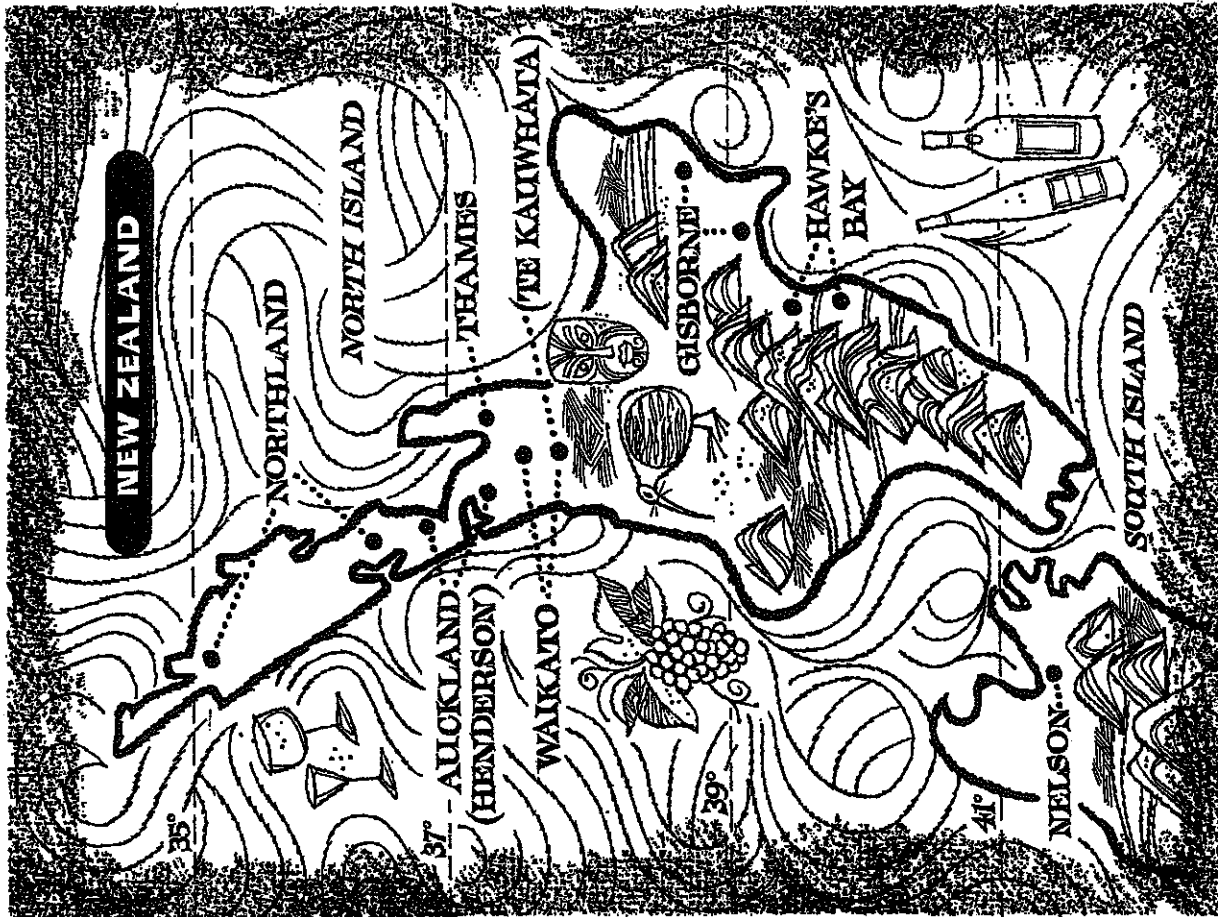
Pleasant Valley wines are consistent award winners for their sherris and Western Vineyards make a large and widely varying range. The latter very often make good quality wines, but as with other New Zealand producers a greater degree of consistency would be a help.

GISBORNE — THE ORMOND VALLEY

Apart from being the only production area in New Zealand for that famous and most delectable of foodstuffs, the avocado pear, the Ormond Valley houses Waihirere (Maori for 'waterfall') Wines, a company whose products are marketed in a distinctively shaped bottle. Essentially a family business, Waihirere has been extremely successful in producing wines to suit the current New Zealand mass taste. These wines are noticeable for their lack of faults, and here again a new awareness of the potential in Vinifera grapes, coupled with an immense desire to do well by the customer, should see Waihirere reaching undreamt of peaks of quality in the future. Plantings of classic species are well in hand, an indication of the new-found confidence among our vintners.

The valley is an absolute suntrap and one of the best naturally suited areas in the country for wine production. All the wines have adequate body, a quality usually lacking in other areas. With the correct, long-term approach, the Ormond Valley could become New Zealand's counterpart of the Hunter, in the sense that it would account for only a small percentage of total output but a high percentage of quality.

Other companies are spreading into the Gisborne district through contract growing, an obvious tribute to the area's potential. Ideally, however, just to see what could be done, I would like to see someone setting up a small winery to produce only two wines, a first class dry white and a comparable dry red.

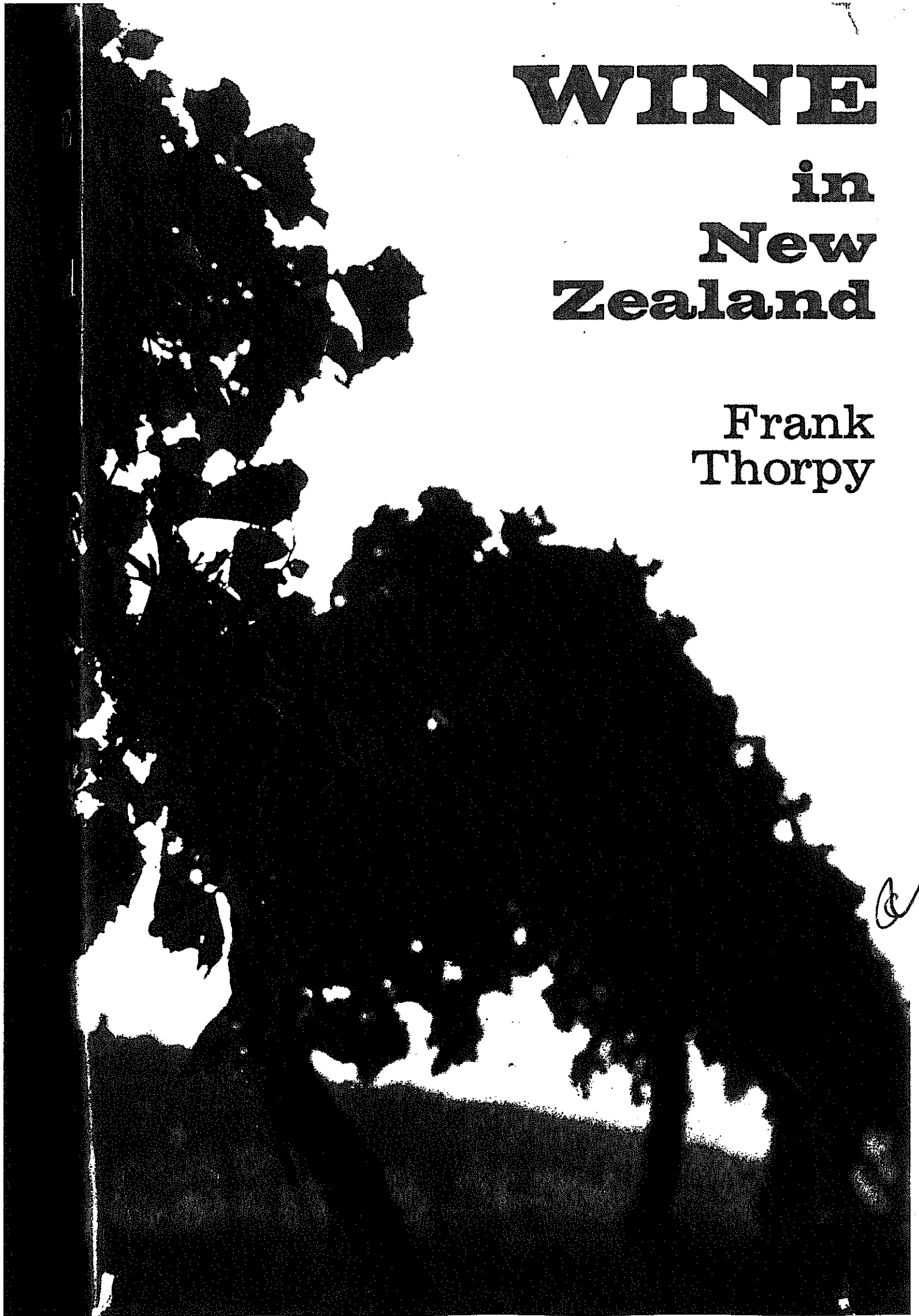


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WINE

**in
New
Zealand**

Frank
Thorpy



Wine in New Zealand

Frank Thorpy

Collins

Auckland and London

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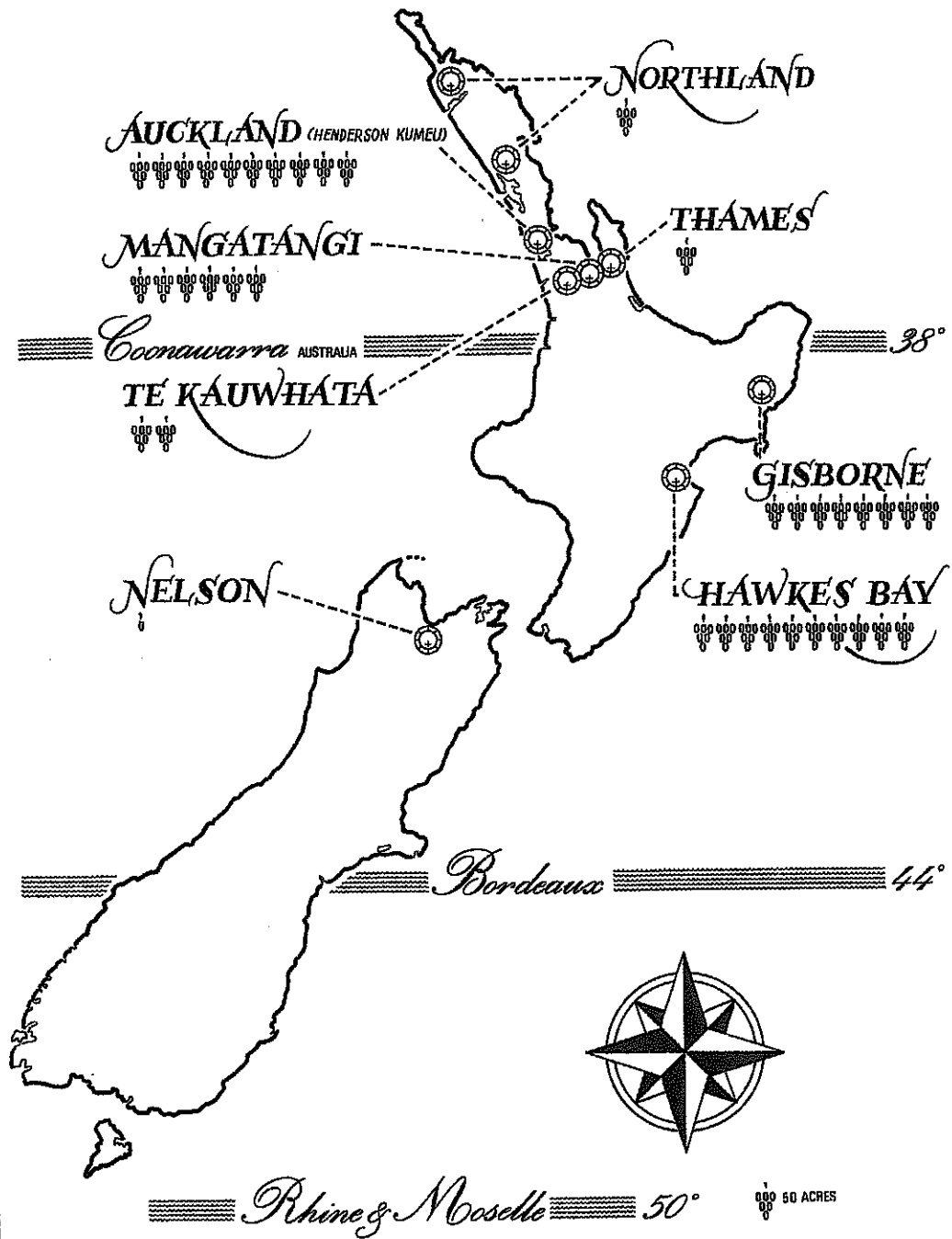
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Vineyards of New Zealand

Sketch map to show the main centres & latitudinal comparison with European & Australian vineyards



To Jan on the
occasion of your 40th
birthday.

In the fond expectation
that we will share in the
fruits of this your second
passion.

Bruce & Susan
17. 3. 74

WINES
of the
WORLD



[Handwritten mark]

WINES of the WORLD



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02

in a white bordeaux bottle as *Sauternes* which is made solely from apple juice according to a recipe which 'wine-makers' may get for the asking from the Te Kauwhata Research Station. According to official statistics, the demand for fruit 'wines' fluctuates rapidly, thus their production rose from 1.6% in 1957/58 to 11.1% in 1960/61 and dipped to 2.7% in 1962/63.

	1957/58	1958/59	1959/60	1960/61	1961/62	1962/63
Fruit wines	10,090	24,238	40,156	59,430	62,230	35,735
%	1.6	2.9	4.4	11.1	5.1	2.7
Grape wine	630,406	829,822	878,143	918,133	1,143,972	1,132,049
%	98.4	97.1	95.6	88.9	94.9	97.3
Total	640,496	854,060	918,304	970,569	1,206,202	1,167,784

A million and a quarter gallons of wine is what the vineyards of New Zealand are expected to bring forth every year: it is not a large quantity by Australian and still less by European standards, and it is somewhat surprising to know that there were in 1964 no less than 155 registered wine-producers in New Zealand. 111 of them were in a small way of business and producing no more than 1,000 gallons, since their aggregate total production was only 117,882 gallons, an average of 1,061 gallons. The total production of the 44 in a larger way of business came to a total of 1,088,320 gallons, an average of 24,735 gallons.

Auckland-Northland

This is at present the more important of the two main groups of vineyards in the North Island, and although its acreage of vineyards is growing, it is not growing at the same rate as on the east coast of Hawke's Bay area: the increase was 10.9% in 1962 in the Henderson district of the Auckland area, and 47.9% in the Hawke's Bay area.

Henderson, 12 miles from Auckland, is a sprawling, obviously unplanned township, where wineries and residential quarters live happily together. The oldest and best known of the Henderson wineries is Mount Lebanon, the headquarters of Messrs A. A. Corban & Sons. Among the more flourishing vineyards owned and tended by Yugoslavs in the Henderson area mention must be made of the Pleasant Valley Vineyards, one of the oldest, Balich's Golden Sunset, Ivceovich's Panorama and, of course, those Yugoslav *vignerons* G. & F (Mr & Mrs) Mazuran, who have collected in a surprisingly short space of time quite a large number of Diplomas and Medals at different Wine Exhibitions in Australia and in Europe.

The most picturesque, but by no means the largest vineyard of the Henderson district, upon the tree-crested slopes of gentle hills, was planted by one of the few British pioneers, Dudley Russell: his vineyard and winery are known as The Western Vineyard Ltd.

Hawke's Bay — Gisborne

Most of the vineyards of this area are in the Hawke's Bay Valley, between Napier and Hastings, facing the Pacific Ocean. They may be divided into two groups: (1) those planted in the rich alluvial soil along the course of the Tuki Tuki and other rivers not long before they flow into the ocean at low tide; and (2) those which are planted in the

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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

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ROBIN MORRISON



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AUCKLAND

Montana

Montana early in its expansion announced an ambition which was extraordinary for the wine industry: to produce not only the most but the best wine in the country. In a dramatic burst nearly two decades ago, it overhauled the traditional market leaders, McWilliam's and Corbans, and at present commands a hefty forty percent plus share of the market. The range of products is sound throughout and several, notably the Marlborough Sauvignon Blanc and Marlborough Rhine Riesling, must be rated among New Zealand's top wines.

