


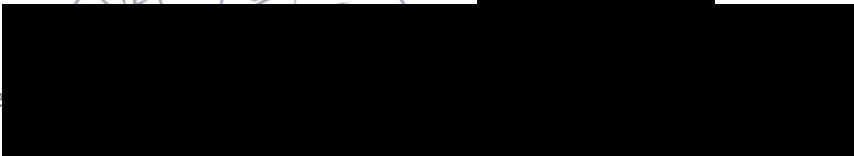
## Declaration

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I, *Ken Hardy*, of   
[name] [place of residence] *Hastings*

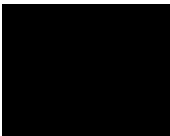
being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

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

Name: *Ken Hardy*   
Signature: 

Declared at *Hastings* this *17th* day of January 2018.

Before me: *Peter Andrew Kay*  
[name of Justice of the Peace, or solicitor or other person authorised to take a statutory declaration.]  
*PA Kay JP*  
*#6133*  
**HASTINGS**  
Justice of the Peace for New Zealand

Signature: 

# Evidence in support of an application for registration of a New Zealand Geographical Indication CENTRAL HAWKE'S BAY

## Geographical Indication name

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The name of the geographical indication (GI) for which registration is sought is "Central Hawke's Bay". This may also be presented as "Central Hawkes Bay".

## Quality, Reputation or Other Characteristic

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The CENTRAL HAWKE'S BAY GI is a recently developed, cooler climate, sub-region of the Hawke's Bay GI. The region produces a distinctive style of wine due to its climate and vineyards located on limestone hills, gravelly river beds, stony terraces and argillite shales. Wines produced from grapes grown in the CENTRAL HAWKE'S BAY GI have specific characteristics that are essentially attributable to their geographical origin.

Key elements include:

- Cooler and slower ripening conditions (1000-1200 Growing Degree Days); high diurnal range of warm days and cool nights
- distinctive geology and soils that contributes to the flavour of the wines;
  - limestone hills derived from a 3-million-year-old seabed that contains large oyster and crushed scallop and barnacle shells (*Coquina*) and provide a free draining base to overlying loess soils. The micro pores in the limestone also provide a water storage capacity, greatly reducing the need for irrigation.
  - fractured argillite shale beds that are free draining and deep
  - gravelly river terraces
  - distinctive microflora, microfauna in the soils that add to character.
- early 1970's investigations for winegrowing in the area that highlighted the suitability of certain varieties and styles;
- high costs relative to the volume of production, necessitating ultra-premium positioning in the market;
- the predominance of small, owner-operated wine businesses with a shared vision of the GI as a region for high quality wine production.
- Isolated vineyard sites with many vines on own roots and no phylloxera and few disease or virus problems.

The comparatively small group of boutique producers within the GI have responded to the unique physical environment and the marketplace by specialising in distinctive Pinot Noir and aromatic white wines, rather than Chardonnay and full-bodied reds of Hawkes Bay. Wines from the CENTRAL HAWKE'S BAY GI have a growing reputation based on several years of use and recognition by consumers, tourists wine experts and visitors to the GI.



## History and background

Wine has been produced commercially in the CENTRAL HAWKE'S BAY GI since the early 1980s. The first trial vineyard (0.4ha) was planted in August 1980 by Gary Johansen. In July 1982 consent was finally granted by the local council for a commercial vineyard to be established and in 1983 a one hectare plot was planted by Malcolm Johansen in Station Road, Takapau. 1983 saw plantings of Semillon, Pinot Noir (clones 2/10 and bactobel), Dr Hogg Muscat, Chenin Blanc, Merlot, Chambourcin and Gewürztraminer. Sir Richard Harrison at Pagets Road also planted Cabernet Franc, Sauvignon Blanc, Chenin Blanc, Pinot Noir, Riesling and Gewürztraminer.

A CHB grape growing group grew out of interested parties in 1988 and put together plans for development of the area and invited noted government advisers and viticulturists for input (Malcolm Johansen has a useful dossier on these early efforts).

The area was recognized in 1989 as being suitable for aromatic whites and Pinot Noir. Viticulture specialist, Allan Clarke's overall impression of CHB was of it being slightly cooler than the Heretaunga Plains, but having the capability in certain areas to produce premium wines. Spring frosts were a key consideration.

The first commercial crop of Merlot in 1989 went to Esk Valley winery and was blended with Cabernet Sauvignon for Villa Maria Forrest Flowers collection. In the mid 1990 John Ashworth, encouraged by Sir Richard Harrison's enthusiasm, and the success of a small planting around his house at Takapau planted a further 8ha in Pinot Noir, Gewürztraminer, Chardonnay, Pinot Gris and Riesling and sold under the Three Sisters label. Several other growers also contributed fruit to this label under CHB Wines Ltd.

Further vineyards were established in the early 2000's increasing the number of growers to six covering approximately 44ha with three Cellar Doors.

Vineyards are small in the CENTRAL HAWKE'S BAY GI and labour intensive which add to the cost of production. Retail prices therefore need to be high to recoup these costs and maintain profitability. Three vineyards have cellar doors open during the summer months and attract visitors from Napier and Hastings and through traffic to Wellington. These are generally manned by the owners consequently visitors get a unique experience and special treatment. Online sales are also promoted and producers are active with websites and social media. Fruit is mostly processed off site, except Pukeora Estate, in wineries at Hastings or Napier as the cost of building new small-scale wineries to comply with new regulations is prohibitive. A substantial portion of the finished product is exported to USA, UK, and Asian markets.

Development of the Ruataniwha Plains may bring larger scale, single variety vineyards with machine harvesting on the flat stony plains. This should attract workers to the area and increase the focus on Central Hawke's Bay as a distinct area that can produce world class wines.

At present the structure is small family-owned operations, employing casual staff during November through May to tend the vines and harvest. Pukeora Estate processes its own fruit on site, while the remaining vineyards truck their harvest to Hastings/Napier for processing, but closely oversee the various stages. We are a close-knit group with regular contact and encourage visitors to visit the other cellar doors. The vineyards are very isolated from each other and surrounded by sheep/beef farming enterprises which adds to the rural atmosphere.

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

### *Geology*

The oldest rocks in the area form the Ruahine ranges. These rocks were deposited on the ocean floor between 200 and 145 million years ago – the Jurassic Period - and have since been uplifted. The Ruahine Ranges greywacke and argillite has been eroded and the gravels cover the plains and beds of limestone at depth that forms an aquifer.

The Ruataniwha Depression (which includes the Takapau Plains) is filled with Pleistocene and Holocene terrace deposits and is crossed by the river system of the Tukituki and its tributary, the Waipawa. Most of the present topography results from tilting and river terracing under frost-climate conditions during the Pleistocene glaciations. Towards the foot of the Ruahines the surface is tilted and terrace systems may be seen in the harder calcareous silt-stones and conglomerates of the earlier Pleistocene.

Hills of limestone and sandstone and mudstones now exposed in near Waipawa and Waipukurau accumulated within a seaway that stretched from the Manawatu Gorge to Cape Kidnappers between one and three million years ago. Kahuranaki is a complexly faulted mass of upper Pliocene cemented shelly limestone and forms prominent dip slopes throughout Central Hawke's Bay and is often quarried for agricultural use; very occasionally some layers are pure and are used in glass manufacture (for example, Pakipaki, Waipawa Gorge, etc.). Fossils are abundant in most of the Tertiary rocks of the district and there are oyster and scallop bed exposed on a cutting near Lime Rock vineyard.

The argillite near Mangaorapa originates from the Porangahau member of the Whangai Formation and the bed provides fractured shale to over 20m.

### *Soil & subsoil*

Soil surveys were carried out in the late 1930's and published in 1947<sup>1</sup>, but these were recently revised and held on the HBRC GIS and originate from Landcare Research S-maps. They have a high level of detail and descriptions of soils. Descriptions used here are general textural descriptions and use the 1947 report names for reference.

Takapau sandy loams are light soils and dry out readily as they cover stony-gravel subsoils derived from greywacke and limestone. The major soils in this series are the Takapau silt loams which cover an extensive area of the Ruataniwha Plains and may be slightly compacted over light brown stony gravels. The other most important soils are the Argyll stony gravels and sandy loams on the plains south of Tikokino and this area could be a focus for extensive vineyard development in the near future if the RWSS goes ahead.

The limestone hills are generally comprised of the Matapiro complex and fertile phase on muddy sandstones and is more fertile than the sandy loams of the plains. Others area comprise the Te Aute sandy loam with fairly high fertility. *Loess* (wind -blown fine sediments) forms the subsoil which can set to a hardpan in summer in some areas restricting root growth depth, however it is a good water-holding layer during the summer months when Hawkes Bay can be prone to droughts and irrigation is seldom required. The base is the limestone seabed laid down over 3 million years ago and

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<sup>1</sup> 1947, DSIR, Bulletin No. 94, Soil Bureau Publication No.15, *Soils and some related Agricultural Aspects of mid Hawke's Bay*. The Cliff Press.

comprises crushed barnacle, oyster and scallop shells (*Coquina*) that is free draining but also provides a reservoir of water in the pores of the matrix. Whole oyster shells as large as a wine bottle are often found around Hatuma lime works east of Waipawa.

See Appendix 1 for Maps Representing Soil and Climate Characteristics of CHB.

### *Location of current plantings*

#### *Limestone Hills*

Pukeora Estate (5ha), established in 2000 is located just south of Waipukurau on elevated limestone hills with a northerly outlook, with the steeper slopes being terraced. The site includes a former sanatorium and the old bathroom block has been converted to a small winery and the main building is used extensively for functions and as a conference centre. Varieties include mostly Pinot Noir, Pinot Gris, Chardonnay with small amounts of Merlot, Syrah, Cabernet and Malbec. A Cellar Door was recently opened.

Lime Rock Wines (9ha) was established at the same time, 6k west of Waipawa on north facing limestone hills with the first commercial harvest in 2004. Varieties include nine clones of Pinot Noir, Merlot, Cabernet Franc, Sauvignon Blanc, Pinot Gris and Grüner Veltliner. Wine is mostly exported to USA, UK, Singapore and Australia. Cellar Door open over the summer months.

Two Dragons (1ha) plot located on Lindsay Road (Kevin Williams) is trialling Pinot Noir, Tempranillo and Chardonnay.

#### *Gravels and stony river terraces*

Junction (10ha) at Takapau is situated on stony terraces and has been producing since the mid 1990's (previously under The Three Sisters label) mostly Pinot Noir, Pinot Gris, Sauvignon Blanc, Gewürztraminer, Chardonnay and Riesling with some Flora.

Tukipo River Estate (2ha) is also planted on stony terraces near Ongaonga and grows mostly Pinot Noir and Chardonnay.

Andrew Wilson has also established a 2ha block of Merlot on Todd Road near Otane on an old river bed and on sells the fruit.

#### *Argillite Shale*

The largest and most southerly vineyard is at Mangaorapa (15ha), near Porangahau, and is on free-draining fractured argillite shale, producing mostly Sauvignon Blanc and Pinot Gris with the remaining 4ha under Pinot Noir. The vineyard is currently leased to Trinity Hill in Hawke's Bay but there is also a small production under the Mangaorapa label.

#### *Loam over Clay*

A small vineyard(1.4ha) Lurgan was established in 1996 on clay soils off Kahuranaki Road, initially with Cabernet Sauvignon and Sangiovese, but was later replanted with Pinot Noir in 2008.

#### *Stony Plains*

The greatest potential for vineyard sites of considerable size is the Ruataniwha Plains with its free draining soils (Figure 2), high diurnal range and relatively cheap flat land. With a climate very similar to Marlborough, this area could perhaps evolve to be the biggest vineyard area in the Hawke's Bay region, especially with Marlborough reaching its capacity in the near future. If the RWSS progresses



there will be ample water available for growing and frost control. Modern wind machines can also mitigate the frost risk to some extent provided there is an inversion layer present.

## 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 CENTRAL HAWKE'S BAY GI's key features are its moderately cool climate with a long, relatively dry growing season marked by significant diurnal differences courtesy of its elevated, inland location.

The CENTRAL HAWKE'S BAY GI is situated in the inland central Eastern Coast of the North Island, extending southwards from the Hawke's Bay GI between the Pacific Coast and the Ruahine Ranges to Porangahau and Dannevirke at its southern boundary. It is a relatively nascent area for wine-growing, though its climate and in particular its limestone soils have long been identified as suitable for high quality wine production. At present, there are few commercial vineyards but with limited viable areas for viticultural expansion in general in New Zealand and a number of Central Hawke's Bay wines already attracting positive critical attention, it is likely plantings will continue to expand.

CENTRAL HAWKE'S BAY GI has a varied topography with both plains and rolling hill country typical, and soils comprising loess-on-limestone hills, gravel riverbeds and other free-draining stony soils. The significant bulk of the Ruahine Ranges to the west provides protection from prevailing westerly weather systems and vineyards for the most part are far enough inland from the Pacific Coast to negate any maritime influence, including its significant easterly winds. The protection from the main weather systems means the climate is relatively dry overall, with an average rainfall of around 830mm, the GI getting wetter towards its westerly high country and drier towards the eastern coastlands. Hail can occasionally be a factor in summer.

The CENTRAL HAWKE'S BAY GI experiences a relatively cool overall climate, with a Growing Degree Days (GDD) sum of around 1100, a figure more similar to that of the Wairarapa GI's lying further to the south, and one significantly less than that of its nearest neighbour, the Hawke's Bay GI. However, the CENTRAL HAWKE'S BAY GI can experience very warm days throughout the ripening season (e.g. the GI's mean daily maximum air temperature for January is 24°C) which allows it to grow grapes such as Merlot, Cabernet Franc and Syrah, which would otherwise struggle to ripen. However, the GI's most consistent wines, as well as those building its reputation, are the more classical cool-climate varieties of Pinot Noir, Chardonnay and aromatic whites such as Sauvignon Blanc, Pinot Gris and Gruner Veltliner, which benefit from the extended cooler growing season allowing intense aromatics and good varietal character.

A particular feature of the GI is its cooler nights with diurnal shifts of up to 20°C being experienced, though differences can vary widely across the region. This shift in temperature, particularly on the warmer days in the growing season, allows preservation of natural acidity as well as heightened aromatic intensity, and extends the ripening period to allow greater phenolic development. Frost can be a risk for the CENTRAL HAWKE'S BAY GI, though producers seek to minimize this with hillside plantings which protect the vines by allow cold air flow to descend the slopes to settle on flatter land, or with wind- or sprinkler-based frost protection systems. With the current small number of vineyards, there is no pressure for producers to plant on marginal land so vineyards tend to be found in the most favourable microclimate sites within the GI.

*CENTRAL HAWKE'S BAY GI: Key Climate Indices and Statistics*

	<b>Growing Degree Days (&gt;10°C)</b>	<b>Rainfall (mm) (sum)</b>	<b>Ground Frost (# days per month) (Oct/Nov/Dec means)</b>
<b>Annual</b>	approx 1,100	approx 830	4.1 / 1.8 / 0.06

<b>Growing Season metrics</b>	<b>°C</b>
Mean Max Temp (January)	24
Mean Extreme Max	30.3

Source: 1945-1994 NIWA via Rodger Tynan, Lime Rock Vineyards

## Methods of producing wines in the area

### *Grape varieties and wine styles*

Central Hawke's Bay typically produces red, white, sparkling and rosé wines from the following grape varieties.

#### *Reds*

- Pinot Noir
- Merlot
- Cabernet Franc
- Cabernet Sauvignon (minor)
- Syrah and Malbec (minor)

#### *Whites*

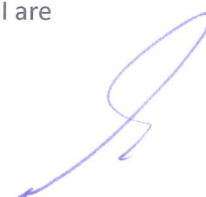
- Chardonnay
- Pinot Gris
- Sauvignon Blanc
- Grüner Veltliner
- Riesling
- Gewürztraminer

At present the vineyard area is around 43 ha and produces about 280 tonnes, however with an assured supply of water through the RWSS, development of the Ruataniwha Plains by larger wine companies could increase this area dramatically, perhaps by several thousand hectares within 10 years.

### *Viticulture and Winemaking*

Viticultural and winemaking practices within the CENTRAL HAWKE'S BAY GI depend on the aspect of the vineyards. At this stage only Mangaorapa vineyard is machine harvested, with the limestone hills steep slopes requiring carefully hand harvesting.

Particular features of viticulture and winemaking practices within the CENTRAL HAWKE'S BAY GI are as follows:



- There is very little irrigation of vines on the hills but the sandy loam and gravels of the plains require regular watering
- Vineyards have multiple clones of Pinot Noir to add to complexity and different windows of opportunity for picking and flowering. Some vineyards are not on grafted rootstock.
- Yields for Pinot Noir are between 2 and 6 tonnes per hectare, or about 2kg per vine to ensure full flavour and colour. Merlot yields about 3-4kg per vine on spur pruned vines. Sauvignon Blanc is generally 2 cane, sometimes 3 cane, yielding a very conservative 5kg per vine to maintain high quality
- Pinot Noir wines are typically aged in French oak barriques to produce a high-quality product.
- Producers within the CENTRAL HAWKE'S BAY GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand
- Labour availability is generally not a problem with a pool of locals, backpackers and casuals available
- Due to factors such as the capital intensive nature of winemaking facilities, fluctuations in vintages, and multi-regional ownership models, it is not unusual for winemaking to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.
- Wines from the GI may be made in styles that are lower in alcohol, including sweet wines and lower alcohol dry wines produced using permitted viticultural and winemaking practices.

## Quality

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

### *Pinot Noir*

The dominant variety for the CENTRAL HAWKE'S BAY GI and the variety for which it has received most critical attention. Pinot Noir is well-suited to the GI's moderately cool-climate, extended growing season and significant diurnal shifts, which enhance the variety's aromatic expression and complexity. Yields are generally low, which helps promote ripeness and concentrate flavour, and there are a variety of clones grown, helping to enhance complexity in the wines. Wines typically have expressive cherry, berry fruit, floral and spice notes, are light to medium-bodied in style with ripe fruit-driven palates and a gentle savoury background. Quality French oak use is common, and wines are positioned at a premium in the market. Rosé styles are also produced in bright, fruit-driven style.

### *Merlot*

The overall cooler climate of the CENTRAL HAWKE'S BAY GI means Merlot experiences a relatively long, slow ripening environment and in some years, may be difficult to fully ripen. However, generally the wines are medium-bodied with berry and plum fruit flavours, and soft tannins. Wines would typically be matured in some degree of French oak.

### *Cabernets Sauvignon and Franc*

The Cabernet family requires a long and fairly warm growing season to ripen fully, therefore the CENTRAL HAWKE'S BAY GI can be a challenging environment in which to ripen Cabernet Franc and especially the thicker skinned, slightly later-ripening Cabernet Sauvignon. However, within the GI are



particular warmer microclimates that can fully ripen Cabernet Sauvignon with regular examples of medium-bodied, bright fruited wines with smooth tannins. Oak is generally part of the winemaking choices. Plantings and thus resulting wine volumes are very small.