With company-owned and contract vineyards and a giant of a winery at Marlborough, contract vineyards and a large winery at Gisborne and contract vineyards in Hawke's Bay, Montana is a vastly fragmented operation. It is treated here in the Auckland region, where it first emerged and still bases its major bottling and warehousing facility and head office.

Ivan Yukich, founder of this giant company, arrived in New Zealand from Dalmatia as a youth of fifteen. After returning to his homeland, he came back to New Zealand in 1934, this time with a wife and two sons. After years devoted to market gardening, Yukich later planted a fifth-hectare vineyard high in the Waitakere Ranges west of Auckland, calling it Montana, the Dalmatian word for mountain.

1944 saw the first Montana wine on the market. Under the direction of sons Mate - the viticulturist - and Frank - winemaker and salesman - the vineyard grew to ten hectares by the end of the 1950s. The company then embarked on a period of expansion unparalleled in New Zealand wine history. To build up its financial and distribution clout, Montana joined forces with Campbell and Ehrenfried, the liquor wholesaling giant, and Auckland financier Rolf Porter. A new 120-hectare vineyard was established at Mangatangi in the Waikato and by the late 1960s contract growers at Gisborne were receiving guidance and financial assistance. A new Gisborne winery began operating by 1972 and a year later Montana absorbed the old family firm of Waihirere.

Although production was booming the company at this stage earned a reputation for placing sales volume goals ahead of product quality. The launch-pad for Montana's spectacular growth was a series of sparkling 'pop' wines - Pearl, Cold Duck and Poulet Poulet - which briefly won a following. For those with a finer appreciation of wine the company somehow managed to produce an array of classic labels.

The real force behind Montana's early rise was Frank Yukich. He early perceived the trend away from sherry to white table wine and was the first to adopt aggressive marketing strategies. Then, in 1973, the giant multinational distilling and winemaking company Seagram obtained a forty percent share-holding in Montana, contributing money, technical resources and marketing expertise. The same year, Montana made an issue of 2.4 million public shares. Seagram's investments, shareholders' funds and independent loans together provided \$8 million over the next three years for development purposes.

Next came the pivotal move into Marlborough. As Wayne Thomas, then a young scientist in the Plant Diseases Division of the DSIR has related: 'In March 1973, Montana under the guidance of its founder and managing director, Mr F.I. Yukich, planned and intended to undertake a major vineyard planting programme in New Zealand . . . Although plenty of suitable land was available in both the Poverty Bay and Hawke's Bay regions, my own impression was that it was too highly priced for vineyards . . .

'I gave the subject of alternative vineyard areas in New Zealand considerable thought and . . . then phoned Mr Frank Yukich and



BRYAN MOGRIDGE, MONTANA'S GENERAL MANAGER, HAS CARVED OUT A HIGH-FLYING CAREER FOR HIMSELF IN THE WINE INDUSTRY. HE FORMERLY HEADED CORBANS AND ALSO CHAIRS THE WINE INSTITUTE.

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suggested that . . . he should consider the possibility of establishing vineyards in the Marlborough region as it had all the necessary criteria on the surface to make it successful . . .

'[Later] Mr Yukich rang, requesting that I have suitable authorities in the Viticulture Department at the University of California, Davis, confirm that the Marlborough region would be suitable for growing wine grapes . . . Confirmation was duly obtained from Professors Winkler, Lider, Berg and Cook. . .'

The first vine was planted in Marlborough on 24 August 1973: a silver coin, the traditional token of good fortune, was dropped in the hole and Sir David Beattie, then chairman of the company, with a sprinkling of sparkling wine dedicated the historic vine.

Montana then moved swiftly to rectify its quality problems. The standard of the 1974 and subsequent vintages soon lifted the company into the ranks of the industry's leaders.

Still pursuing the mass market, the company now shifted its emphasis to non-sparkling table wines. Bernkaizler Riesling (now called Benmorven) began to open up a huge market for slightly sweet white wines later developed with Blenheim - by far New Zealand's biggest selling wine.

Frank Yukich severed his ties with Montana in 1974, after several disputes with Seagram. Soon after, the company also severed its link with the old Yukich vineyard at Titirangi. The twenty-hectare vineyard site and substantial winery was unsuited to further development and the company chose instead to expand elsewhere. The old winery was dismantled and most of the equipment sent to Blenheim.

Montana's costly move into Marlborough contributed to the company's depressed financial condition from 1974 to 1976. But the subsequent recovery represents a major business success story. After two years of losses, Montana showed a small profit in 1975-76 and by 1978 had paid its maiden dividend. Profits in the year ending 30 June 1983 totalled \$6.4 million.

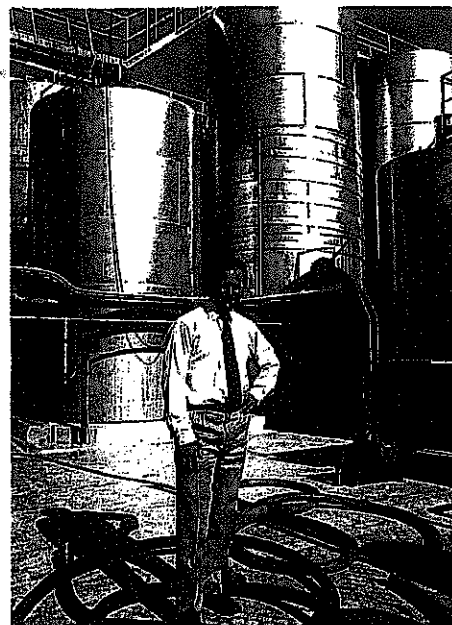
In late 1985 Corporate Investments Limited took control of Montana, by adding Seagram's 43.8 percent stake to its own already substantial shareholding. Seagram pulled out when the industry's fortunes turned sour: in the year to 30 June 1986 the company recorded a loss of almost \$1.6 million. Corporate Investments, a company listed on the stock exchange, is principally owned by its chairman, Peter Masfen, who has served as a director of Montana for fifteen years. In late 1987 Corporate Investments secured a 100 percent shareholding in Montana and then de-listed the company from the stock exchange.

Following its acquisition of Penfolds Wines (NZ) Limited in late 1986 from Lion Corporation Limited, Montana has moved back into the black, posting a \$5.14 million profit for the year ending 30 June 1987. Penfolds will be retained as a separate trading identity, marketing a range of North Island-sourced wines having greater oak influence than has hitherto characterised Montana's range.

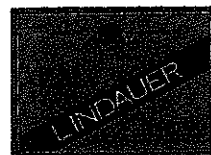
General manager Bryan Mogridge, who jocularly told an Auckland newspaper he works in the wine industry 'because I like a glass or two', is a B.Sc. graduate who formerly headed Corbans. A distinguished chairman of the Wine Institute since 1985, Mogridge is a young man who displays the disciplined self-confidence of a born leader.

Under national production manager Peter Hubscher (45), Montana has been systematically gearing itself to repel the onslaught of Australian wines due under CER. 'Our whole strategy is planned to prevent us being swamped by the Australians,' says Hubscher.

In Gisborne, the Montana and former Penfolds wineries have been linked by pipelines. At the Riverlands winery a few kilometres on the



PETER HUBSCHER, MONTANA'S NATIONAL PRODUCTION MANAGER, IS DETERMINED THAT HIS COMPANY WILL WARD OFF THE POWERFUL CHALLENGE FROM AUSTRALIAN WINES ARISING FROM C.E.R.



seaward side of Blenheim, six towering 550,000-litre insulated tanks have been installed to store reserves of top-selling wines in optimum condition. The 'tank farm' here, of 200 separate tanks, has the capacity to store up to twenty million litres of wine. During vintage up to 500 tonnes of fruit avalanches in each day from contract vineyards and the company's own plantings covering 400 hectares at Brancott, Renwick, Fairhall and Woodbourne. The complex also features a cask-filling plant (producing 20,000 casks daily), a barrel hall, cooperage, offices and a retail shop.

From Blenheim and Gisborne much wine then rolls north in bulk rail tankers to Auckland for bottling. All finishing and maturing of bottled wines is carried out at the Glen Innes complex in Auckland. If you stroll around this expansive complex with Peter Hubscher, through a labyrinth of storage tanks and pulsating bottling lines, finally to a large wall-mounted photograph of Montana's sweeping Marlborough vineyards, your inevitable lingering impression is of the company's enormous scale.

In conversation Hubscher is eager to emphasise that Montana has hundreds of employees, including over thirty graduates. Although the spotlight inevitably falls upon such individuals as Masfen, Mogridge and Hubscher himself, the key to Montana's on-going success is the quality of its teamwork, he believes.

Accorded praise by many observers in earlier years as New Zealand's largest and best winery, Montana is facing more formidable competition today. The company has retained its successful track record with its Marlborough Rhine Rieslings and Sauvignon Blancs, but with Chardonnay and Cabernet Sauvignon, the most prestigious varieties, Montana has fallen slightly behind, reflecting its lack – until the recent takeover of Penfolds – of a vineyard foothold in Hawke's Bay.



VINES BATHING IN SUNSHINE IN MONTANA'S VINEYARD AT RENWICK, MARLBOROUGH.

The company's policy is to supply the market, here and overseas, with large volumes of sound, often excellent, wines at affordable prices. It does this brilliantly. However, its pick-of-the-crop, bottle-aged wines, marketed under the Winemaker's Selection label, have not matched the quality of the top wines made by some of its smaller rivals. As Michael Brett of

the *Auckland Star* put it: 'The company is not geared to produce small quantities of splendid quality wine even though their winemakers may itch to do so.' Having said that, one must also acknowledge that some of the commercially available wines from Montana are themselves of 'splendid quality'.

Oak has traditionally played a very minor role in Montana's range of white wines; instead the emphasis is on fruit intensity. 'If you use wood to give your wines more complexity they must be aged; this is not the case for most wines,' says Hubscher.

Montana's enormously popular Blenheimer is New Zealand's answer to Blue Nun. (In 1977 a *Sunday News* columnist wrote: 'They're going to call one of their best white wines "Blenheimer". Think again, fellas. That's awful.')

Blenheimer, despite the seeming implication of its name, is made mainly from Gisborne-grown Müller-Thurgau fruit. A mild, light-bodied, fruity wine, it carries twenty-five grams per litre of sugar in a medium style. Although understandably lacking the fragrance and fruit intensity of a top Müller-Thurgau, this is a perfectly acceptable, undemanding wine for occasions when wine is the backdrop to, rather than the focus of, conversation. It is a marketing triumph.

Since its market launch in 1981, Montana Wohnsiedler Müller-Thurgau has outstripped the sales of the thirty or so other competing brands of Müller-Thurgau. Gold medals for the 1983 and 1984 vintages underscored the company's strength in mass commercial wines. It is usually slightly sweet, delicately flavoured, flowery and fresh.

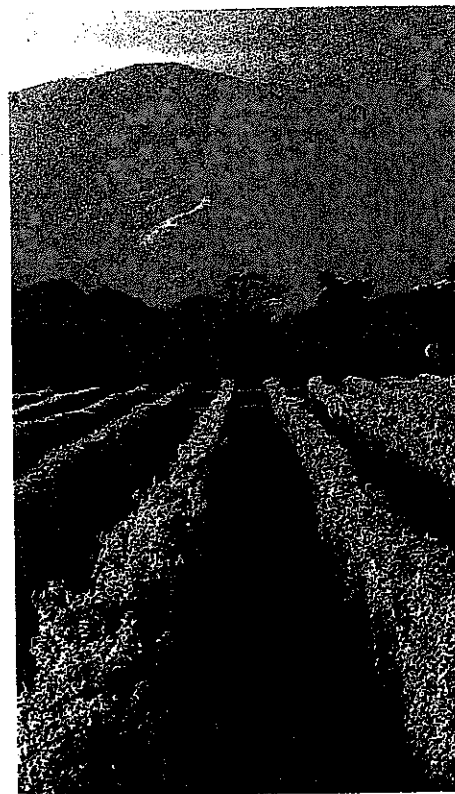
The popular Gisborne Chardonnay – with an annual output of 60,000 cases, by far the country's biggest-selling Chardonnay – has traditionally been a light, easy-drinking style, not quite bone dry. Peachy and soft, until recently it had no wood treatment, but now it is partially aged in American oak puncheons. Kaituna Hills Chardonnay is the private-bin label, made from Marlborough fruit aged in new Nevers oak puncheons. Those vintages I have tasted have been light-bodied, fresh and 'toasty', but lacking strength and depth.

Montana's range of Marlborough white wines has nevertheless fully justified the company's faith in the district. Since the first 1979 vintage, Montana's Marlborough Rhine Riesling has stood out – a fragrant, flowery, polished wine with abundant fruit flavour and crisp acidity. The 1982 vintage scored top in its class at the 1983 Australian National Competition in Canberra; the 1987 vintage scored a gold medal at the 1987 Air New Zealand Wine Awards. At three to five years old most vintages are awash with delectable, apple and pineapple fruit flavours.

Montana Marlborough Sauvignon Blanc is full of distinctive herbal varietal character. Unmistakably Sauvignon Blanc in its youth, with its assertive capsicum-like bouquet and flavour, after a couple of years' bottle age this dry wine develops a less pungent, more gooseberryish character, softer and lusher.

It is beyond doubt that this label has focussed more international attention on the soaring standard of New Zealand wine than any other. It is that rare combination: a world-class wine that is nonetheless freely available and affordable. In choosing the 1986 vintage as 'Wine of the Year' in his 1987 *Good Wine Guide*, London critic Robert Joseph declared that 'this remarkable New Zealand wine is not only a slap in the eye for all those producers of dull, over-priced Sancerre and Pouilly Fumé, it is also one of the most deliciously and unashamedly fruity dry white wines I have ever tasted'.

Montana has also marketed a second range of wines under the label Marlborough Valley. One of these, Marlborough Valley Sauvignon



ROWS OF MONTANA VINES MARCH FOR SEVERAL HUNDRED METRES ACROSS THE STONY WAIRAU PLAINS.

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THE VINES AND VINEYARDS OF NEW ZEALAND

Text by Michael Cooper Photographs by John McDermott



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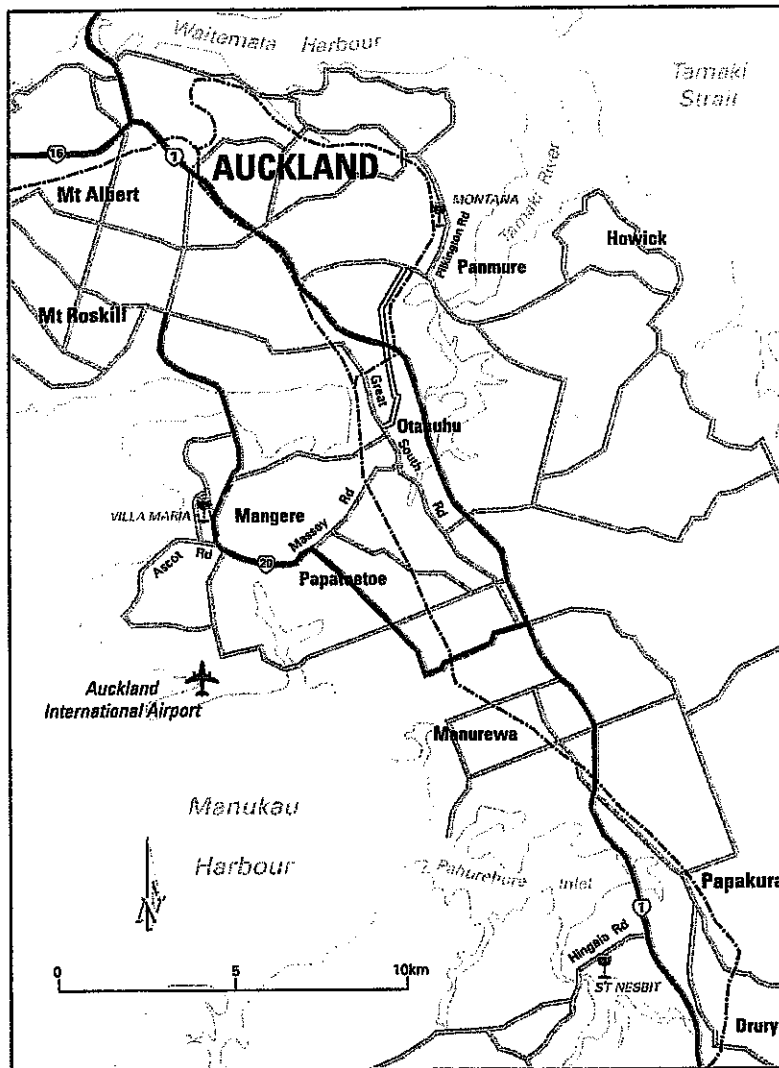
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A CENTRAL AND SOUTH AUCKLAND



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Montana is the Croatian word for mountain – a strikingly apt name for the colossus of New Zealand wine. The company's headquarters are in Auckland, but it also owns vineyards in Hawke's Bay, Gisborne and Marlborough, and a quartet of wineries located in those four regions. Its range of labels, rock solid in quality and unrivalled for their value for money, in 1996 commanded a massive 44 per cent share of the domestic market for New Zealand wine.