#### *Chardonnay*

There are relatively widespread plantings of Chardonnay throughout the CENTRAL HAWKE'S BAY GI, where it is grown on a range of soils including limestone, for which the variety has a known affinity, and which is relatively rare in New Zealand. CENTRAL HAWKE'S BAY GI Chardonnay is typically bright and expressive, with fine citrus and stone fruit characteristics, alongside spice, nut and creamy influences from winemaking choices. Use of oak is common, with high-quality French preferred. Winemakers may use wild-ferments, lees and oak according to desired styles. Wines have good balance, with the region's ability to retain natural acidity delivering good structure in a medium-bodied style. CENTRAL HAWKE'S BAY GI Chardonnay is generally positioned at the premium end of the market.

#### *Pinot Gris*

Small plantings of Pinot Gris are found throughout the CENTRAL HAWKE'S BAY GI on various soil types, and the variety is well suited to its cooler climate and marked diurnal shifts. Wines are generally light-bodied, fruit-focused with heightened aromatics; flavours of tree fruit and citrus are typical, with fresh, mineral acidity. Producers may choose to enhance varietal purity by using neutral fermentation and maturation vessels; seasoned oak may also be employed to add texture and complexity.

#### *Sauvignon Blanc*

CENTRAL HAWKE'S BAY GI has small amounts of Sauvignon Blanc planted, with good quality, aromatic wines of distinct varietal character produced. The cooler climate and marked diurnal shift contributes to both aromatic and palate intensity and wines are compact with defined natural acidity and mineral tension. They may be vinified using neutral vessels such as stainless steel to preserve fruit purity and freshness but oak may also be chosen for some wines to add complexity and longevity.

#### *Gruener Veltliner*

CENTRAL HAWKE'S BAY GI has tiny but promising plantings of the Austrian native variety Gruener Veltliner. The moderately cool climate with significant diurnal shifts gives lighter-bodied, ripely fruited aromatic wines with crisp citrus, stone fruit and spice notes. Wines are vinified in a neutral fashion to preserve freshness and fruit purity.

## **Reputation**

CENTRAL HAWKE'S BAY GI is a relatively new area for grape production and vines are mostly less than 15 years old, however they are establishing a point of difference from other regions producing Burgundy varieties such as Central Otago. For example, Jancis Robinson (MW UK) included a 2009 Lime Rock Pinot Noir in her Top 100 Red Wine list for 2012, describing it as very Burgundian in character.



This provides Central Hawke's Bay with a strong focus on pinot noir and aromatic whites. It adds to the attraction of Hawke's Bay as a wine destination as a wine enthusiast can taste full bodied reds around Hawkes Bay and 30 minutes' drive south can be tasting pinot noir in Central Hawkes Bay.

The vineyards in CHB with cellar doors are located in spectacular locations, with Pukeora and Lime Rock overlooking the Ruataniwha Plains to the Ruahine Ranges. Junction on the plains has views closer to the ranges. A brochure (The Limestone Loop) has been developed to encourage tourists to visit CHB as a destination for a day or half day trip.<sup>2</sup>

The factors outlined above that contribute to the specific characteristics of wines bearing the CENTRAL HAWKE'S BAY GI also contribute to their reputation. These factors both dictate the necessity for production of ultra-premium, distinctive wines, and provide a suitable environment for the production of such wines. The reputation of wines bearing the CENTRAL HAWKE'S BAY GI is built upon and justified by the production of ultra-premium, distinctive wines.

### *Market Positioning of Central Hawke's Bay Wines*

Wines from the CENTRAL HAWKE'S BAY GI at present are mostly from small "boutique" producers and typically positioned at the "ultra-premium" end of the wine market, defined as wines priced between US\$15 – US\$50<sup>3</sup> (NZ\$22 – 73) per bottle. The range of retail prices is between NZ\$17 and NZ\$80 with Pinot Noir being the dominant variety, however there is generally a two or three tier labelling system in most of the wineries. Appendix 2 provides a survey of typical 2017 Central Hawke's Bay wine retail prices in New Zealand.

A substantial portion of wine is exported to USA, UK, Australia and Asian markets and retail prices are considerably higher. The export market is aimed at importer/distributors who service the high-end restaurant market in London, New York and San Francisco, rather than to large retailers such as Tesco in the UK. There are no bulk wine shipments originating from Central Hawke's Bay.

### *Use of the CENTRAL HAWKE'S BAY GI*

All producers use Central Hawke's Bay as the region on their labels, with the exception of wine that is blended with other Hawkes Bay wines. Appendix 3 provides some examples of the CENTRAL HAWKE'S BAY GI in use on labels. It is on banners we use to promote our wines at tastings and any press releases targeting the media, trade and general public.

Wines from the CENTRAL HAWKE'S BAY GI are also exported around the world. See Appendix 4 for Central Hawkes Bay Wine Litres Exported by GI.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the CANTERBURY 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](http://www.nzwine.com) website;
- NZW pamphlets and materials about the NZ wine industry and its regions, such as:
  - *Hawkes Bay (sub-regions tab)*: <https://www.nzwine.com/en/regions/hawkes-bay/>
  - *A Land Like No Other*: <https://www.nzwine.com/media/6390/a-land-like-no-other.pdf>.

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<sup>2</sup> [www.hawkesbaynz.com/files/uploads/2014\\_12\\_19\\_Final\\_copy\\_141938\\_Limestone\\_Loop\\_Brochure.pdf](http://www.hawkesbaynz.com/files/uploads/2014_12_19_Final_copy_141938_Limestone_Loop_Brochure.pdf)



- The New Zealand wine regions map A0 size poster which is widely used including in association with all national and international promotional activities. This map also appears as the sixth panel in the *A Land Like No Other* pamphlet.

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

In their own marketing activities, producers from the CENTRAL HAWKE'S BAY GI highlight the production of aromatics and Pinot Noir in the cooler areas of Hawke's Bay that will add diversity to the general Hawke's Bay region. Wine writers will be targeted and invited to experience the CENTRAL HAWKE'S BAY GI and sample a range of wines from various producers. Export markets will be exposed to this sub region of Hawke's Bay through exports to USA, UK, Japan, Asia and Australia. Facebook, Instagram and Twitter media will be used to highlight the GI.

#### *Formal recognition of the CENTRAL HAWKE'S BAY GI*

While New Zealand has not had a formal registration system for GIs in place, the New Zealand Government has formally recognised "Central Hawke's Bay" on several occasions where this has been necessary to facilitate exports. This provides evidence that the CENTRAL HAWKE'S BAY GI is already recognised by the New Zealand Government to the extent possible under the current New Zealand law, and that such recognition has been accepted by the governments of other countries.

The New Zealand Government included "Central Hawke's Bay" 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 "Central Hawke's Bay" as a New Zealand geographical indication for use on wines exported to the European Union in the *European Union: Wine: Overseas Market Access Requirements Notice*.<sup>4</sup>

In 2010, the New Zealand Government included "Central Hawke's Bay" as a New Zealand geographical indication for use on wines exported to Brazil in the *Brazil Wine Notice of Overseas Market Access Requirements*.<sup>5</sup>

In 2013, the New Zealand Government included "Central Hawke's Bay" on the list of New Zealand wine regions<sup>6</sup> notified pursuant to Article 4(3)(e) of the World Wine Trade Group *Protocol to the 2007 World Wine Trade Group Agreement on Requirements for Wine Labelling Concerning Alcohol Tolerance, Vintage, Variety, and Wine Regions*.<sup>7</sup>

"Central Hawke's Bay" is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.<sup>8</sup>

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

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

<sup>6</sup> Note that the Protocol does not use the terminology of "geographical indications" although it is understood that GIs fall within the definition of "wine regions" at Article 1(g) of the Protocol.

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

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

### *Quality reputation of the CENTRAL HAWKE'S BAY GI*

The CENTRAL HAWKE'S BAY GI is internationally recognised as a location for the production of high quality wines. This is demonstrated through recognition of the CENTRAL HAWKE'S BAY GI in leading national and international wine publications and media, as well as through national and international awards won by wines bearing the CHB GI.

The CENTRAL HAWKE'S BAY GI is identified in key national wine reference works, and has been for many years. Some of these include the following, attached as Appendix 5:

- 2008 – Cooper, M. Wine Atlas of New Zealand (2<sup>nd</sup> Ed)
- 2014 – Hay, C. "New Zealand Wine Guide: An Introduction to the Wine Styles and Regions of New Zealand"
- 2016 – Moran, W. "New Zealand Wine: The Land, the vines, the People"

Appendix 6 is an indicative list of national and international awards won by wines bearing the CENTRAL HAWKE'S BAY GI.

### *Reputation of the CENTRAL HAWKE'S BAY GI and tourism*

CHB GI is closely associated with wine tourism and this in turn has contributed strongly to the reputation of the CHB GI.

A brochure has been produced (The Limestone Loop) to attract visitors to the area with a suggested loop route and stops to visit cafés, museum and wineries.<sup>9</sup> These allow the CHB story to be told and spread; that it is a sub-region of Hawke's Bay that produces excellent Pinot Noir and other varieties that have unique qualities attributable to the growing environment, management practices and the people involved. A festival is held each year at Pukeora in September with over a hundred stall holders attending over four days and generally four wineries attend with tastings and sales to promote the area.