Although the dominant force in New Zealand wine, Montana is not a huge winery in international terms. 'Our domestic market share is very high,' says Peter Hubscher, Montana's managing director since 1991, 'but we're still only about one-fifth the size of Southcorp [the Australian giant] and slightly smaller than Mildara-Blass. If we weren't as big as we are, we wouldn't have the critical mass to compete with Australia.'

Ivan Yukich, founder of the company, arrived in New Zealand from Dalmatia as a youth of 15. After returning to his homeland, he came back to New Zealand in 1934, this time with a wife and two sons. After years devoted to market gardening, Yukich later planted a fifth-hectare vineyard high in the bush-clad folds of the Waitakere Ranges west of Auckland. 1944 saw the first Montana wine on the market.

Under the direction of sons Mate (the viticulturist) and Frank (winemaker and salesman) the vineyard grew to 10 hectares by the end of the 1950s. The company then embarked on a whirlwind period of expansion unparalleled in New Zealand wine history. To build up its financial and distribution clout, Montana joined forces with Campbell and Ehrenfried, the liquor wholesaling giant, and Auckland financier Rolf Porter. A new 120-hectare vineyard was established at Mangatangi in the Waikato and in the late 1960s Gisborne farmers plunged into grapegrowing at the Yukichs' urgings. A gleaming new winery rose on the outskirts of Gisborne in 1972 and a year later Montana absorbed the old family firm of Waihirere.

Although production was booming the company at this stage earned a reputation for placing sales volume goals ahead of product quality. The launch-pad for Montana's spectacular growth was a series of sparkling 'pop' wines – Pearl, Cold Duck and Poulet Poulet – which briefly won a following.

The real force behind Montana's rise was the ambitious, ruthless and far-sighted Frank Yukich. He early perceived the trend away

Montana Wines

Head Office: 171 Pilkington Road, Glen Innes, Auckland

Owner:

Corporate Investments Limited

Key Wines:

Ormond Estate Chardonnay,
Renwick Estate Chardonnay,
Brancott Estate Sauvignon Blanc,
Patutahi Estate Gewürztraminer,
Fairhall Estate Cabernet
Sauvignon, Deutz Marlborough
Cuvée, Marlborough Cuvée Blanc
de Blancs, Church Road
Chardonnay, Reserve Chardonnay,
Cabernet/Merlot, Saints
Chardonnay, Noble Riesling,
Pinotage, Cabernet/Merlot,
Montana Marlborough Sauvignon
Blanc, Marlborough Rhine
Riesling, Gisborne Chardonnay,
Marlborough Chardonnay, Late
Harvest Müller-Thurgau,
Cabernet Sauvignon/Merlot,
Timara Riesling,
Chardonnay/Sémillon,
Cabernet/Merlot, Misty Peak,
Azure Bay, Jackman Ridge
Riesling, Chardonnay,
Sémillon/Sauvignon Blanc,
Cabernet Sauvignon, Twin Rivers
Hawke's Bay Cuvée, Lindauer
(Brut, Sec, Rosé, Special Reserve),
Fricante, Bernadino, Hyland,
Chardon, Fairhall River,
Wohnsiedler, Fairhall River;
Country casks, Vineyard casks,
Blenheimer casks



from sherry to white table wine and was the first to adopt aggressive marketing strategies. 1973 was a momentous year. The giant multinational distilling and winemaking company Seagram obtained a 40 per cent shareholding in Montana, contributing money, technical resources and marketing expertise.

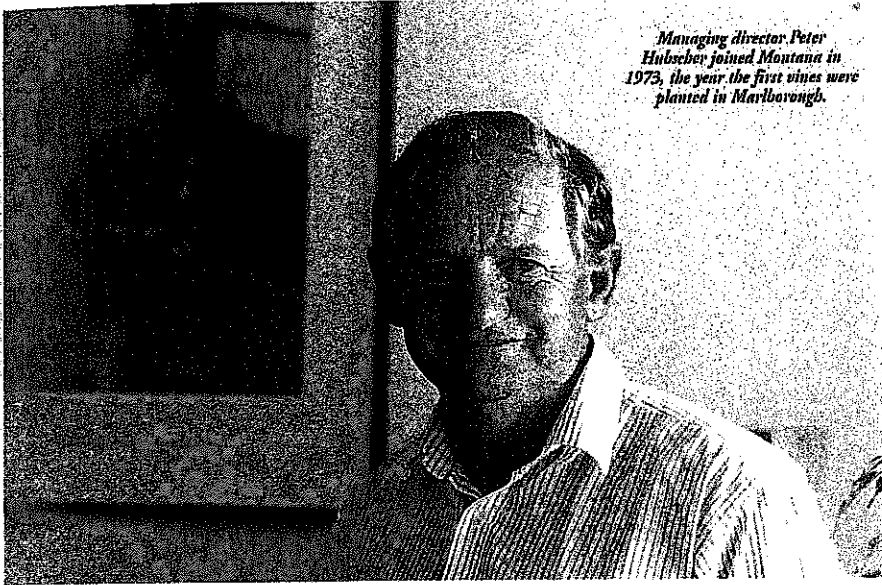
The same year, Montana made an issue of 2.4 million public shares. Seagram's investments, shareholders' funds and independent loans together provided \$8 million over the next three years for development purposes.

Also in 1973 came the pivotal move into Marlborough, as part of a major vineyard planting programme. Wayne Thomas, then a scientist in the Plant Diseases Division of the DSIR has related: 'Although plenty of suitable land was available in both the Poverty Bay and Hawke's Bay regions, my own impression was that it was too highly priced for vineyards'. Thomas suggested the Marlborough region as an alternative, and the area's wine-grapegrowing suitability was independently confirmed by the Viticulture Department at the University of California, Davis.

The first vine was planted in Marlborough on 24 August 1973: a silver coin, the traditional token of good fortune, was dropped in the hole and Sir David Beattie, then chairman of the company, with a sprinkling of sparkling wine dedicated the historic vine. The first grapes were harvested on 15 and 16 March 1976; 15 tonnes of Müller-Thurgau were trucked aboard the inter-island ferry at Picton and driven through the night by Mate Yukich to Montana's Gisborne winery. A 'token' picking of Cabernet Sauvignon followed in April.

Montana was moving swiftly to rectify its quality problems. The standard of the 1974 and subsequent vintages soon lifted the company into the ranks of the industry's leaders. Still pursuing the mass market, the company now shifted its emphasis to non-sparkling table wines. Bernkaizler Riesling (later called Benmorven) began to open up a huge market for slightly sweet white wines later developed with Blenheimer, still one of New Zealand's most popular cask wines.

A year after the pivotal moves of 1973, Frank Yukich, the key visionary behind Montana's rapid rise, was gone – the loser when his relationship with Seagram turned sour. Soon after, the company also severed its link with the old Yukich vineyard at



Managing director Peter Hubscher joined Montana in 1973, the year the first vines were planted in Marlborough.

Titirangi. The 20-hectare vineyard site and substantial winery was unsuited to further development and the company chose instead to expand elsewhere. The old winery was dismantled and most of the equipment sent to Blenheim.

Montana's costly move into Marlborough contributed to the company's depressed financial condition from 1974 to 1976. But the subsequent recovery represented a major business success story. After two years of losses, Montana showed a small profit in 1975/76 and by 1978 had paid its maiden dividend.

In late 1985 Corporate Investments Limited took control of Montana, by adding Seagram's 43.8 per cent stake to its own already substantial shareholding. Seagram pulled out when the industry's fortunes turned sour: in the year to 30 June 1986 the company recorded a loss of almost \$1.6 million. The principal shareholder in the listed Corporate Investments is its chairman, Peter Masfen, who has served as a director of Montana for over 20 years.

Masfen is one of New Zealand's wealthiest men, and his wife, Joanna, is the daughter of Rolf Porter, Montana's early financial backer. An accountant, Masfen owns a string of private businesses in addition to his Corporate Investments holding. 'Our company tends to buy into out-of-favour sectors and does well out of them,' observes Masfen.

Following its acquisition of Penfolds Wines (NZ) Limited in late 1986 from Lion Corporation Ltd, Montana moved back into

the black, posting a \$5.14 million profit for the year ending 30 June 1987. Later that year, Corporate Investments secured a 100 per cent shareholding in Montana and then de-listed the company from the stock exchange.

Montana's sales (including excise) for the year to June 1995 totalled \$143.7 million, with earnings before interest and tax of \$24.3 million.

In Gisborne, where the Montana and former Penfolds wineries have been linked under the road by five three-inch (7.6 cm) pipelines, in 1995 Montana crushed 10,200 tonnes of grapes - 13.7 per cent of the country's total grape harvest. About 10 per cent of the grapes are grown in the company's 88 hectares of vineyards at Ormond, Te Arai and Patutahi. Grape processing is now all at the old Penfolds winery, with tank storage (19 million L) at the original Montana winery. The old Waihirere winery in the Ormond Valley, still bearing a sign, 'F. Wohnsiedler's Cellars', is used for maturing fortified wines. A multi-million dollar cooperage was opened in 1995 at Montana's Gisborne winery, designed to accommodate several thousand barrels.

Montana's Marlborough winery at Riverlands, a few kilometres on the seaward side of Blenheim, was the first and is by far the largest in the region. Towering 550,000-litre insulated tanks have been installed to store reserves of wines in optimum condition. The 'tank farm' here, of 200 separate tanks, has the capacity to store up to 20 million litres of wine. During vintage up

to 500 tonnes of fruit avalanches in each day from contract vineyards and the company's own plantings covering 500 hectares at Brancott, Renwick, Fairhall and Woodbourne.

From Blenheim and Gisborne much wine then rolls north in bulk rail tankers to Auckland for blending and bottling. All finishing and maturing of bottled wines is carried out at the Glen Innes complex in Auckland, where chief winemaker Jeff Clarke is based.

Montana now has 'management control' over 1000 hectares of grapes (12 per cent of the national vineyard) in Gisborne, Hawke's Bay and Marlborough. 'We sold 250 hectares of the company's vineyards in 1995, but leased them back for 60 years,' says Hubscher. 'That freed up capital for further vineyard investment. Over the next two or three years, we'll extend our vineyards annually by about 100 hectares.'

Montana grows about half of its grape requirements, and sources much of the rest for its blended bottle and cask wines from local growers and countries like Australia and Spain. However, about 75 per cent of the fruit for the company's premium wines is drawn from its own vineyards.

In 1988 Montana made a crucial decision: to expand its share of the premium (over \$15 per bottle) market, where traditionally it has not been a major force. Previously, geared to crush huge tonnages, it simply wasn't able to handle small, superior batches of wine. Now it has three locations reserved for small-scale, premium wine production: separate flow systems at the Gisborne and Marlborough wineries for hand-picked fruit, and The McDonald Winery at Taradale.

Exports currently account for about 12 per cent of the company's sales by value. Montana has focused its export efforts on the UK and Europe, where its sales are showing rapid growth. 'We're selling over 250,000 cases per year in Britain,' says Hubscher.

How good are the wines? Those carrying the Montana Estates, Deutz Marlborough Cuvée and Church Road labels rate among New Zealand's finest. Montana's wines often match the boutiques on quality and outperform them in the value-for-money stakes.

The Estates range is designed as the crown of Montana's varietal wine portfolio. The selection features a weighty, stylish Ormond Estate Chardonnay from Gisborne with great depth of lush, citrusy, mealy flavour; an intense, nutty, markedly steelier Renwick

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Estate Chardonnay from Marlborough; a pick-of-the-crop, partly barrel-fermented Brancott Estate Sauvignon Blanc from Marlborough with lush, incisive tropical-fruit flavours fleshed out with subtle oak; a mouth-filling, musky, rich, pungently peppery Patutahi Estate Gewürztraminer from Gisborne; and a lovely, fragrant, delicately flavoured Fairhall Estate Cabernet Sauvignon that proves (in favourable vintages) Marlborough's ability to produce top class claret-style reds. Dressed in labels featuring a bold single letter ('O' for Ormond, 'P' for Patutahi, and so on), this is a striking quintet.

The string of impressive Chardonnays and Cabernet/Merlots produced under the Church Road label at The McDonald Winery are discussed on page 110. The black-label Saints range, launched in 1995, offers several mid-priced wines of high quality. Saints Chardonnay, grown in Gisborne, is scented, robust and packed with toasty, buttery-soft flavour. Saints Pinotage, from Hawke's Bay, confirms this unfashionable variety's ability to yield dark, chunky, meaty, smooth reds with great drink-young appeal. Saints Cabernet/Merlot, also grown in Hawke's Bay, displays good depth of cassis and mint flavours wrapped in sweet-tasting American oak. Saints Noble Riesling is a luscious, intense, richly botrytised Marlborough dessert wine, raisiny and honey-sweet.

In terms of sheer volume, and value-for-money, the company's key varietals are the long-popular wines marketed under the Montana brand: Marlborough Sauvignon

Blanc, Marlborough Rhine Riesling, Marlborough Chardonnay, Gisborne Chardonnay, and Cabernet Sauvignon/Merlot.

Montana's range of Marlborough white wines has fully justified the company's faith in the region. Since the first 1979 vintage, Montana's Marlborough Rhine Riesling has stood out – a fragrant, flowery, polished, slightly sweet wine with abundant fruit flavour and lively acidity.

If any wine could sum up Montana, its immersion in the Marlborough region and the consistent quality and value of its wines, it is surely the famous Marlborough Sauvignon Blanc, of which 135,000 cases were produced in 1995 (see panel).

The popular Gisborne Chardonnay is a light, fresh style, placing its accent on soft, peachy, citrusy fruit flavours. Until a few years ago it had no wood treatment, but now a 'portion' is oak-aged, and malolactic fermentation is also used to add a touch of complexity. This is an easy-drinking, drink-young style.

Montana Marlborough Chardonnay is a richer-flavoured, more complex style than its Gisborne stablemate, its strong grapefruit-like fruit flavours enhanced by spicy, buttery, toasty characters derived from barrique fermentation, lees aging and malolactic fermentation. Nutty, mealy and soft, this is a classy wine, bargain-priced.

For many years, the pick of Montana's commercial range of reds was the American oak-aged, flavoursome, but green-edged Marlborough Cabernet Sauvignon. This

wine has been superseded since the 1994 vintage by a Cabernet Sauvignon/Merlot based on Marlborough and Hawke's Bay fruit. By adding Merlot and Hawke's Bay grapes, Montana has succeeded in producing a markedly darker, richer, riper-flavoured red.

New Zealand's greatest array of sparkling wines – from the bargain-priced Bernadino Spumante to the widely underrated Lindauer and the prestigious Deutz Marlborough Cuvee – flows from Montana.

Lindauer, launched in 1981, and sold in Brut (dry) Sec (medium), Rosé and Special Reserve versions, was this country's first widely released bottle-fermented sparkling. The Brut, the best-known of the quartet, is based on four grapes – Pinot Noir, Chardonnay, Chenin Blanc and Riesling – grown in Gisborne and Marlborough, and matured on its yeast lees for at least 18 months.

The quality of Lindauer Brut has soared in recent years, reflecting the guidance of the Champagne house of Deutz and a rising content of Marlborough grapes. With its subtle yeastiness and lively, lemony, slightly nutty, lingering flavour, this is a very stylish wine, offering exceptional value. The Special Reserve – a blend of Pinot Noir (principally) and Chardonnay, grown in Hawke's Bay and Marlborough and lees-aged for up to three years – is fuller, broader, richer and creamier.

Montana's flagship sparkling wine is clearly its outstanding Deutz Marlborough Cuvee, produced since 1988 under a joint agreement between Montana and the Champagne house of Deutz and Geldermann. The partners' ambition, says Peter Hubscher, is 'to produce the best sparkling wine outside Champagne itself'.

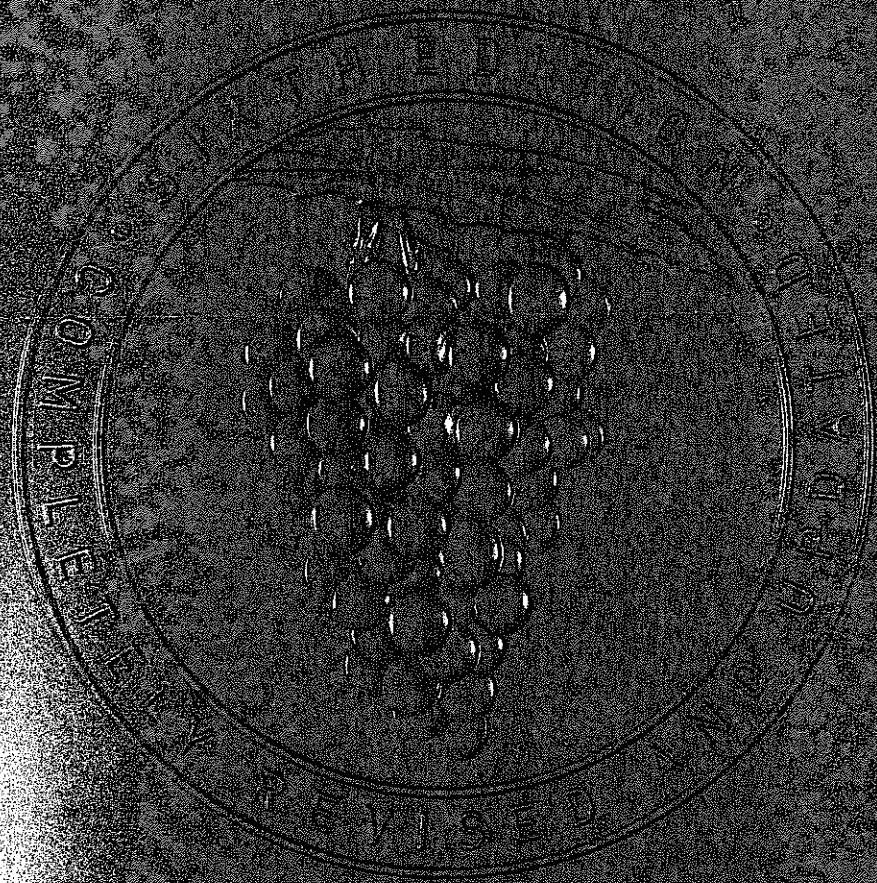
The hand-picked, Marlborough-grown Chardonnay and Pinot Noir grapes on which Deutz Marlborough Cuvee is based are pressed in a computer-controlled French Coquard Champagne press which yields juice of great delicacy. After each vintage, the wine is blended in Blenheim under the guidance of Deutz, and then shipped to Auckland to be bottled and matured on its yeast lees for two years in a specially built, \$800,000 climate-controlled cellar.

The initial result was a rich style, bolder and riper-tasting than the true Champagnes with which it is inevitably compared. Of late, the wine has become less overtly fruity, more refined and flinty. The Chardonnay-dominated Deutz Marlborough Cuvee Blanc de Blancs is also super-stylish, with loads of biscuity, vigorous, creamy-smooth flavour.



The largest of the tanks at Montana's Gisborne winery can store the equivalent of 300,000 bottles of wine.

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HUGH JOHNSON

JANCIS ROBINSON

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**THE WORLD ATLAS OF
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SIXTH EDITION

Mitchell Beazley

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Hugh Johnson, Jancis Robinson

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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 385-399), 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.

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Right *Peter Lehmann winery, Barossa, Australia*

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New Zealand



Few wine countries have quite so sharp an image as New Zealand. The word sharp is apt, for the wines are characterized by piercingly crystalline flavours and bracing acidity. But then many of the world's wine drinkers will never have experienced proof of this, for New

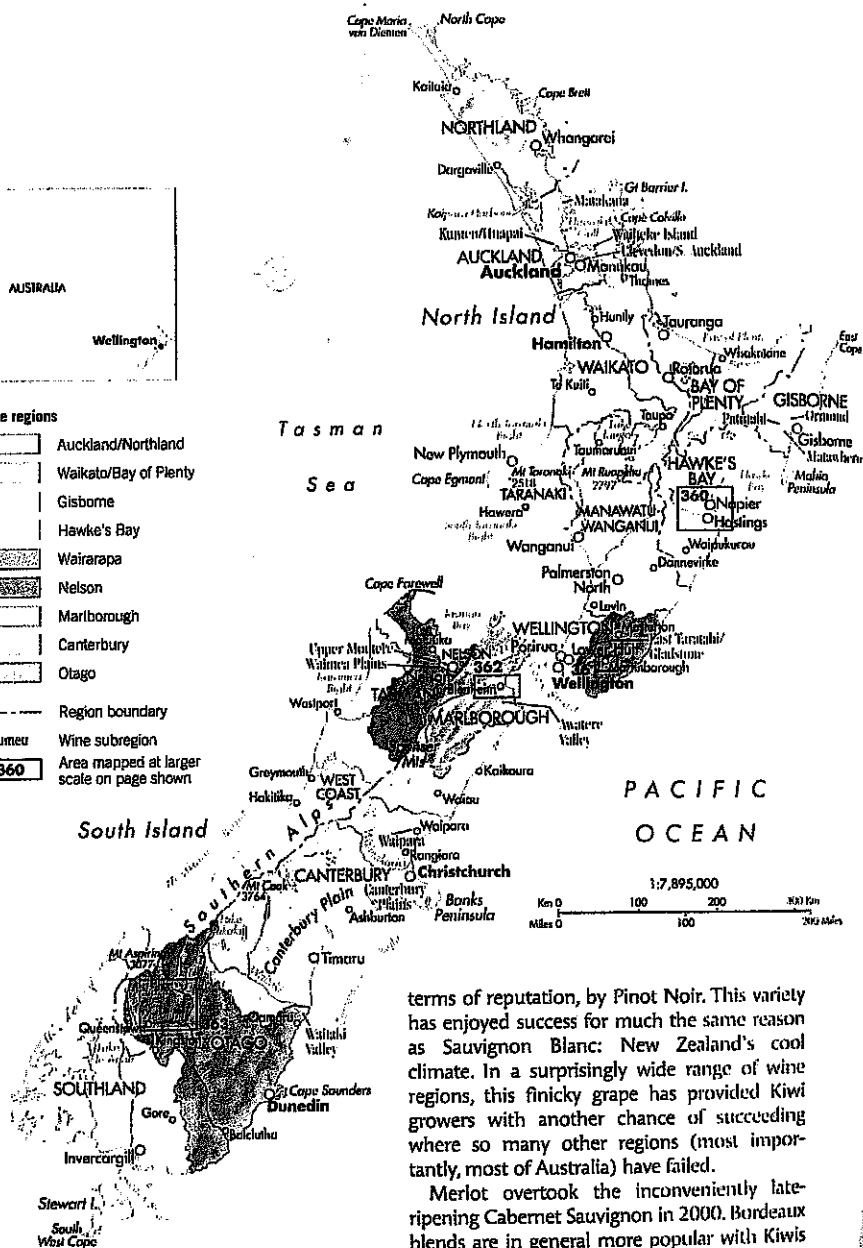
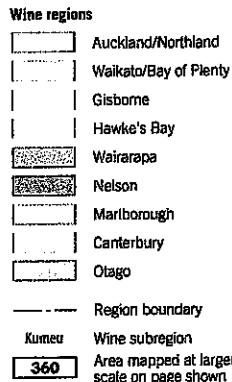
Zealand is not just one of the most isolated countries on earth (more than three hours' flight from its nearest neighbour Australia), but it is a newcomer to wine. And it is small, producing less than 0.3% of the world's crop. New Zealand has colonized as much space in this book as it has because it is now exporting seriously – most of its wine is now sold abroad – and because so many of those who try the wines fall madly in love with their unusually powerful, direct flavours.

In historical terms this is Stop Press news. In 1960 the country had fewer than 1,000 acres (400ha) of vines, mainly in Auckland and Hawke's Bay, and too many of them hybrids. By 1980 there were 14,000 acres (5,600ha), 2,000 of which were in the brand-new Marlborough region on the South Island (see p.362). In the 1990s it seemed as though anyone with a few acres wanted to try their hand at vine-growing so that by 2006 the total area in production was more than 54,000 acres (22,000ha), and there were 530 wine producers. This is a relatively small average holding and a high proportion of producers have a label but no winery of their own; contract winemaking is big business.

It was New Zealanders who coined the term and bought the concept of a "lifestyle winery": a bucolic way of life whereby, typically, a fine education is focused on producing, in the most pleasing environment, one of life's more delicious commodities from the earth.

New Zealand had some natural problems to contend with before this enthusiasm could be positively harnessed. Only 150 years ago much of this long, thin country was covered with rain-forest. Soils here tend to be so rich in nutrients that vines, like everything else, grow too vigorously for their own good, a phenomenon exacerbated by the country's generous rainfall. Canopy management techniques were sorely needed, and were introduced in the 1980s most notably by the then state viticulturist Dr Richard Smart, allowing light to shine both literally and figuratively on New Zealand's unique style of wine.

Wine-growing New Zealand lies, in terms of the northern hemisphere, on latitudes between those of Morocco and Bordeaux (see the key facts panels on pages 360 and 362). The effects of latitude are countered, though, by the Pacific, by strong prevailing westerlies, and by the effects of the mountains on their rain-clouds: factors that give the two islands a wide range of growing conditions – almost all cooler than the statistics suggest.



terms of reputation, by Pinot Noir. This variety has enjoyed success for much the same reason as Sauvignon Blanc: New Zealand's cool climate. In a surprisingly wide range of wine regions, this finicky grape has provided Kiwi growers with another chance of succeeding where so many other regions (most importantly, most of Australia) have failed.

Merlot overtook the inconveniently late-ripening Cabernet Sauvignon in 2000. Bordeaux blends are in general more popular with Kiwis themselves than outside in the big, wide, Cabernet-saturated world. Other significant grapes include Riesling, which can be very fine here, both dry and sweet; and a significant number of producers and growers are now investing their hopes in Gewurztraminer, Viognier, and, especially Pinot Gris and Syrah (see Hawke's Bay). Isolation has proved no defence against vine pests and diseases; most of these new plantings are grafted onto phylloxera-resistant rootstocks.

New Zealand wine has come a long way since it was known locally as "Dally plonk", a reference to settlers from Dalmatia, lured from the kauri gum forests of the far north to plant vineyards near Auckland in the early 20th century. They persisted despite a rainy subtropical climate; several of the families in what is now a surprisingly good red wine area have Dalmatian names. As in Australia's Hunter Valley, cloud

It was Sauvignon Blanc that made the world take notice of New Zealand. After all, a cool climate is needed if it is to be lively, and the cool, bright, sunny, and windy northern tip of the South Island seems to have been designed to intensify the scarcely subtle twang of Sauvignon. Early examples of Marlborough Sauvignon in the 1980s opened a Pandora's box of flavour that no one could ignore and, most importantly, no other part of the world seems able to replicate. Today Sauvignon Blanc is the country's most important grape, and for the moment it seems that no matter how much is planted, demand will always be greater.

Chardonnay, enlivened by the country's trademark zestiness, was for long New Zealand's other calling card but it has recently been overtaken in terms of vineyard area, and certainly in

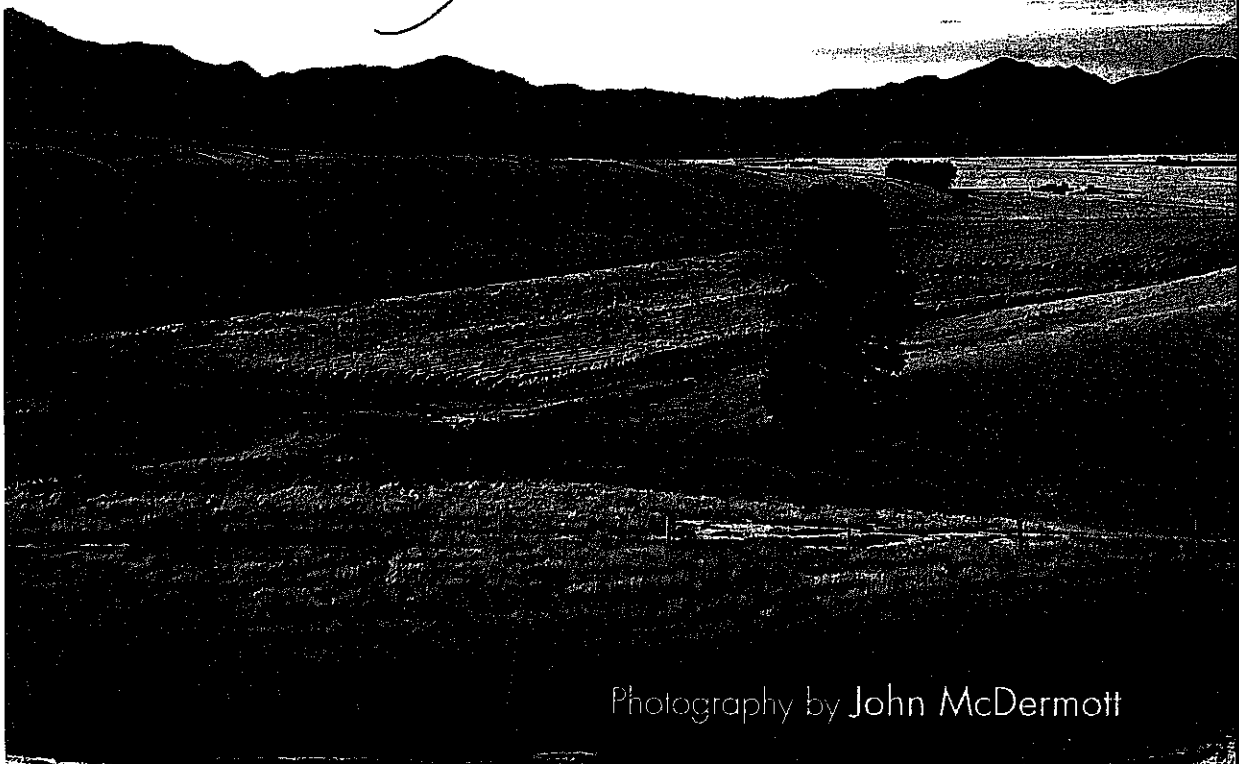
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Helensville