---

<sup>9</sup> [www.hawkesbaynz.com/files/uploads/2014\\_12\\_19\\_Final\\_copy\\_141938\\_Limestone\\_Loop\\_Brochure.pdf](http://www.hawkesbaynz.com/files/uploads/2014_12_19_Final_copy_141938_Limestone_Loop_Brochure.pdf)



## APPENDICES

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Appendix 1: Maps Representing Soil and Climate Characteristics of CHB

Appendix 2: Market Data Central Hawke's Bay

Appendix 3: Examples of Wine Labels using CENTRAL HAWKE'S BAY GI

Appendix 4: Central Hawkes Bay Wine Litres Exported by GI Label

Appendix 5: National and international publications

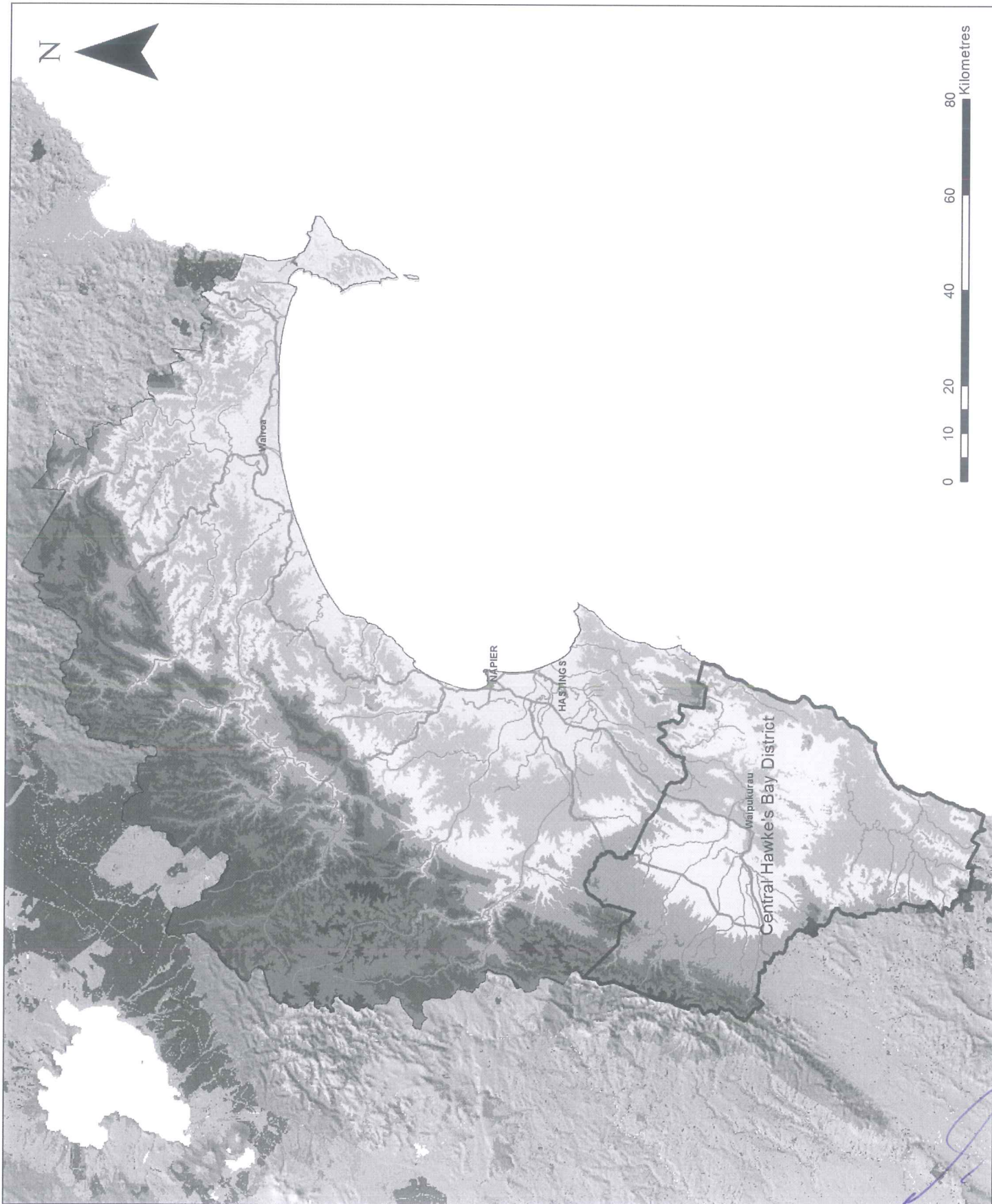
Appendix 6: Awards and Accolades for Central Hawke's Bay Wines



APPENDIX 1: Maps Representing Soil and Climate Characteristics of  
CENTRAL HAWKE'S BAY GI

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1:736,942

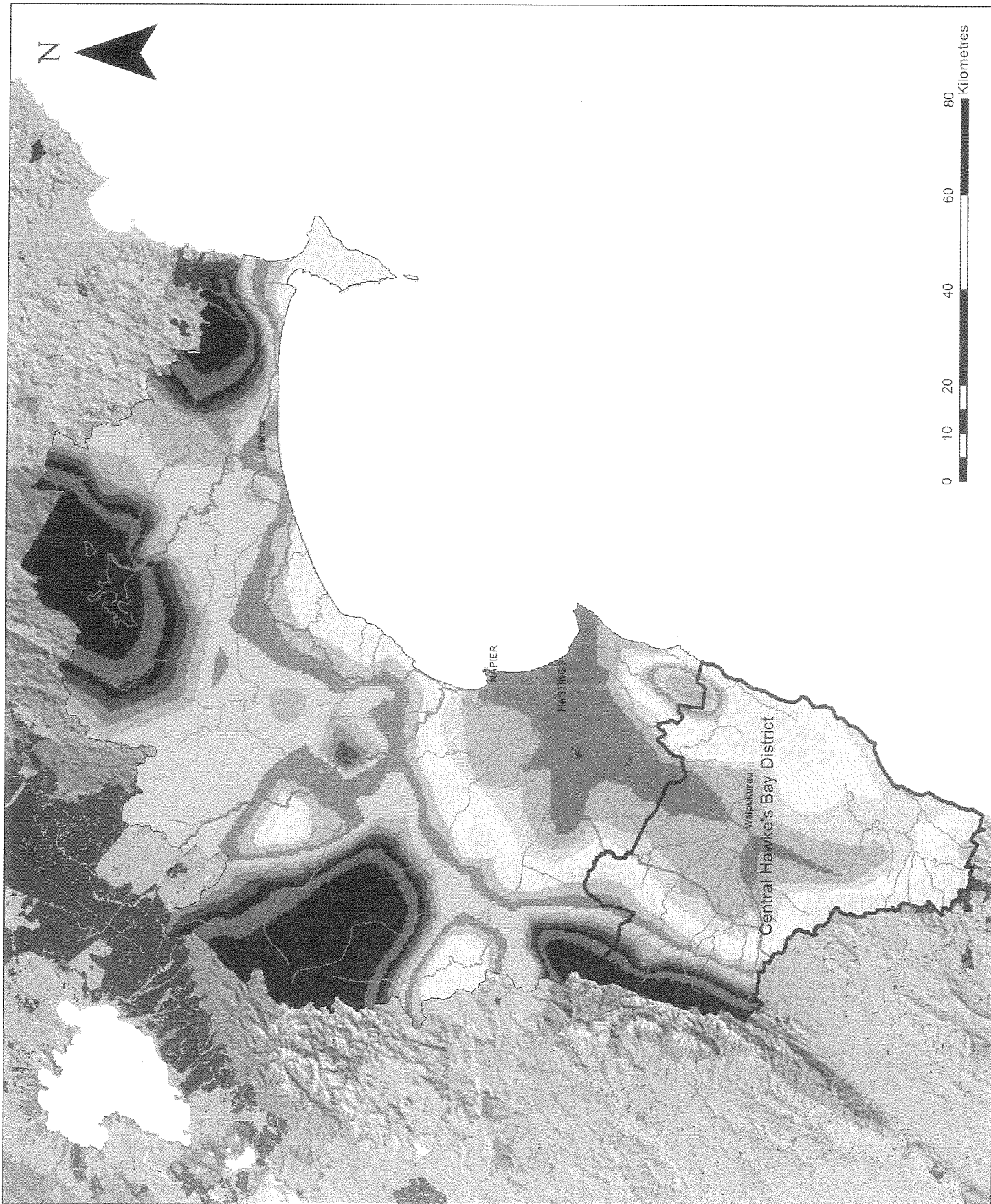


Data from information obtained from the Hawke's Bay Regional Council's Geographic Information Systems Database.