KUMEU/HIJAPAI
/WAIMAUKU

Kumeu

NORTH SHORE

HENDERSON

Henderson

AUCKLAND

OWAIRAKA

WAITAKERE

WAITAKERE
RANGES

Manukau Harbour

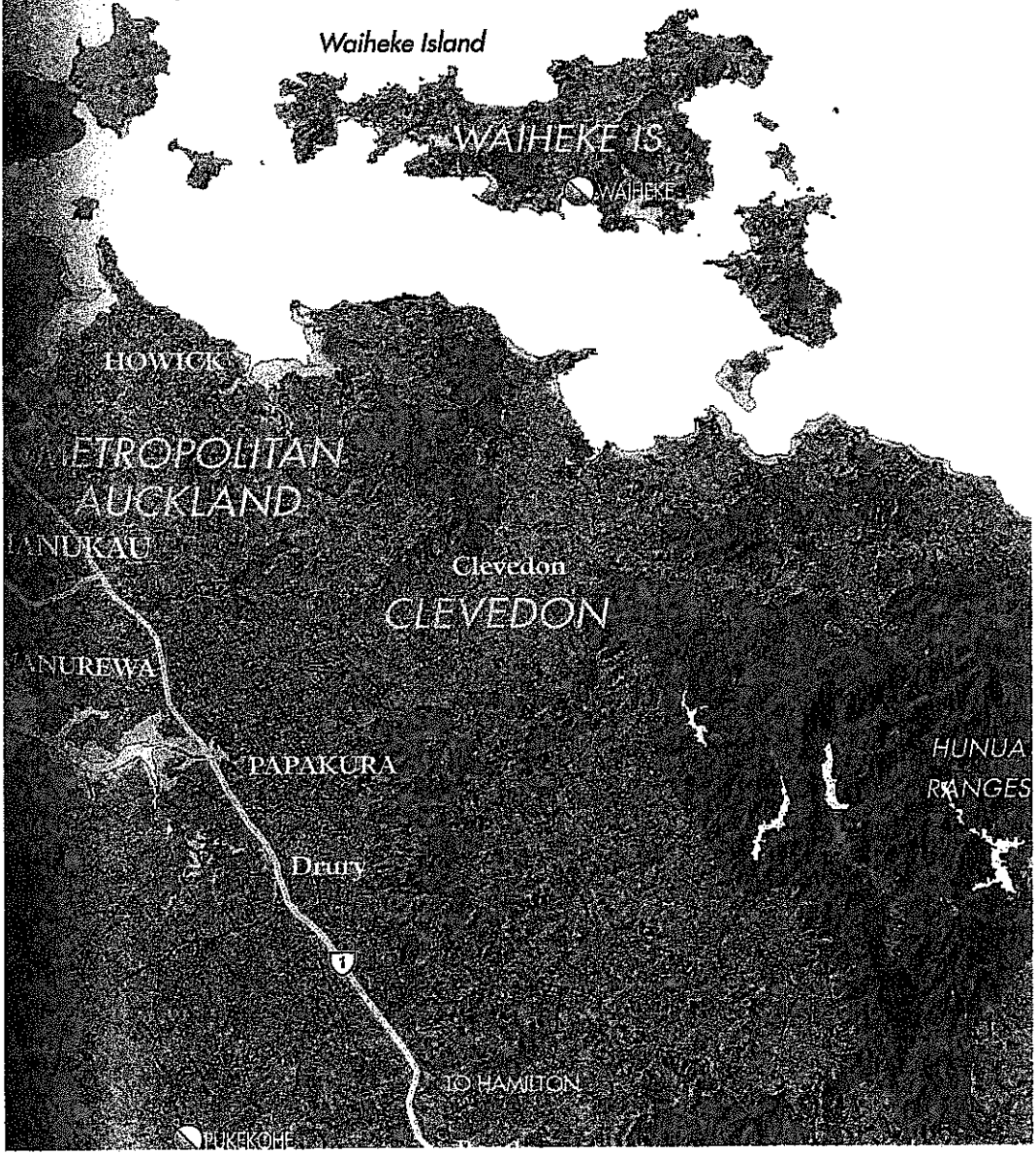
METEOROLOGICAL STATION	LATITUDE	HEIGHT <i>Above sea level</i>	Summary of climate statistics			
			RAINFALL <i>Oct - Apr</i>	MEAN TEMPERATURE <i>In the warmest month</i>	AIR FROST DAYS <i>Annual</i>	GROWING DEGREE DAYS <i>Oct - Apr, Above 10°C</i>
Leigh	36.27'S	27 m	562 mm	19.9°C	0	1637
Warkworth	36.43'S	72 m	716 mm	19.0°C	2	1400
Waiheke	36.81'S	34 m	627 mm	19.8°C	1	1565
Owairaka	36.89'S	41 m	615 mm	19.8°C	1	1555
Pukekohe	37.21'S	85 m	673 mm	19.0°C	1	1402

2



Many of New Zealand's largest wine companies — including Pernod Ricard NZ, Constellation NZ, Delegat's, Villa Maria, Matua Valley, Babich and Coopers Creek — have their headquarters in Auckland, processing grapes grown all over the country.

A unique feature of the Auckland wine trail is the opportunity to taste wines from several regions, especially Auckland, Gisborne, Hawke's Bay and Marlborough. A significant amount of New Zealand's wine output is transported to Auckland as grapes, unfermented juice or as finished wine ready for bottling. At many wineries you can choose between Auckland-grown wines and such famous specialties as Gisborne Chardonnay, Hawke's Bay Merlot and Marlborough Sauvignon Blanc. No other wine trails in the country offer such diversity.



Pages 64-65: Cable Bay's vineyards, winery and restaurant at Church Bay are only a short walk up from the wharf at Matiatia, the key point of arrival and departure on Waiheke Island.

Principal grape varieties

	Producing area 2008	% total producing area 2008
Chardonnay	124 ha	22 %
Merlot	85 ha	15 %
Cabernet Sauvignon	61 ha	11 %
Pinot Gris	45 ha	8 %
Syrah	45 ha	8 %
Cabernet Franc	37 ha	7 %

Villa Maria's estate vineyard at Ihumatao, near Auckland International Airport, is a popular venue for outdoor concerts and the source of an exotically perfumed, rich Gewürztraminer.

History

From the early 1900s, with a cluster of Croatian winemakers and others of Lebanese (the Corbans) and English background, Auckland rivalled Hawke's Bay as one of the two key centres of New Zealand wine. Today, however, Auckland has just 2 per cent of the country's total area of bearing vines.

Auckland's importance started to decline in the 1960s, with the southwards shift of viticulture in pursuit of cheaper land and a drier climate. But the fall in vine plantings — from 455 hectares in 1983 to 241 hectares in 1992 — has lately been sharply reversed, with an estimated 569 hectares of vineyards in 2008 (however, this figure includes Northland, not listed separately in the latest national vineyard survey).

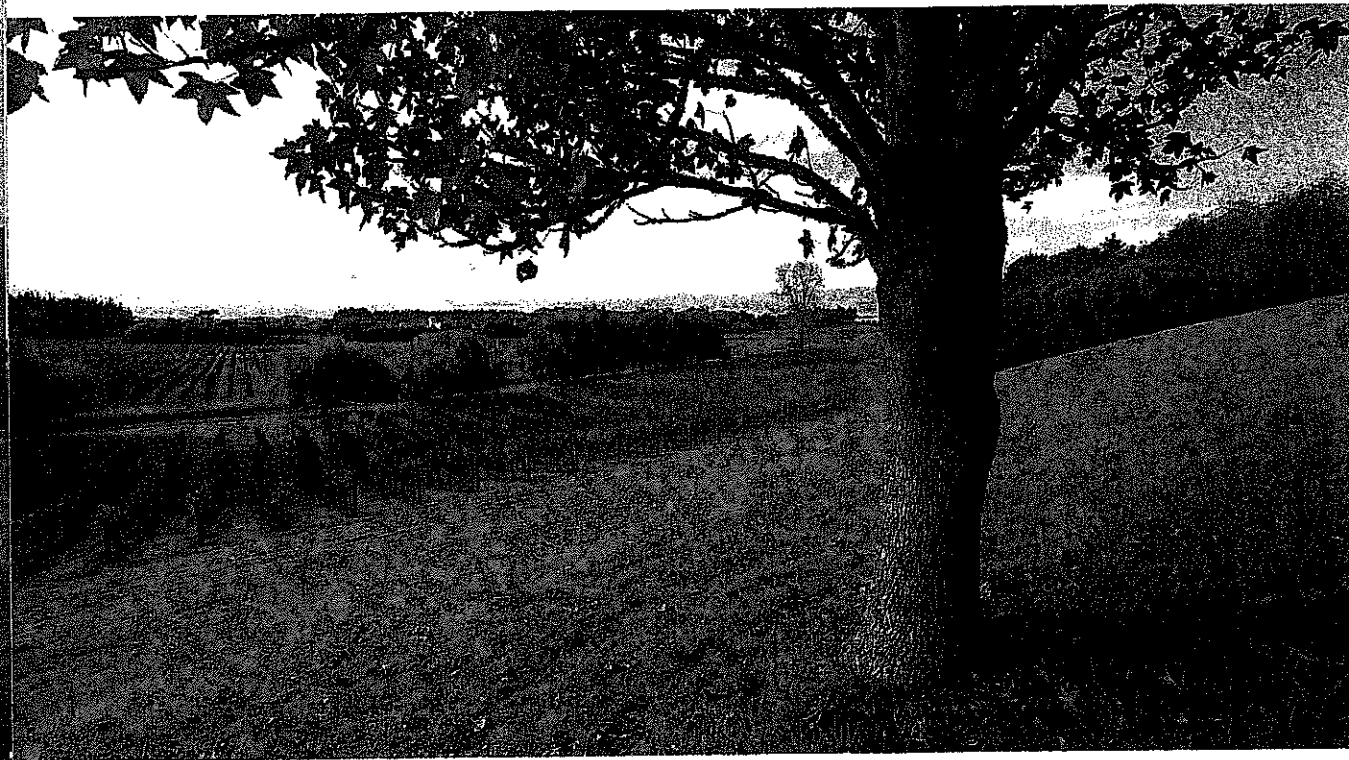
The number of wineries is also climbing steadily, from 68 in 1997 to 92 in 2007 (17 per cent of the national total). The successes of Kumeu River, Stonyridge, Passage Rock, Puriri Hills, Takatu Vineyard, Villa Maria and others with Auckland-grown wines has recently brought a resurgence of confidence in this historic region.

Climate

With Auckland's high rainfall and humidity throughout the growing season, disease control is the major challenge for the region's grape-growers. Its warm temperatures assist the ripening of late-season grape varieties, but Auckland is also a cloudy region, with sub-optimal sunshine hours for viticulture (especially in the west).

The rainfall, highest in the Waitakere Ranges, is significantly lower in eastern districts. Frosts are infrequent and generally light.

Leigh, on the east coast, has a mean daily temperature range of 6°C, compared to 10°C inland at Henderson, showing that Auckland, although sprawled across a narrow isthmus, does experience some continental temperature effects.



(Handwritten mark)



Dark, concentrated Syrahs and mouthfilling, peachy, toasty Chardonnays flow from the Awhitu ('longing to return') vineyard on the south heads of the Manukau Harbour, in South Auckland.

Soils

Auckland's bedrock is up to 250 million years old. Many of the young volcanic soils on the narrow isthmus between the Waitemata and Manukau harbours have been formed by volcanic activity over the last 150,000 years. However, layered sandstone and mudstone are the most common rocks in the region, uplifted from the ocean floor many thousands of years ago and since weathered to clay-rich soils. Most Auckland vineyards are planted on heavy clays, often with poor natural drainage.

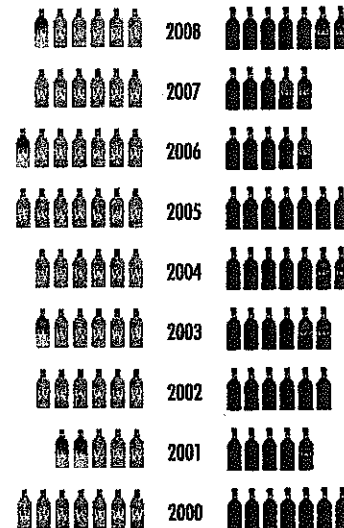
Wine styles

Auckland's relatively warm temperatures favour Bordeaux-style reds, increasingly based on Merlot rather than Cabernet Sauvignon, which in the heavy clay soils often struggles to achieve full ripeness. Auckland's claret-style reds are typically less bold, dark and vibrantly fruity than those of Hawke's Bay, with savoury, earthy notes that add complexity and interest. Syrah is also fast-expanding, especially on Waiheke Island, where the leading examples are powerful, sweet-fruited and opulent. Pinot Gris is the second most popular white-wine variety, but Chardonnay is still far ahead, producing weighty, ripe, tropical fruit-flavoured wines with rounded acidity. 'In Auckland, on the vine Chardonnay matures early enough to ensure that it is always ripe enough to make quality wine,' says Michael Brajkovich of Kumeu River, 'but late-season varieties [such as Cabernet Sauvignon] can be difficult in cool years.'

Sub-regions

Auckland's vineyards are clustered in several distinct sub-regions: Matakana/Mahurangi, Kumeu/Huapai, Henderson, Waiheke Island and South Auckland. In the absence of high mountains and frequent strong winds, Auckland's sub-regions have relatively similar climates. All five districts have the warm temperatures and high rainfall typical of Auckland, although the east coast areas — which have attracted most of the recent vineyard expansion — are slightly drier.

Regional vintage chart



1 icon = Bad 10 icons = Outstanding

2 icons = Variation between wine varieties

Auckland

NEW ZEALAND WINE GUIDE



An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY

NEW ZEALAND WINE GUIDE

**An Introduction to
the Wine Styles & Regions
of New Zealand**

CELIA HAY



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I have also drawn material from the Wine and Spirit Education Trust® for whom the New Zealand School of Food and Wine has been an Approved Programme Provider since 2004.

Cover: Dog Point Vineyard, Lower Brancott Valley, Marlborough.
Photography by Kevin Judd.



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Maps: Geographx for regional maps; New Zealand Winegrowers for map of New Zealand wine regions; NIWA.

For editorial comment and advice: Joelle Thomson, Lynnette Hudson, Therese Herzog, Kevin Judd, Paul Tudor MW, Michael Brajkovich MW, Tim Hanni MW, New Zealand Winegrowers.

Wine and Spirit Education Trust® WSET

Celia Hay

Every effort has been made to ensure the information included in this book is as accurate as possible. We welcome feedback on ways to improve the content.

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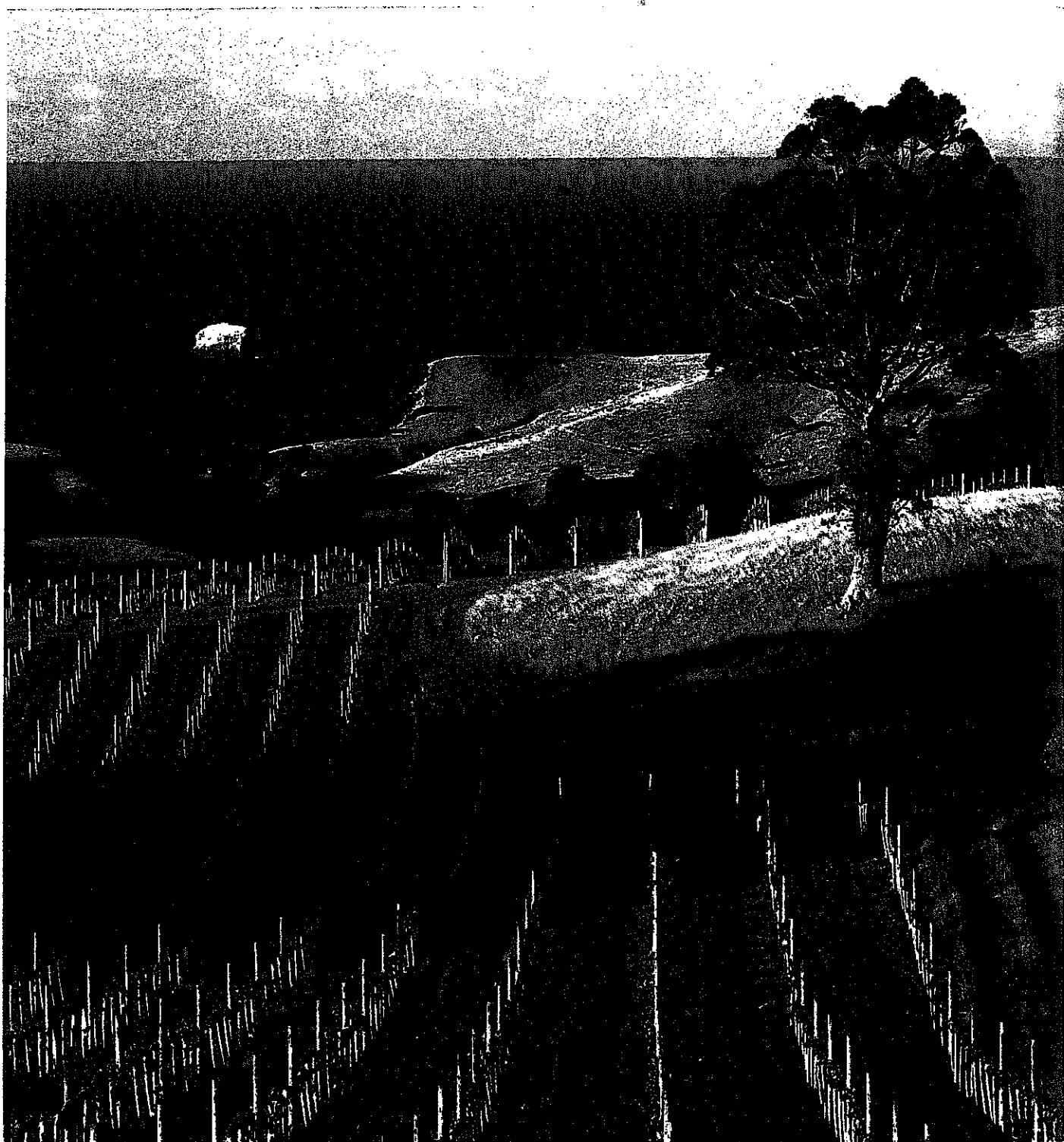
Auckland