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**DISCLAIMER**  
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Date Printed: 12/07/2017



Legend

- HawkesBay\_RegionalBoundary
- HawkesBay\_TL\_Road\_Highways

**Median Annual Rainfall (mm)**

- 500 - 600
- 600 - 700
- 700 - 800
- 800 - 900
- 900 - 1,000
- 1,000 - 1,100
- 1,100 - 1,200
- 1,200 - 1,300
- 1,300 - 1,400
- 1,400 - 1,500
- 1,500 - 1,600
- 1,600 - 1,700
- 1,700 - 1,800
- 1,800 - 1,900
- 1,900 - 2,000
- 2,000 - 2,100
- 2,100 - 2,200

- CHB\_LocalAuthorityBoundary

1:736,942



Central Otago Information, created from the Hawke's Bay Regional Council's Geographic Information System, 2015/16

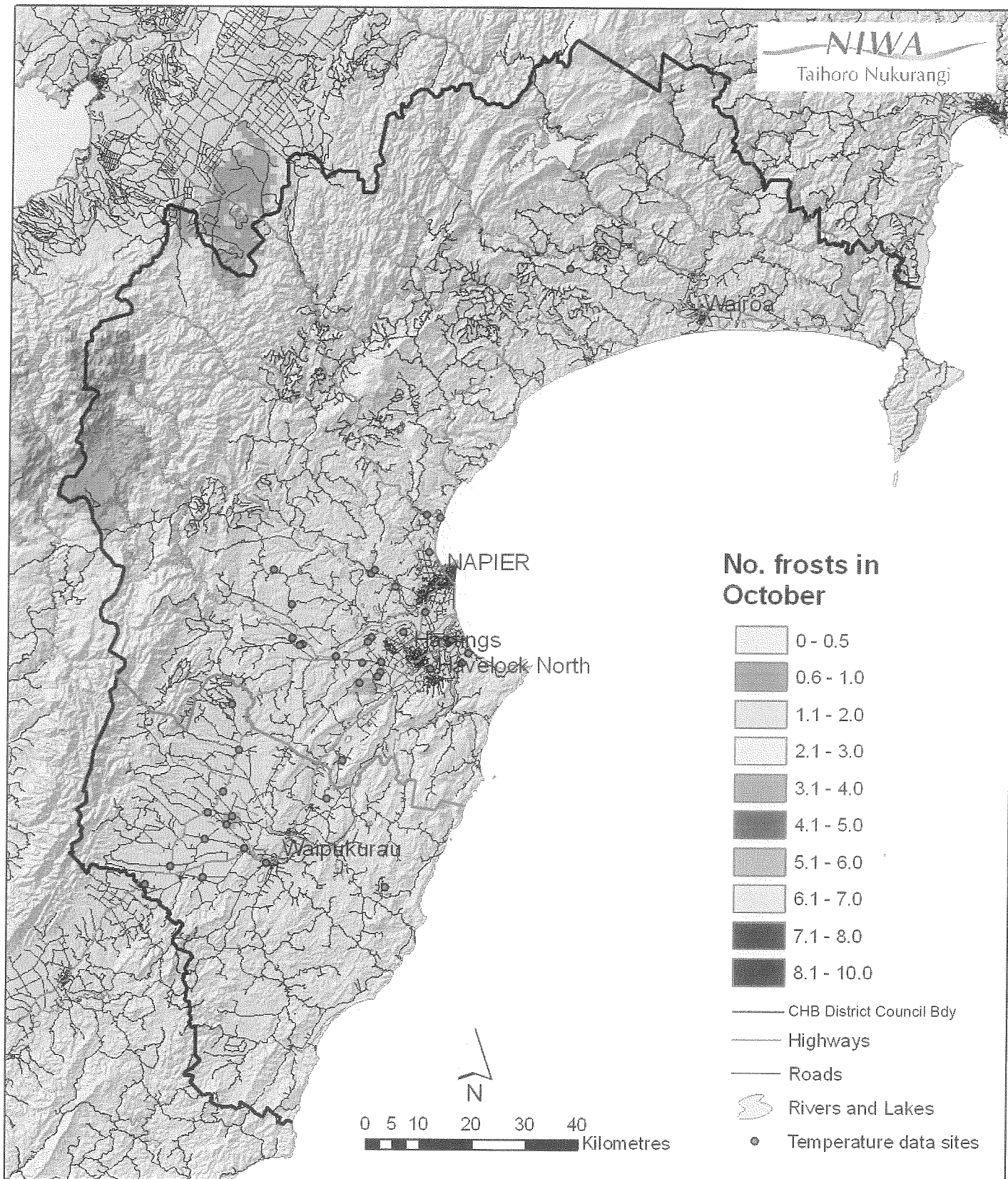
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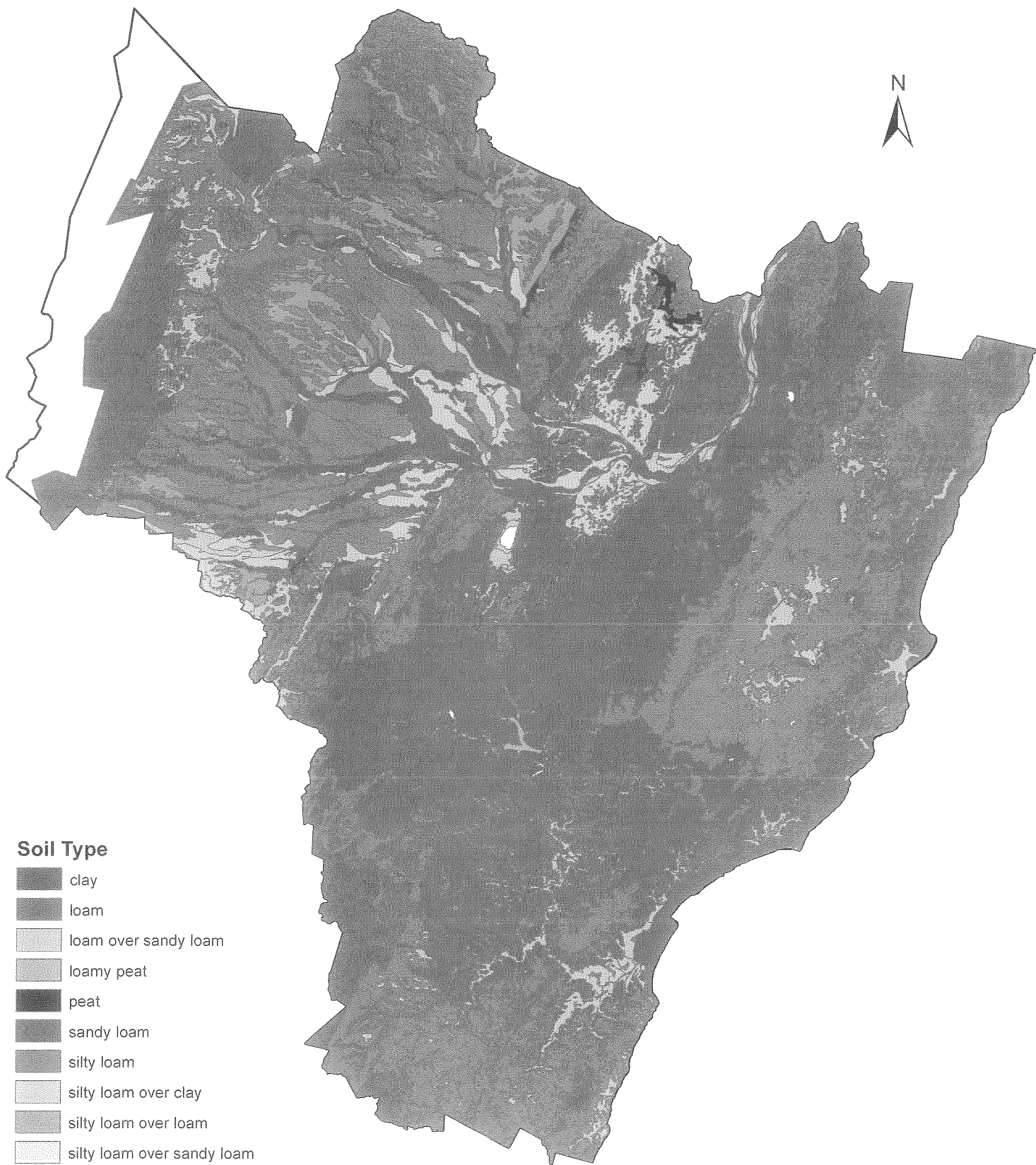




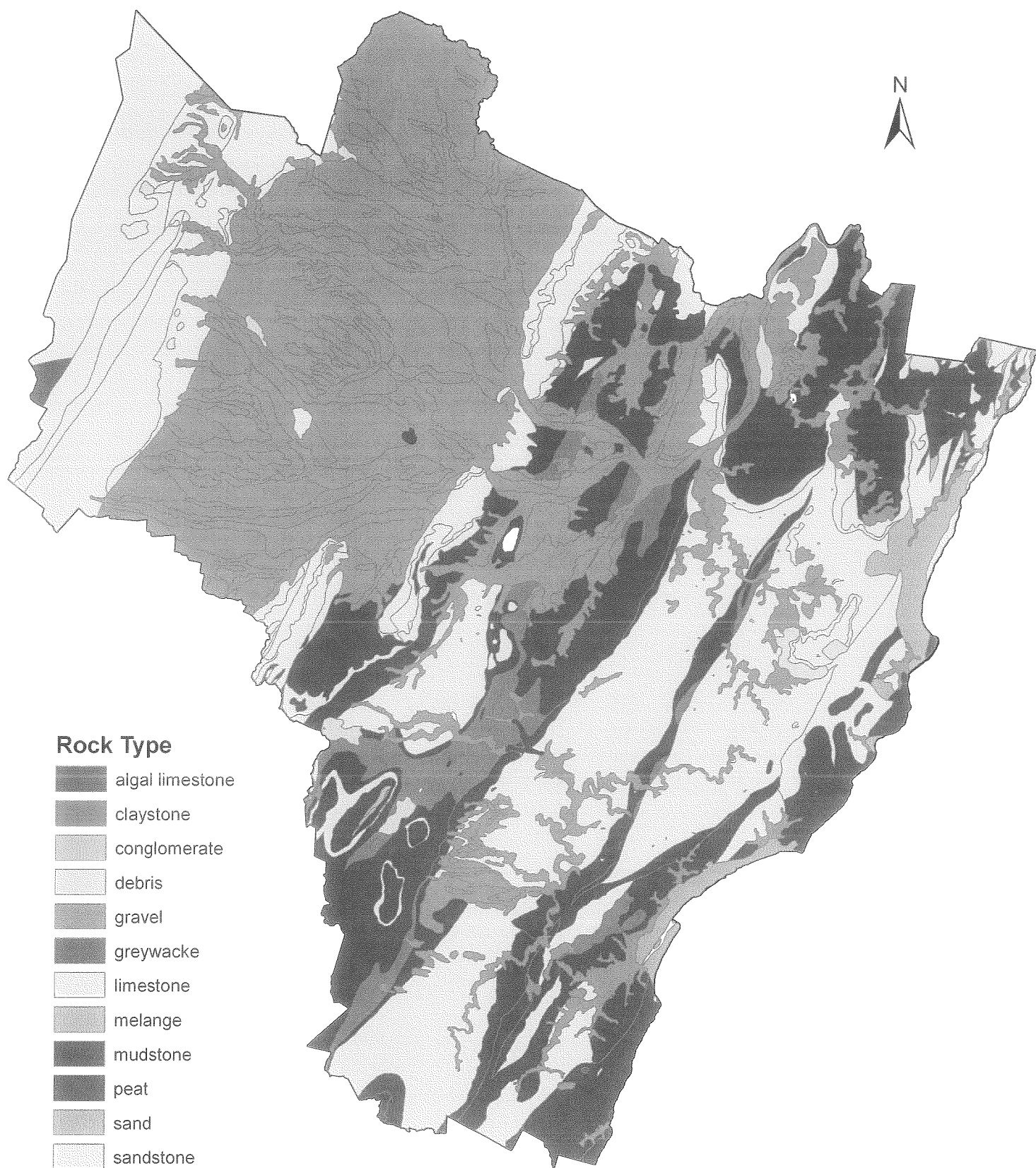
# Number of frosts in October - Long-term median



# Central Hawke's Bay Soil Type



# Central Hawke's Bay Rock Type



## APPENDIX 2: Central Hawke's Bay Price Data

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### Retail Prices (2017) for Central Hawke's Bay wines by Winery

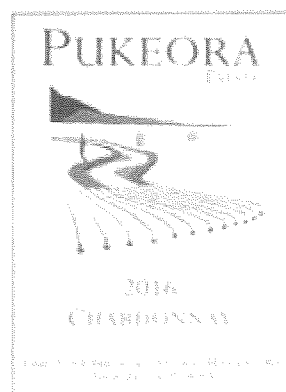
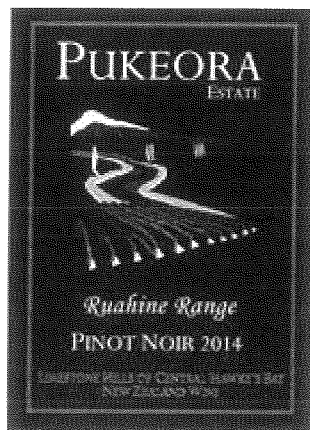
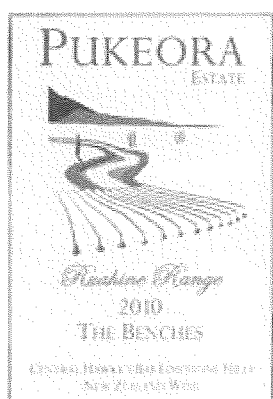
<b>Pukeora</b>		<b>Lime Rock</b>	
Pukeora Estate Pinot Gris	\$15	Pinot Gris	\$24
Pukeora Estate Semillon	\$17	Gruner Veltliner	\$28
Pukeora Ruahine Range Chardonnay	\$25	Sauvignon Blanc	\$23
Pukeora Ruahine Range Pinot Gris	\$20	Sauvignon Blanc Coquina	\$28
Pukeora Ruahine Range Pinot Noir	\$25	Pinot Rose	\$22
Pukeora Ruahine Range Syrah	\$26	Pinot Noir White Knuckle Hill	\$60
Pukeora Ruahine Range The benches	\$25	Pinot Noir Classic	\$42
Pukeora Ruahine Range Noble	\$25	Pinot Noir Kota	\$28
		Merlot	\$23
		Cabernet Franc	\$28
<b>Junction</b>		<b>Lauregan</b>	
Corner Post Chardonnay	\$27	Pinot Noir	\$45
Pastime Pinot Gris	\$20		
Side Step Gewurztraminer	\$24	<b>Mangaorapa</b>	
Side Line	\$20	Pinot Gris	\$30
Runaway Reising	\$22	Pinot Noir	\$35
Possession Pinot Noir	\$27	Sauvignon Blanc	\$25
Body and Soul Pinot Noir	\$42		
Red Card Range	\$15		
<b>Tukipo River Estate</b>			
Fat Trout Chardonnay	\$30		
Fat Snapper Chardonnay	\$20		
Fat Duck Pinot Noir	\$45		
Fat Pheasant Pinot Noir	\$25		

### Retail Price Range (2017) - Central Hawke's Bay wines by variety

White wine		Red wine	
Pinot Gris	\$15 - \$30	Pinot Rose	\$22
Sauvignon Blanc	\$15 - \$23	Pinot Noir	\$25 - \$60
Sauvignon Blanc Barrel ferment	\$28	Merlot	\$23
Chardonnay	\$20 - \$30	Merlot blends	\$23 - \$25
Gewurztraminer	\$24	Syrah	\$26
Reising	\$22		
Grüner Veltliner	\$28		
Semillon	\$17		