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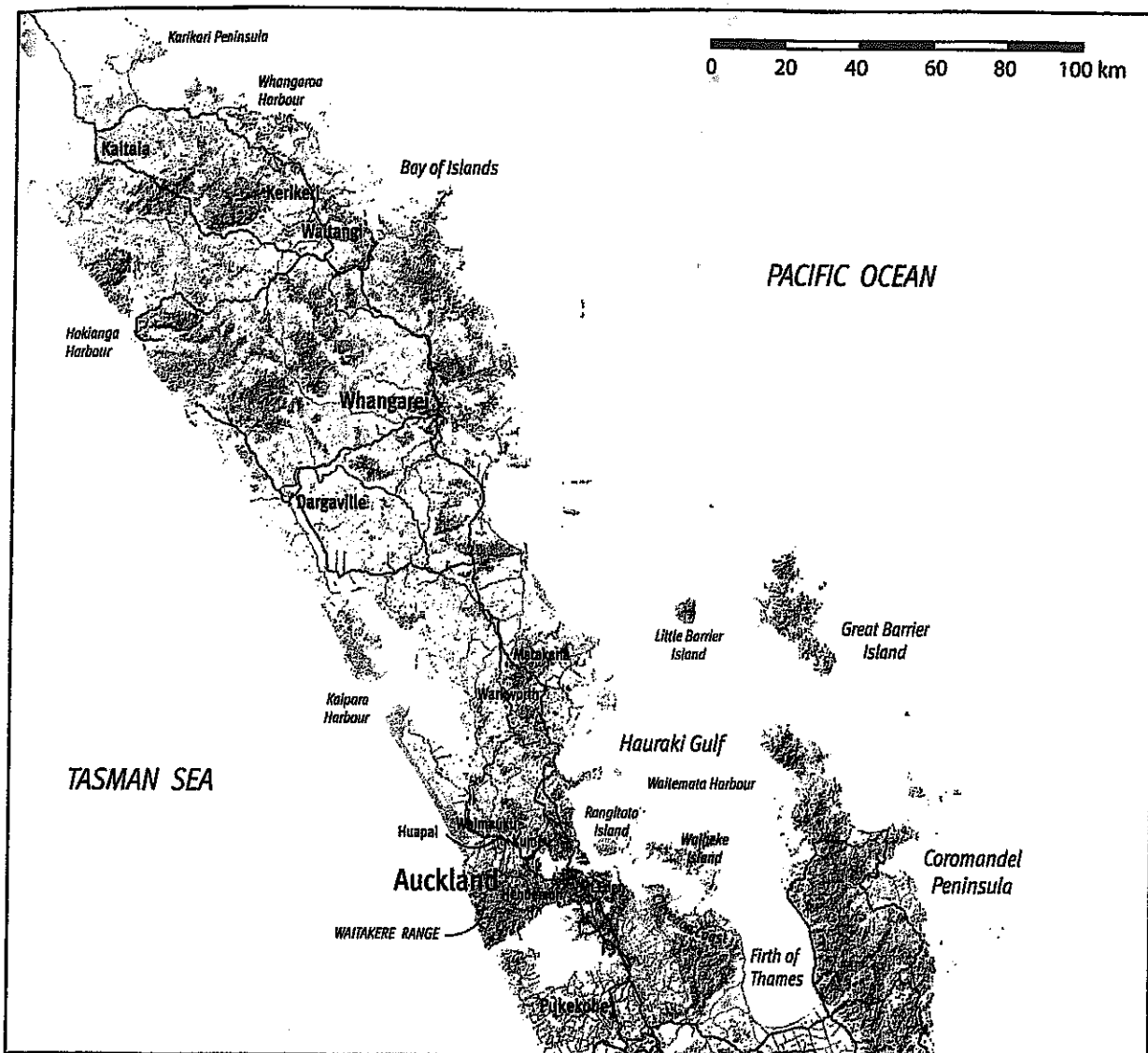
ISBN 978-0-473-28066-6

Auckland



Man O' War Lone Kauri Vineyard, Waiheke Island.

Q



Auckland is a diverse wine region that extends way beyond the boundaries of the City of Auckland, New Zealand's largest city. While the area of vine plantings has been overtaken by other regions, historically the Auckland wineries led the charge for innovation in the sector and growth of vineyards into Marlborough during the 1970s. Although Auckland's contribution to the national vineyard area is small, it remains the headquarters for many of the largest wineries and also many small, boutique producers.

HISTORY

West Auckland is the home of many Dalmatian/Croatian families who established small vineyards, often alongside market gardens, in the early twentieth century. Babich was established in 1916. Selaks and I Yukich and Sons were established in 1934 and went on to become Montana Wines in 1961. Others included Nobile's (1943), Delegat's (1947) and Villa Maria (1961). The exception to the Dalmatian dominance was Corbans Wines which

was established in 1902 by Assid Corban, originally from Lebanon. By 1960, there were nearly 90 wineries in the Henderson-Kumeu area.² Many of these pioneering families have gone on to be the innovators and leaders of New Zealand's modern wine industry.

In the greater Auckland area, Bordeaux blends have come to dominate as the warm climate ensures that, in most years, the grapes can ripen and produce full-bodied red wines. Recent plantings of Syrah are producing outstanding wines, especially on Waiheke Island. Top Chardonnays are also produced.

CLIMATE

The climate of the greater Auckland area is maritime and dominated by the Pacific Ocean to the east and the Tasman Sea to the west. In New Zealand's cool climate, Auckland is considered to be at the warmer end of this scale. Never far from either coast, the weather is moderately warm with good cloud cover, relatively high rainfall and humidity.

SUB-REGIONS

West Auckland: Henderson, Kumeu, Huapai, Waimauku

The sub-regions of Henderson, Kumeu, Huapai and Waimauku are located in West Auckland, approximately a 30-minute drive from downtown Auckland. The high humidity and rainfall creates many viticultural challenges. Despite this, Kumeu River Wines, under the direction of Michael Brajkovich MW, have forged an international reputation for their range of single-vineyard and estate Chardonnays.

Climate: Moderately warm, some frosts with relatively high rainfall and humidity.

Soil: Heavy clay soils.

Predominant grapes: Chardonnay, Pinot Gris, Merlot, Syrah.

Try these wines: Cooper's Creek Huapai Montepulciano, Soljans, West Brook Waimauku Pinot Gris.

Waiheke Island

Situated in the Hauraki Gulf, Waiheke Island, the trip takes 40 minutes on regular commuter ferries that depart hourly from downtown Auckland. This voyage, along with a tour to three or four vineyards, has become one of the must-do experiences for visitors to Auckland.

Like West Auckland, Waiheke Island has played a significant role in the establishment of New Zealand's modern wine industry. Small plots on rolling coastal land enabled important experimentation.

Serious planting on Waiheke started in 1978 when Jeanette and Kim Goldwater planted one hectare of Cabernet Sauvignon. They were enthusiasts but had no equipment, no experience and no idea of how to make wine.³ Their first commercial vintage of 300 cases was released in 1983. In the years that followed, they planted more vines of different varieties and flourished. In 2011, the Goldwaters gifted the vineyard to Auckland University for use as part of its Wine Science programme. Stephen White planted Stonyridge in 1982 and, within a decade, Stonyridge Larose became New Zealand's most celebrated and expensive Bordeaux blend.

Climate: Moderately warm and windy with salt spray coming off the sea, rainy.

Soil: Widespread undulating hills with clay soils.

Predominant grapes: Cabernet Sauvignon, Merlot, Chardonnay, Syrah.

Try these wines: Thomas and Sons Cabernet Sauvignon, Man O' War Valhalla Chardonnay, Mudbrick Merlot Cabernet, Obsidian 'The Mayor' (Cabernet Franc, Petit Verdot, Malbec), Te Motu Kokoro, Te Whau Chardonnay.

Matakana

Matakana is one hour's drive north of Auckland. Most vineyards are located within a few kilometres of the sea. Matakana is a popular weekend destination from Auckland and the wineries have a loyal local following.

Climate: Moderately warm with relatively high humidity and rainfall, which suits red varieties.

Soil: Heavy clay soils which can hold moisture.

Predominant grapes: Merlot, Cabernet Sauvignon, Syrah, Chardonnay.

Try these wines: Providence, Brick Bay.

Clevedon

Clevedon is located 40 minutes' drive south of Auckland and is closely associated with pastoral farming and horse breeding.

Climate: Moderately warm with relatively high humidity and rainfall, which suits red varieties.

Soil: Heavy clay soils that can hold moisture.

Predominant grapes: Merlot, Cabernet Sauvignon, Syrah, Chardonnay.

Try these wines: Puriri Hills Reserve (Merlot, Carménère).

KEY WINE STYLES IN AUCKLAND

Chardonnay

Kumeu River Wines is considered to make the most highly regarded wine in the greater Auckland region. They produce five different styles of Chardonnay with their premium wines from single-vineyard sites. Their goal is to make wines in the Burgundy style using indigenous yeast, lees-ageing and malolactic fermentation. Villa Maria, from its headquarters in Manukau, also produces outstanding Chardonnay and Gewurztraminer from the volcanic soils of the Ihumatao vineyard.

Brick Bay Vineyard, Matakana.

Bordeaux blends: Merlot, Cabernet Sauvignon and Cabernet Franc

Some years these grapes struggle to ripen when the growing season is cool and wet. Premium wines are consistently produced, such as Stonyridge Larose, Destiny Bay Magna Praemia, Providence.

Syrah

This famous French grape from the Rhône Valley has grown in popularity, particularly on Waiheke Island, where it makes intense fuchsia-coloured wines with an aroma of ripe berries and pepper. Premium wines include The Hay Paddock, Man O' War, and Kennedy Point, Expatrius, Passage Rock.

Pinot Gris

Pinot Gris is the second most planted white wine in the Auckland area. It produces wines with citrus, stonefruit and pear aromas. Excellent examples include: Cable Bay, Batch Winery, Man O' War.

Sauvignon Blanc

Waiheke Island also offers some great examples of Sauvignon Blanc: Expatrius, Man O' War.



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Cuisine

WINE COUNTRY 2015



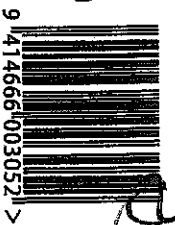

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GREATER AUCKLAND

Auckland is New Zealand's biggest city but you don't have to go far out of the bustling metropolis to discover beautiful scenery, artisan food producers and some of the country's top wineries.



Start your day by heading up the Sky Tower or shopping the chic boutiques on Ponsonby Rd; by afternoon you could be sipping your favourite wine and eating delicious food in a winery, with a view of rows of vines laden with sweet fruit. This is the greater Auckland region - a wonderful collision of vibrant city life and rural charm.

Nearly a century ago, thanks to Croatian immigrants and their descendants, this area was entering a wine boom, becoming the largest wine region in the country and producing one-third of its wine as recently as the mid-1970s. The region's vineyard acreage may have been in decline in the last few decades due to urban sprawl, but the importance of the area remains, not least because it's home to several pioneering families who continue to craft wines with their own distinctive signature. There are also newcomers to the region, full of ideas

and enthusiasm, and of course there are well-established producers making extensive, highly regarded ranges.

You'll find grapes of every type and styles of every kind in this region - some of the grapes may be sourced from further afield, but the winemakers operating in this region are some of the country's best.

Many cellar doors are only minutes away from the city's edge; some are within the city boundaries; and now there is even one in the chic inner-city suburb of Ponsonby. As you'd expect, there are also numerous great food opportunities wherever you travel - picturesque winery restaurants, smart rural eateries and charming country pubs cluster around the city's edges. You'll also come across many farm-gate sales and roadside stalls, and a number of fabulous farmers' markets.

Get out and explore this rewarding region and soak up the cracking energy of the place.

Above:
Villa Maria Estate

EXPLORING THE REGION

It's best to visit by car or with an organised tour as public transport is limited. There are numerous rental car companies operating from the airport and the CBD. If you're coming from central Auckland after visiting Foxes Island Wines, take the Northwestern Motorway and continue on SH16 to get to the West Auckland wine region.

GETTING AROUND

Heletranz

Ph: 09-415 3550, heletranz.co.nz

WINE TRAIL & TOURS

You can find a map of the Kumeu wineries at kumeuwinecountry.co.nz

Auckland Wine Trail Tours

Ph: 09-630 1540 or 027-227 4924,
winetrailtours.co.nz

Big Picture Wine

Auckland Fish Market, 22 Jellicoe St,
Westhaven, ph: 09-373 8389,
thewineexperience.co.nz

Boutique Wine Tours

Ph: 0508-946 386 or 021-319 463,
boutiquewinetours.co.nz

Coast to Coast Tours

Ph: 09-411 7080, coast2coastnz.com

Fine Wine Tours

Ph: 09-845 6971 or 0800-023 111,
insidertouring.co.nz

Great Taste Tours

Ph: 09-837 4130, greattastetours.co.nz

New Zealand Wine Promotions

Ph: 09-575 1958 or 021-464 469,
nzwinepro.co.nz

The Big Foody Food Tours

Ph: 0800-3663 86877 or 021-481 177,
thebigfoody.com

MORE INFORMATION

Auckland Airport iSITE Visitor Centre
Arrivals Hall, Auckland International
Airport, Manukau, 0800-AUCKLAND

aucklandnz.com

ACCOMMODATION

For a list of accommodation options
in the Auckland area, see
aucklandnz.com/accommodation

CELLAR DOORS

Wineries offering tastings by appointment only are listed at the end of the cellar-door profiles.

CENTRAL AUCKLAND

FOXES ISLAND WINES



SETTING This isn't your typical cellar door - chic and sleek, it's entirely at home in its city setting, despite the fact that it also beautifully represents the offerings from a Marlborough winery. Wandering around, you start to wonder why more wineries haven't opened a cellar door in a major city, to better reach a wider audience and inform them about their wines. Despite its polished sophistication it's instantly charming, thanks to the enthusiastic staff, and you can happily spend quite some time wandering around - along with the excellent Foxes Island portfolio to sample, there are modern paintings, exquisite jewellery and glassware, and some very impressive wine fridges to admire, and everything is for sale. You can also taste, and purchase, some delicious chocolates alongside your wine.

THINGS TO KNOW You can take over this fabulous place for a private event, or arrange a tutored tasting by Foxes Island's owner, John Belsham - one of New Zealand's finest winemakers, he's also chair of *Cuisine's* wine-tasting panel.

OUR PICKS The Foxes Island selection offers impressive depth and style - Fox Sauvignon Blanc is brightly flavoured (and very reasonable), while Fox Pinot Noir is a superstar. **PLUS** You are walking distance from fashionable, lively Ponsonby Rd. 15c Williamson Ave, Ponsonby-Grey Lynn, Auckland, ph: 09-378 1369, foxes-island.co.nz
CELLAR DOOR Mon-Fri 9am-6pm, Sat 10am-5pm

KUMEU WINE COUNTRY

COOPERS CREEK VINEYARD



SETTING This is a relaxed, friendly place. The brick cottage that houses the cellar door boasts a large wooden table and bench, along with sizeable windows with vineyard views. You instantly feel that you'd like to spend a leisurely afternoon here, sipping a selection of delicious wines. In winter, an oversized fireplace in a vine-laden courtyard will keep you cosy, while in summer there are plenty of outdoor attractions including barbecues, picnic tables, giant chess and an adventure playground for children, plus plenty of space to generally roam about.

THINGS TO KNOW From January to Easter the Summer Jazz Sundays are a must-do for wine- and music-lovers. **OUR PICKS** Chardonnay, syrah and Bordeaux-style wines are outstanding. If you're keen to try unusual varieties, the highly talented winemaker Simon Nunns makes Hawke's Bay Malbec Saint John 2012, a wine that topped *Cuisine's* 2014 NZ specialty reds tasting. 601 SH16, Huapai, ph: 09-412 8560, cooperscreek.co.nz

CELLAR DOOR Mon-Fri 9.30am-5.30pm, Sat-Sun & public holidays 10.30am-5.30pm

KERR FARM VINEYARD

SETTING What a magnificent grand old house this is. Sitting proudly at the end of the driveway, in front of their home vineyard, it's a hugely impressive cellar door, and yet as soon as you sit down at the old oak table with the owner, Jason Kerr, you'll feel right at home. One of the industry's most friendly and helpful personalities, he will guide you through the Kerr Farm wines in a most affable way. **THINGS TO KNOW** There's ample space outside, so bring a picnic hamper and spend an unhurried afternoon here. Also take a look at the winery's Facebook page for lots of helpful



Matua Wines

information, plus videos about growing and making wines.

OUR PICKS The sauvignon blanc is richer and riper than the Marlborough style, and very easy on the palate.

Kerr Farm is proud of its chardonnay, as well as the richly savoury pinotage, made from 50-year-old vines (New Zealand's oldest).

📍 48 Dysart Lane, Kumeu,
ph: 09-412 7575, kerrfarmwine.co.nz
CELLAR DOOR Sat-Sun 11am-5pm

KUMEU RIVER WINES



SETTING Look out for the sign as you drive towards Kumeu village on SH16. The cellar door fronts the winery building, and with a view to their famous Mate's Vineyard across the road, you are in chardonnay heaven. Kumeu River also produces superb

pinot gris and pinot noir, but you are here to sample what critics and enthusiasts alike regard as some of the best chardonnays in the world.

THINGS TO KNOW Producers with gargantuan status in the world of winemaking, the Brajkovich family originally came from Croatia and started off making fortified wines. Under matriarch Melba Brajkovich - recognised in the 2014 Queen's Birthday Honours for her services to the wine industry - the current generation of this internationally respected family, including winemaker Michael Brajkovich MW, continues the Kumeu River tradition of making outstanding wines and constantly refining quality.

OUR PICKS The Estate and single-vineyard chardonnays are excellent - elegant yet powerful, just like top-flight burgundies. The modestly priced Village Chardonnay is friendly and rounded with the signature house style, and offers earlier drinking.

📍 550 SH16, Kumeu, ph: 09-412 8415,
kumeuriver.co.nz
CELLAR DOOR Mon-Fri 9am-5pm,
Sat 11am-5pm

MATUA WINES

SETTING This is a lovely place to visit for a weekend drive, though it's also worth making a midweek visit, if you can spare the time, for the chance to see the winery when it's calm and serene. The cellar door is an elegantly refurbished heritage building, formerly The Hunting Lodge restaurant, and it sits on an elevated spot next to the winery. You'll be tempted to sit outside and linger.

THINGS TO KNOW This is the birthplace of New Zealand sauvignon blanc. The first commercial release was back in 1974 and Matua Valley continues to make some of the country's finest examples. There are cheese platters available, and you are also welcome to bring your own picnic.

OUR PICKS All the classic varieties are available and are excellent, but the chardonnay and pinot noir are particularly outstanding.

PLUS Keep an eye on their website for details of concerts and "pizza and pinot" nights over summer.

📍 311 Waikoukou Valley Rd, Waimauku,
ph: 09-411 5501, matua.co.nz
CELLAR DOOR 7 days 10am-5pm

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JANCIS ROBINSON

and JULIA HARDING

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The Oxford Companion to

WINE

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Advisory Editor, Viticulture: Richard E. Smart

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Valérie Lavigne & Denis Dubourdieu

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8

and dry with a moderate risk of October and April frosts. Low rainfall and light soils of moderate fertility help control vine vigour and canopy here. Viticultural research at LINCOLN has had a considerable influence on selecting suitable vine varieties for the local growing conditions and in assisting local growers with viticultural techniques. Sauvignon Blanc and Pinot Noir are, yet again, the region's most planted varieties, with Pinot Gris in third place.

Nelson Nelson is the South Island's most northerly wine region, nearly two hours' drive across high ranges from Marlborough. The rolling hills of Nelson rise from a scenic coastline to form a beautiful setting for the region's 38 wineries. Sauvignon Blanc has overtaken Chardonnay to become the region's main grape variety, thanks to world demand for this varietal. Pinot Noir and Pinot Gris are second and third respectively with Chardonnay a distant fourth. The varied topography of Nelson makes it difficult to generalize about weather and soils, although records show that the region is slightly cooler and wetter than the Marlborough average.

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

Auckland Auckland, the largest city, gives its name to the one New Zealand wine region where winery visitors can be assured of finding vines made from grapes grown as far south as Canterbury in the South Island, and are more likely to be offered wine from Marlborough and Hawke's Bay than the product of a local vineyard. Auckland viticulture declined during the rapid growth of Gisborne, Hawke's Bay, and Marlborough through the 1970s and 1980s but began to grow in the 1990s as grape-growers adopted canopy-thinning techniques to correct vine vigour. New subregions, including Clevedon, Matakana, and especially Waitheke Island, where some very fine BORDEAUX BLENDS are made, are now producing high-quality and highly fashionable reds which have

helped raise Auckland's profile and esteem as a wine region.

Northland Northland, at the very northern tip of the country, was the birthplace of New Zealand wine. The region's warm, wet, temperate climate has proved to be a barrier to good-quality wine production, particularly on the wetter west coast. Modern viticultural methods and careful site selection have allowed several producers to establish relatively rot-resistant varieties such as Cabernet Sauvignon and Syrah with promising results.

Waitaki on LIMESTONE in North Otago was rapidly being developed in the mid 2000s. That development has slowed although the quality of Waitaki's Pinot Noir and Pinot Gris may stimulate further growth. R.F.C.

Cooper, M., *Wine Atlas of New Zealand* (Auckland, 2008).

Saker, J., *Pinot Noir: The New Zealand Story* (Auckland, 2010).

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www.nzwine.com (NZ Winegrowers website).

www.nzwine.com

www.gisbornewine.co.nz

www.winehawkesbay.co.nz

www.winesfrommartinborough.com

www.canterburywine.co.nz

www.cowa.org.nz

www.centralotagopinot.co.nz

www.wine-marlborough.co.nz

www.winelson.co.nz

Neyret, Neret, or Neiret, rare, dark-berried wine, strictly Neret di Saint-Vincent, still found in VALLE D'AOSTA and likely to be related to several transalpine varieties.

Niagara, American hybrid grown successfully in NEW YORK state. This *VITIS labrusca* variety is vigorous, productive, and withstands low temperatures well. Known as the white answer to CONCORD, one of its parents, it makes wines with a particularly FOXY flavour. It was created in Niagara, New York, in 1866 and is now planted widely in New York state, Canada, and Brazil. For details of Niagara, Canada, see ONTARIO.

Nieddera, promising Sardinian red wine grape.

Niederösterreich, or Lower AUSTRIA, is the state in which well over half of the country's vineyards are situated. In it are the wine regions CARNUNTUM, KAMPTAL, KREMSTAL, THERMENREGION, TRAISENTAL, WACHAU, WAGRAM, and WEINVIERTEL. Since the names Kamptal, Kremstal, Traisental, and Weinviertel between 2002 and 2008 became those of official DAC appellations of origin reserved for wines made from Grüner Veltliner or (in the first three of these) Riesling, wines made

from other varieties are labelled simply Niederösterreich, guaranteeing this name a prominence that it did not previously enjoy. D.S.

Nielluccio, Corsica's name for SANGIOVESE, probably brought there by the GENOISE who ruled the island until the late 18th century. Often blended with SCLACARELLO (Mammolo), it constitutes an increasing proportion of the island's APPELLATION CONTRÔLÉE reds and, particularly, rosés, for which it is especially suitable. It is the principal ingredient in Patrimonio, on whose clay-limestone soils it thrives. It buds early and ripens late and is therefore susceptible to late frosts in spring and rot during the harvest.

nitrogen, mineral element and inert colourless, odourless, tasteless gas that is extremely useful in both grape-growing and winemaking. Nitrogen gas is an inert constituent of the atmosphere, making up 78% by volume. In its combined forms, nitrogen is an essential element in AMINO ACIDS, PROTEINS, and ENZYMES, without which life could not exist. In soil, it is an important constituent of ORGANIC MATTER, from which it is released during decomposition in the form of ammonium ions. Although these ions are taken up by plant roots, much of the ammonium is oxidized by specialist soil bacteria to nitrate ions, which are also absorbed by roots. Ammonium and nitrate compounds are important constituents of many FERTILIZERS.

Viticulture

Nitrogen has a major impact on vineyard VIGOUR, and potentially on wine quality. Nitrogen is essential for vine growth and is one of the three major elements, along with POTASSIUM and PHOSPHORUS, needed most for plant growth. It is an important component of proteins, and also of chlorophyll. The most common symptoms of nitrogen deficiency, which can be expected on sandy soils low in organic matter, are reduced vigour and uniformly pale green or yellow leaves. Soil and plant tests can be used as a guide to the use of nitrogen fertilizers.

Much more caution is needed with vines than with most other plants in applying nitrogen fertilizers, or large amounts of manure, or planting in soils naturally rich in nitrogen. The use of COVER CROPS containing clover and other legumes should also be monitored carefully as they might add excessive nitrogen to the vineyard soil.

Whatever the origin, too much nitrogen in a vineyard results in excessive vegetative vine growth, termed high vigour. Such vineyards typically show higher YIELDS than low-vigour vines and reduced quality owing to the SHADE effects. CANOPY MANAGEMENT procedures may be used to overcome some of these effects, but will not eliminate them completely. Vineyards with excessive nitrogen supplies are also prone to

New Zealand *Wines* 2016



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Front cover photograph: Greenhough's Apple Valley Vineyard, Nelson, by Elspeth Collier.



2015 Vintage Report

New Zealand wine will be scarcer following the 2015 grape harvest of 326,000 tonnes – 27 per cent down on the huge 2014 crop of 445,000 tonnes. Philip Gregan, chief executive of New Zealand Winegrowers, predicted a shortage of 2015 wines, especially Marlborough Sauvignon Blanc, while others forecast rising prices.

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

Spring frosts and cool conditions during the vines' flowering ensured a lighter year. So did drought in Marlborough, Canterbury and Otago, together with outbreaks of a warm-weather fungal disease, powdery mildew. Waipara (down 53 per cent) and Auckland (down 41 per cent) were the worst-hit regions; in Marlborough, the harvest was 29 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.

Sauvignon Blanc still dominated the country's production from 2015, accounting for 69 per cent of the total harvest. The top five list of grape varieties also featured Chardonnay (9 per cent), Pinot Noir (8 per cent), Pinot Gris (6 per cent) and Merlot (3 per cent).

In Hawke's Bay, a top small producer described 2015 as a 'difficult' vintage, with low yields, powdery mildew creating extra vineyard work, and a rainy harvest period. 'But the flavours are still good.' Esk Valley reported 'fragrant, lower alcohol wines with real charm'.

In 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' appetising acidity, 'but the wines are looking very good. Quantities are well down on 2014. No rain, clean fruit ... all good from our viewpoint.'

Many growers expressed relief that 2015 produced a far smaller crop, because they still had unsold stocks from 2014. On the domestic market, New Zealand Winegrowers anticipates imports will surge, with overseas labels increasingly replacing local wines in lower price brackets. The country's burgeoning wine exports – worth \$1.37 billion in 2014 – are also likely to be constrained.

Auckland

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

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

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. Matawhero 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.

Overall, the 'growing degree days' (heat summation) figures for the 2015 growing

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

Declaration

I, STEPHEN MARK NOBILO, of

[Name]



[Place of residence]

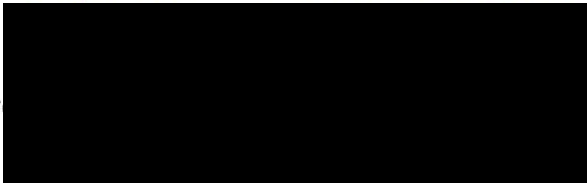
, WAIMAUKU

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 declaration, including the Appendix, 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



Declare  this 25th day of April 2018.

Before me:



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

Signature:

KS DEOBHAKTA
LAWYER
AUCKLAND.

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

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 Auckland GI, the following was noted by the examiner:

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

- *Further evidence showing how the AUCKLAND GI is used in relation to your wine goods. This further evidence should include wine labels showing use of AUCKLAND as a GI on your wine goods.*

Attached at Appendix 1 is further evidence showing use of the Auckland GI in relation to wine goods.

We note that although AUCKLAND was formerly the centre of gravity of the New Zealand wine industry, other regions now have greater prominence. As such, “AUCKLAND” is now primarily used as a regional descriptor to locate and encompass its more prominent boutique sub-regions – such as Kumeu, Waiheke Island, Matakana, Clevedon, and Waimauku, and to refer to them in the context of being a related set of wine regions, sharing certain characteristics in common. It is, however, still well recognised as a wine region, and meets all criteria of Geographical Indication as defined in the Act.

In recent years, as far as we are aware, Villa Maria has been the only vineyard consistently using AUCKLAND on wines produced in commercial quantities. Several examples of labels for its *Ihumatao AUCKLAND Single Vineyard* range are attached. We also attach a copy of the label for a 2006 Pleasant Valley AUCKLAND Pinotage.