### APPENDIX 3: Examples of Wine Labels using CENTRAL HAWKE'S BAY GI

---



Pukeora Estate

<http://www.pukeora.com/>

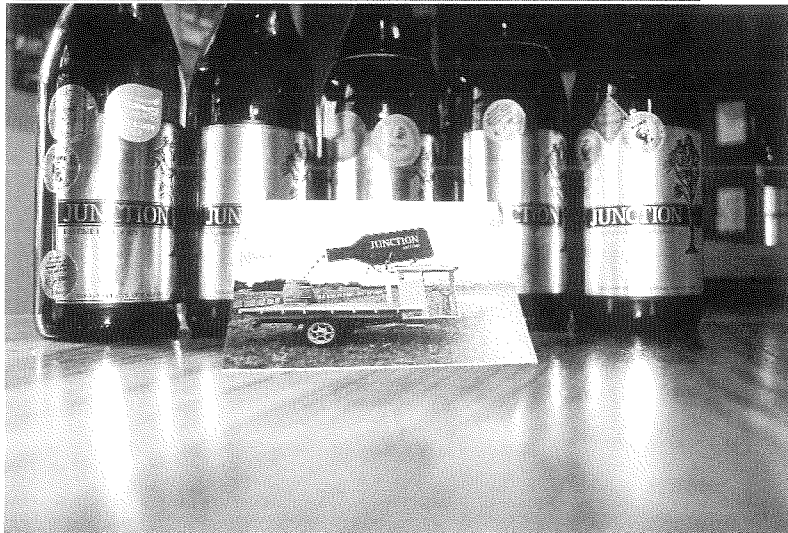


Lime Rock

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



Tukipo River Estate  
<http://www.tukiporiverestate.co.nz/#the-wines>



Junction Wines

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

## APPENDIX 4: Central Hawkes Bay Wine Litres Exported by GI Label (EU form VI-1)

---

### Central Hawke's Bay GI labelled for export

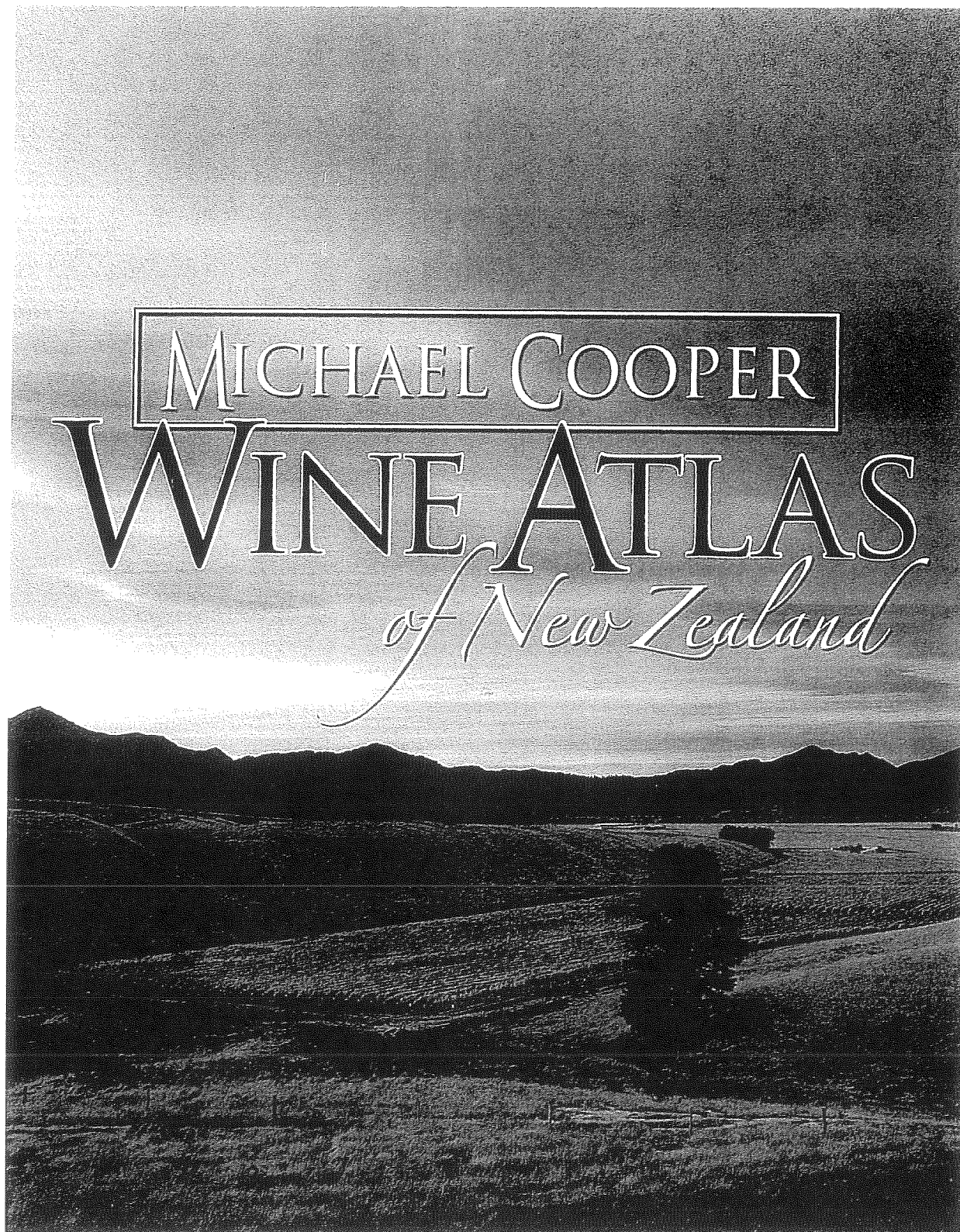
The data below were collected by MPI's FoodNet and Wine E-cert systems. They show, for all batches of wine for which EU export approval was granted, the total litres of wine exported (to any market - not just EU) from vintages 2009-17, from the period 1 January 2009 to 11 June 2017.

Vintage	2009	2010	2011	2012	2013	2014	2015	2016	2017	N.V.	TOTAL
Litres exported	8,417	29,442	11,626	2,174	20,117	7,014	1,539	0	0	0	80,328



## APPENDIX 5: National Publications

---



MICHAEL COOPER

WINE ATLAS  
*of New Zealand*

MICHAEL COOPER  
WINE ATLAS  
*of New Zealand*

Second Edition

Text by Michael Cooper  
Photography by John McDermott



Hodder Moxley

Wine Atlas of New Zealand

- STAFFORD 237  
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Photographs

All photographs are by John McDermott except for those attributed below. Pages 8 and 9: Alexander Turnbull Library, pages 10 and 11: Khaleel Corban, page 12: Pernod Ricard NZ, pages 14, 16 and 17: Mari Friedlander.

Maps

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Front cover: From the south side of Marlborough's Wairau Valley, past the Oyster Bay winery, vines sweep across the plains to the Richmond Range.  
 Back cover: Matahiwi Estate, Masterton, Wairarapa.

## Other Producers

# Central Hawke's Bay

Distinctly cool climate wines, enlivened by racy acidity, flow from the hill country of Central Hawke's Bay. South of the Heretaunga Plains and inland from the market towns of Waipawa and Waipukurau, the Ruataniwha Plains form one of the driest parts of the North Island, with free-draining sandy sills and gravelly terraces.

A Hawke's Bay Regional Wine and Grape Industry Study published in 1985 noted that "perhaps the only "new" prospective area for viticulture is the Ruataniwha Plains. Temperatures are cooler and sunshine hours are lower than for sites on the Heretaunga Plains, but rainfall during the growing season is about the same." Frosts and high winds were identified as threats, but with careful site selection, the report envisaged by 2000 "much of the Ruataniwha Plains, especially gentle slopes with a northerly aspect, producing high quality grapes".

It hasn't happened, but two years earlier, fired by a belief in the potential of this elevated sub-region, Malcolm Johansen planted the first vines at Takapau in 1983. The late Sir Richard Harrison, a former speaker of the House of Representatives, planted his 0.5-hectare vineyard at Takapau in 1987, and after many years of trials reached the conclusion that "we should concentrate on the grape varieties of Champagne (Pinot Noir, Chardonnay and Pinot Meunier) and Alsace (Riesling, Pinot Gris and Gewürztraminer)".

Other shareholders, with Harrison and Johansen, over the years in the pioneering Central Hawke's Bay Wine Company included Neil Mathers at Tamamū, and Shirley Stubbs and John Ashworth at Takapau. Ashworth, a former All Black prop, now markets a rivulet of wine under the Junction label.

## Other Producers

# Manawatu

### Pohangina Valley Estate

The sole wine producer in the Manawatu, Pohangina Valley Estate is west of the Ruahine Range, near Ashhurst, 23 kilometres north-east of Palmerston North. Bronwyn and Nick Dymock, and Bronwyn's sister, Fiona McMorran, began planting in 2001 and now have 4

### Lime Rock

Draped over north-facing limestone hills near Waipawa, 40 kilometres south of Hastings, the 8-hectare Lime Rock vineyard lies between 230 and 270 metres above sea level. Rosie Butler, a winemaker for over 30 years, her husband Rodger Tynan, and brothers Peter and Warwick Butler planted the first vines in 2000. The wines, first produced in 2004, have included a crisp, apple and mineral Sauvignon Blanc; a good, barrel-fermented, mouthfilling and smooth Pinot Gris; a light, leafy Merlot; and a plummy, spicy, cherry varietal Pinot Noir.

### Pukeora Estate

Pukeora (hill of health) vineyard and function centre (which seats 300) is less than 5 kilometres south of Waipukurau, overlooking the Tukituki River. Purchased in 2000 by Max Annabell — who took over the winemaking reins from Michael Bennett in 2005 — and Kate Norman, the 5-hectare vineyard, planted since 2000, lies on a north-facing limestone slope, up to 250 metres above sea level. The wines are sold under the brand San Hill, a local name for the hilltop site where Pukeora Sanatorium was built in 1918 to cater for soldiers returning with respiratory illnesses from the First World War. Made in the basement, the first wines flowed from the 2004 vintage. The Chardonnay, partly oak-aged, is medium-bodied, citrusy and slightly honeyed; the Pinot Gris has strong peach, apricot and spice flavours. The Pinot Noir is fresh, berryish and green-edged, and The Benches Red, based mostly on Merlot and Cabernet Sauvignon, is fresh, plummy and spicy.

hectares of Chardonnay, Pinot Gris and Pinot Noir. The wines, first produced in 2004 and not made on site, have included a fleshy, oily, creamy Pinot Gris; a ripe, peachy, toasty and flavoursome Chardonnay; and a light, green-edged Pinot Noir.



# 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

*10 put in the  
best of the*

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Wine and Spirit Education Trust® WSET  
Celia Hay

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Food and Beverage Service Evaluate Wine

Food and Beverage Service Demonstrate

Knowledge of New Zealand Wines and Producers

Food and Beverage Service Demonstrate

knowledge of viticulture and wine making

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

Dog Point Vineyard, Lower Brabant Valley, Marlborough, photography by Kevin Judd.





## Te Awanga

Located on the coast, Te Awanga and Huamoana, further north, have built a reputation for fine white wines especially Chardonnay, Viognier and Pinot Gris.

**Climate:** Cooled by afternoon sea breezes.

**Soil:** Well-drained, shingle, sand and clay.

**Predominant grapes:** Chardonnay, Pinot Gris, Sauvignon Blanc.

**Try these wines:** Clearview Chardonnay, Elephant Hill Viognier.

## Other regions

**Taradale** is on the outskirts of Napier and is home to the Mission and Church Road Winery. The inland areas such as the **Mangatahi Terraces** further west up the Ngaruroro River and **Central Hawke's Bay** are more elevated and therefore cooler regions. Mangatahi is considered a white wine region with Chardonnay and Sauvignon Blanc dominating. Central Hawke's Bay is further south and cooler still, with plantings of Pinot Noir and Sauvignon Blanc.

**Try these wines:** Lime Rock Pinot Noir from Central Hawke's Bay, Alluviale Blanc (Sauvignon Blanc and 2% Sémillon) from Mangatahi.

## KEY WINE STYLES

The main grape varieties planted in Hawke's Bay are Merlot, Chardonnay and Sauvignon Blanc at around 1000 hectares each. Pinot Gris comes in next with Syrah and Pinot Noir at just over 300 hectares.

Bordeaux blends dominated by Merlot; Syrah from the Gimblett Gravels and on the hillside close by and Chardonnay are the most highly regarded wines from Hawke's Bay.

The Bordeaux blends and Syrah are generally considered full-bodied wines made from dark, ripe fruit with intense aromas and flavour. Hawke's Bay

Chardonnay is produced in a variety of styles from highly concentrated, ripe fruit aged in oak barrels to Chardonnay that is lean and mineral with restrained use of oak.

Pinot Gris is made in an off-dry as well as in a dry style. Sauvignon Blanc, made from riper fruit than is found in Marlborough, can be medium to full-bodied with tropical and melon-fruit flavours.

## GIMBLETT GRAVELS

Gimblett Gravels is the trademark of the Gimblett Gravels Winegrowers Association. The area is 800 hectares consisting of gravels from the old Ngaruroro riverbed. In addition, the association requires members to own their own vineyard land and that 95% of the vineyard displays soil types associated with the river.