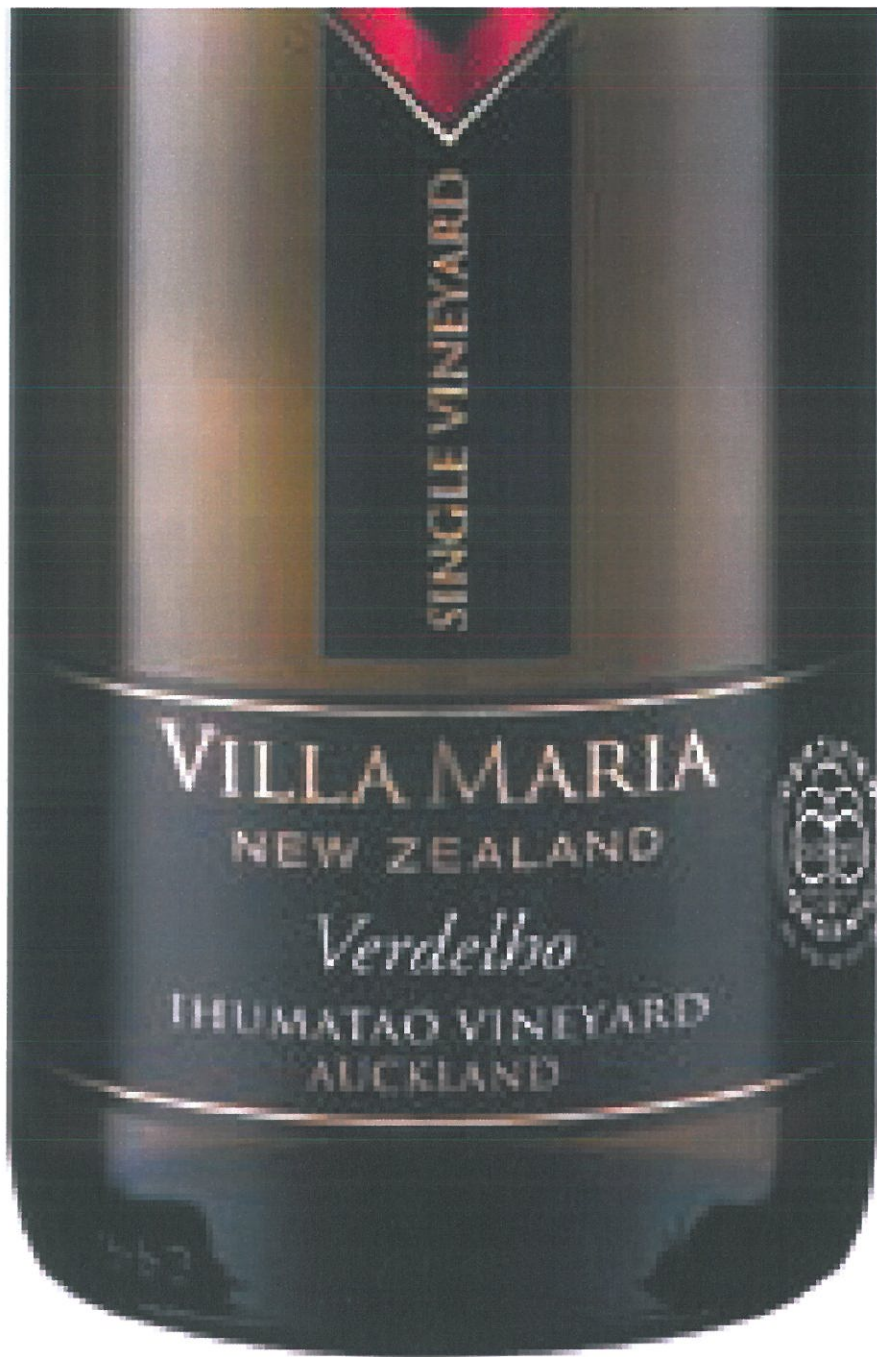
Almost all use of the AUCKLAND GI now occurs off-label, which is why in the initial application we provided examples of a significant number of wine texts and other materials discussing the wines and wineries of the AUCKLAND region. Such use, although not on wine goods, is very clearly the use of the GI as an indication that identifies the wines of the region as originating in the AUCKLAND region, and is used as such “in relation to” wine, as required under the GI Act.

This evidence shows that AUCKLAND has been, and still is in use as a geographical indication for wine, and remains important as the broader regional geographical indication for the wines of the region. We consider it critical that AUCKLAND be registered to provide formal recognition of the identity of the broader AUCKLAND GI region which encompass its now better-known subregions.

The materials in Appendix 1 also show how the “AUCKLAND” GI is used as the regional identifier for marketing purposes, particularly in online search engines. Examples included are drawn from New Zealand retailer Glengarry Wines, Cuisine magazine’s wine website, Australian retailer Langton’s and English wine merchants Berry Bros. & Rudd.



2013 AUCKLAND Verdelho



2014 vintage AUCKLAND Verdelho



2017 AUCKLAND Gewurztraminer



2013 AUCKLAND Gewurztraminer



2010 AUCKLAND Chardonnay



2007 AUCKLAND Chardonnay

PLEASANT VALLEY

Yelms

AUCKLAND
PINOTAGE

2006

Example of Website wine search engine (Glengarry Wines), searching by AUCKLAND GI region (first 2 pages of results shown)

Wine

Page 1 of 5

[GLENGARRY WINES FINE WINE DELIVERED SINCE 1945](#)
[DIDA'S WINE LOUNGE & FOOD STORE](#)
[ABOUT WINE BLOG NEWS FROM THE 12th GRAPEVINE](#)
[EN PRIMEUR BORDEAUX WINE FUTURES](#)
[SIP IT BARGAINS & BIN ENDS](#)

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GLENGARRY

[WINE LIST](#) | [SPIRITS LIST](#) | [BRAND INDEX](#) | [COCKTAIL RECIPES](#)

[WINE](#) | [BEER & CIDER](#) | [SPIRITS](#) | [TASTINGS](#) | [GIFTS](#)

WINE - IT'S OUR PASSION

Wine is what we are about, and in this section you will find a comprehensive listing of our huge selection from New Zealand and around the globe. Featuring on-line only discounts, as well as regular product promotions and, the odd daily one-off wondrous wine special, this is an area that it pays to keep an eye on as we actively showcase the best of our great wine brands. In fact, why not make it your home page?



FILTER	CATEGORY	VARIETY	COUNTRY / REGION	PRICE	SORT BY
	ANY CATEGORY	ANY VARIETY	AUCKLAND	ANY PRICE	PRICE - ASCENDING

SEARCH RESULTS ~ WINE/ANY STYLE, ANY VARIETY, NEW ZEALAND / AUCKLAND, ANY PRICE

<p>KUMEU RIVER VILLAGE PINOT GRIS 2016</p>  <p>WAS \$16.99 NOW \$14.99</p>	<p>COOPERS CREEK HUAPAI ROSÉ 2016</p>  <p>\$16.99 CASE/6 \$14.99 ea.</p>	<p>KUMEU RIVER VILLAGE PINOT NOIR 2016</p>  <p>\$16.99</p>	<p>KUMEU RIVER VILLAGE CHARDONNAY 2016</p>  <p>\$18.99</p>
<p>KUMEU RIVER PINOT GRIS 2016</p>  <p>\$24.99</p>	<p>KUMEU RIVER ESTATE CHARDONNAY 2016</p>  <p>\$29.99</p>	<p>VILLA MARIA SINGLE VINEYARD IHUMATAO GEWURZTRAMINER 2014</p>  <p>\$34.99</p>	<p>MAZURAN'S WHITE PORT</p>  <p>\$38.00 CASE/6 \$30.00 ea.</p>

<https://www.glengarrywines.co.nz/wine.jsp?fc=WINE!any&...> 16/04/2018

KUMEU RIVER
HUNTING HILL PINOT NOIR 2013



\$48.99

KUMEU RIVER
KUMEU CREMANT NV



\$49.99

MAZURAN'S
CREAM SHERRY



\$62.00

CASE / 6 \$50.00 ea.

MAZURAN'S
SPECIAL MADEIRA PORT



\$62.00

CASE / 6 \$50.00 ea.

MAZURAN'S
GOLD MEDAL RICH PORT



\$62.00

CASE / 6 \$50.00 ea.

MAZURAN'S
WHITE MUSCAT



\$62.00

CASE / 6 \$50.00 ea.

MAZURAN'S
DIRECTORS PORT



\$72.99

ST NESBIT
MERLOT CAB FRANC PETIT VERDOT
2011



\$85.00

MAZURAN'S
ROYAL 40 YEAR OLD TAWNY PORT



\$149.00

MAZURAN'S
VINTAGE PORT 2000



\$150.00

MAZURAN'S
VINTAGE PORT 2002



\$150.00

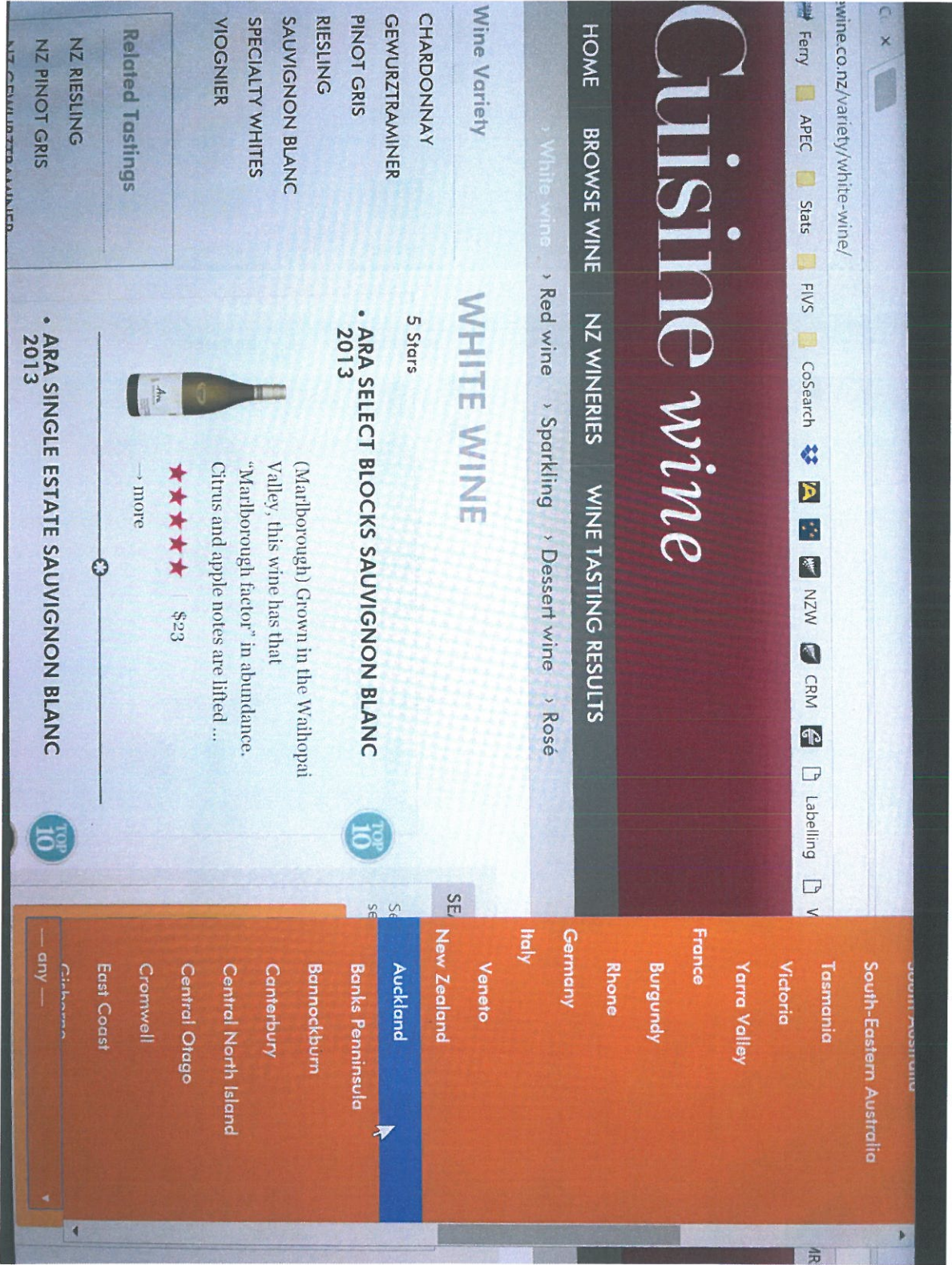
MAZURAN'S
VINTAGE PORT 2012



\$150.00

Example of Website wine search engine (Cuisine Wines), searching by AUCKLAND GI region (first 2 pages of results shown)

The website engine allows wines to be searched by region – this image shows AUCKLAND selected





HOME BROWSE WINE NZ WINERIES WINE TASTING RESULTS

› White wine › Red wine › Sparkling › Dessert wine › Rosé

Wine Variety

- CHARDONNAY
- GEWURZTRAMINER
- PINOT GRIS
- RIESLING
- SAUVIGNON BLANC
- SPECIALTY WHITES
- VIOGNIER

Related Tastings

- NZ RIESLING
- NZ PINOT GRIS
- NZ GEWURZTRAMINER
- NZ SAUVIGNON BLANC
- NZ CHARDONNAY
- NZ SPECIALTY WHITES
- RIESLING 2017
- NZ GEWURZTRAMINER 2017
- NZ SAUVIGNON BLANC
- NZ SPECIALTY WHITES
- NZ CHARDONNAY
- NZ RIESLING
- NZ PINOT GRIS
- NZ SAUVIGNON BLANC

VILLA MARIA SINGLE VINEYARD IHUMATAO AUCKLAND CHARDONNAY 2012

Like 0 + 0

The only Auckland wine among our top place-getters was grown in a vineyard with a medal-winning pedigree. Flinty, oyster-shell aromatics set the scene for a classy, vital, compact mouthful. Candied lime and cinnamon notes flow to a lengthy finish. Try it with a rabbit and pork terrine.

Chardonnay - White wine

Greater Auckland - New Zealand

SEARCH THIS SITE SEARCH WINE

Select at least one filter to refine your wine search

VARIETY

PRICE

STAR RATING

REGION

SEARCH



NZ CHARDONNAY	NZ \$37
NZ SPECIALTY WHITES	View the full NZ Chardonnay 2014 tasting results
NZ PINOT GRIS	
NZ RIESLING	
NZ GEWURZTRAMINER	
NZ GEWURZTRAMINER	<div style="border: 1px solid black; padding: 5px;"><p>Winery</p><p>→ Villa Maria Estate</p></div>

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Example of website wine search engine (Berry Bros. & Rudd, UK), allowing for searching by NZ wine regions

Note the ability to search for wines by wine region, with AUCKLAND wine region first on the list. Selecting Auckland brings up 7 wine results (the first 5 of which are shown on the next page).

1980s, this success was replicated with Pinot Noir in Central Otago – both are home to world-class examples.

Learn more about New Zealand

Filter By

Sort by: Relevance

1 2 of 2 Show all

Showing 1-30 out of 38 Items

Ratings

- 5 (4)
- 4 (6)
- 3 (1)

Regions

- Auckland (7)
- Canterbury (1)
- Central Otago (7)
- Hawkes Bay (7)
- Marlborough (1)
- Wairarapa (4)

Colour

- Red (21)
- White (17)

Hide Details

Retail In Bond Ex-Permit

Prices: 1

2016 Berry Bros. & Rudd New Zealand Sauvignon Blanc by Churton Wines

Full of fresh gooseberries, hints of tomato leaf and passion fruit, there is nonetheless an elegant restraint here. The typical Marlborough pungency is held in check by tangy citrus notes and a fine, mineral finish. This is a delicious wine with verve and vibrancy.

New Zealand + Marlborough

Bottle

£14.95

1

Add Bottle

Case price (6)

£80.70

Saving £9.00

1

Add Case

6 Reviews

Learn more about New Zealand

Remove

Sort by: Relevance ▼

Showing 1-7 out of 7 items

Auckland

Show Details

Retail In Store In Preview

Prices: 1

Filter By

Colour

- Red (1)
- White (6)

Maturity

- Ready, but will improve (3)
- Ready, but will keep (4)

Vintage

- 2013 (2)
- 2015 (2)
- 2014 (3)

Grape Variety

- Chardonnay (6)
- Syrah/Shiraz (1)

Case Size

- 6 bottles (2)
- 12 bottles (6)

Alcohol Percentage

- 13% to 14% (4)
- 14% to 15% (3)

Closure Type

2016 Kumeu River, Estate Chardonnay, Auckland, New Zealand



Bottle	£22.00	1	Add Bottle
Case price (12)	£248.00 <i>Saving £27.00</i>	1	Add Case

2016 Kumeu River, Coddington Chardonnay, Auckland, New Zealand



Bottle	£29.90	1	Add Bottle
Case price (12)	£322.00 <i>Saving £35.00</i>	1	Add Case

2014 Sam Harrop Cedalion Chardonnay, Church Bay, Waiheke Island



Bottle	£69.95	1	Add Bottle
Case price (12)	£431.40 <i>Saving £48.00</i>	1	Add Case

2014 Sam Harrop Cedalion Syrah, Church Bay, Waiheke Island



Bottle	£44.95	1	Add Bottle
Case price (12)	£435.40 <i>Saving £54.00</i>	1	Add Case

2015 Kumeu River Coddington Chardonnay, Kumeu, Auckland



1 2 3 4 5 6 7 8 9 10 11 12

This example shows initial results from a search for "Auckland" wines on www.langtons.com.au, with the fact that it is an AUCKLAND GI wine clearly highlighted.

KUMEU RIVER WINES Estate Chardonnay, Auckland 201... Page 1 of 2



KUMEU RIVER WINES Estate Chardonnay, Auckland 2016

Price per Bottle

\$35.00

- +

ADD TO CART

About This Product

KUMEU RIVER WINES Estate Chardonnay, Auckland

Style: CHARDONNAY

Vintage: 2016

Region: AUCKLAND

Code: KRWCA

Varietal: CHARDONNAY

<https://www.langtons.com.au/product/73769/1/2016/kumeu-r...> 16/04/2018