*'To the best of our knowledge this is the first viticultural appellation in the New World where its ultimate boundary is defined by a distinct soil type boundary, no compromises, no politics.'*

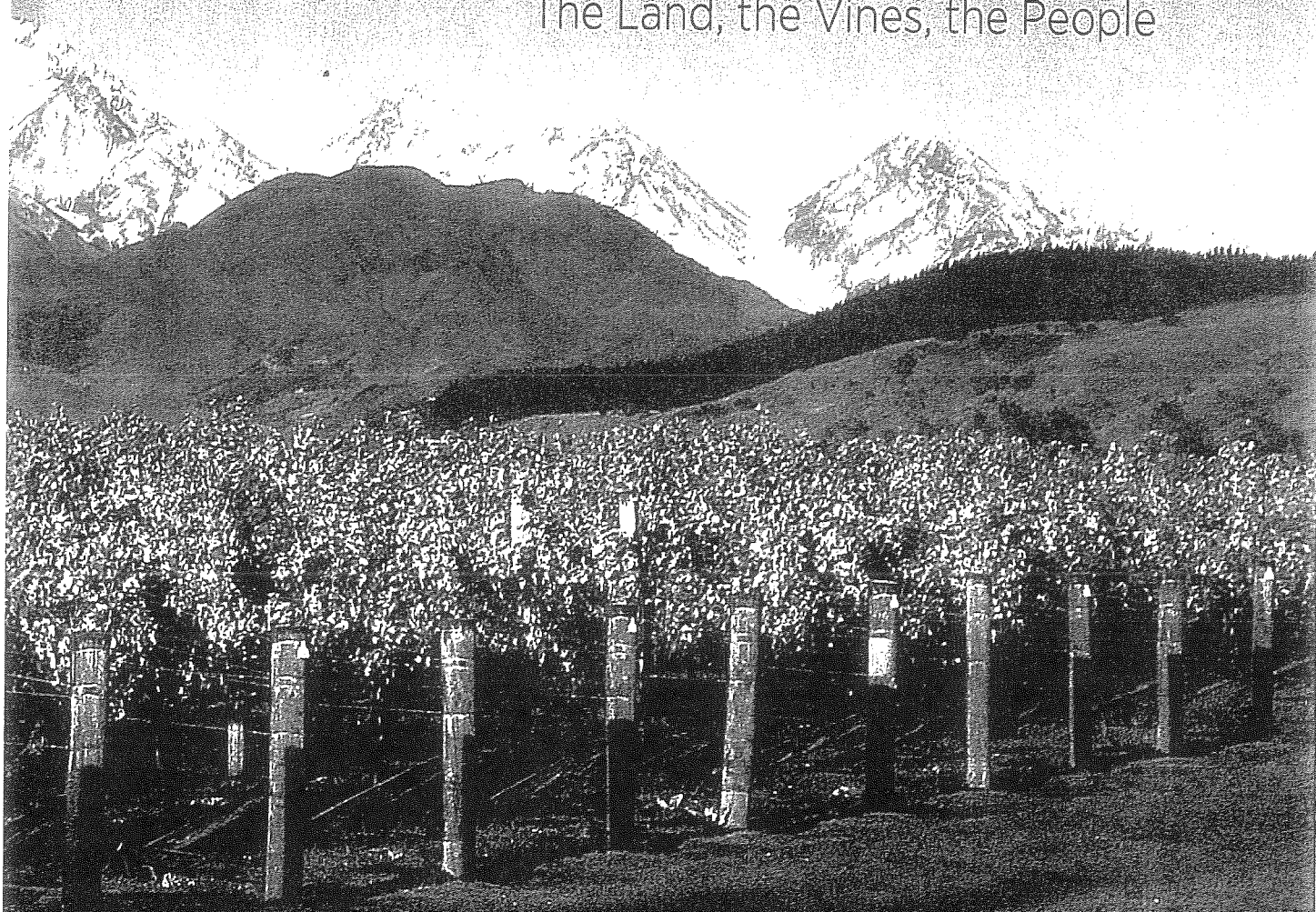
Red grapes account for 90% of the plantings: 35% Merlot, 20% Syrah, 15% Cabernet Sauvignon, 7% Malbec, 4% Cabernet Franc and small amounts of Grenache, Montepulciano and Tempranillo. White grapes are predominantly Chardonnay and Viognier with Arneis, Gewurztraminer and Riesling featuring in small quantities.

<http://www.gimblettgravels.com>

NEW ZEALAND

# WINE

The Land, the Vines, the People



WARREN MORAN

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Front cover: Jim Tannock Photography  
Back cover: Marti Friedlander  
Page ii: Ngatarawa Wines, Hawke's Bay. *Ngatarawa Wines Collection*  
Pages iv–v: Long Gully, Mt Difficulty Wines, Central Otago. *Tim Hawkins*

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In a compromise solution the producers within the boundary of the Gimblett Gravels, in discussion with New Zealand Winegrowers, decided to adopt the name as a trademark rather than as a geographical indication. Membership was voluntary and initially included a subscription for participation in publicity and promotional events. It evolved into levies on grapes using the special 'Gimblett Gravels' label that the members devised. As Jim Hamilton, one of the most experienced viticulturists in the country and a Hawke's Bay resident as well as vineyard owner and manager, said at the time of the legal battle over this unique area: 'It's such an incredible shame to dig a bloody big hole and ruin it forever.' Without the efforts of Alan Limmer and New Zealand Winegrowers, Fraser Shingle would have dug that hole.

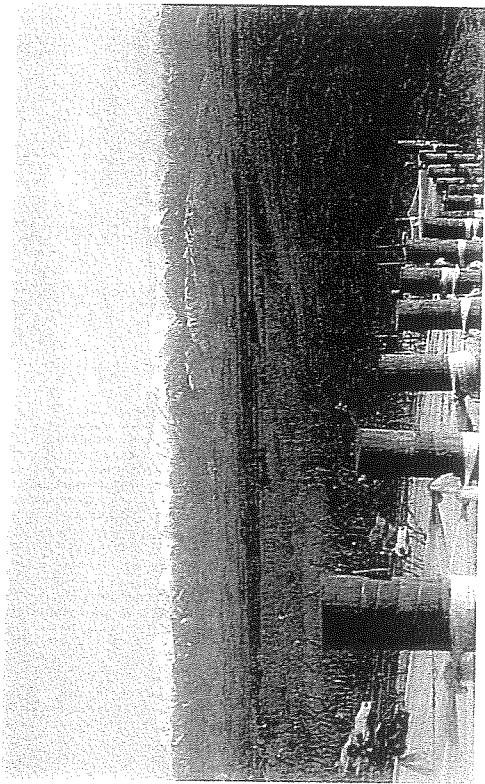
### *Central (or Southern?) Hawke's Bay*

In the last decade the potential of land in Central Hawke's Bay, south of the Heretaunga Plains, has been demonstrated with wines of distinction being made from a variety of sites. Among the most promising are the loess-covered hills with limestone underlying them that occur intermittently from the hills immediately south of the Heretaunga Plains right through to the Wairarapa. Rosie Butler and her husband Roger Tynan have established a successful vineyard and winery on Butler family land about 10 kilometres west of Waipawa. It adjoins a limestone quarry and is on well-developed soils overlying limestone.

From this small enterprise, evocatively named Lime Rock, Rosie, formerly a winemaker for Montana and with considerable experience in Australia, has made distinctive wines. The Sauvignon Blanc from this vineyard has characteristics reminiscent of Marlborough rather than Hawke's Bay. These probably relate to the greater range of temperature in Central Hawke's Bay than on the Heretaunga Plains where maritime influences penetrate further inland. Their Pinot Noir is more similar to those of the Wairarapa than many originating from Hawke's Bay, while their Riesling combines richness and austerity on the palate. The bouquet of this wine promises and delivers much. These wines suggest that Central Hawke's Bay has different environmental nuances from the vineyards further north. Roger and Rosie are still learning about them.

Lime Rock is not the first vineyard to grow grapes in this geographically rather awkwardly named region. During the 1980s, both Gary and Malcolm Johansen planted vines near Takapau and the late Sir Richard Harrison planted an experimental block of vines on his farm further to the west. This encouraged John and Jo Ashworth to plant Pinot Noir, Pinot Gris, Riesling and Gewürztraminer on their Takapau sheep and beef farm, with the result that John became more interested in the vines than pastoral farming. Just south of Waipukurau, on the Pukekora Hill, Max, Anabelle and Kate

New Zealand Wine: The Land, the Vines, the People



With a climate closer to Marlborough or Wairarapa, Lime Rock has developed distinctive wines in Central Hawke's Bay. *Lime Rock Wines Ltd*

Norman have established a hillside vineyard of Pinot Noir, Merlot and Chardonnay on the site of a former sanatorium. At Ongaonga to the west more Normans (Kate and Roland) are operating the Tukipo River Estate, initially supplying Sileni Estate with Chardonnay and Pinot Noir.

The successful wines are not confined to those on limestone. At Forangahau close to the east coast of Central Hawke's Bay, the Moutats have established a substantial vineyard on their Mangaorapa Station. Part of their farm has a soil derived from argillite that is free draining but with good moisture retention. Pinot Noir and Sauvignon Blanc grapes from here have established an excellent reputation. The 26000-hectare station has 175 hectares of argillite soils and it looks as though more of these may be developed for viticulture and financed through sale of some of the remaining land.

For more than a decade, two of the most respected and experienced winemakers in Hawke's Bay - John Hancock and Alan Limmer - have been enthusiastic about the potential of Central Hawke's Bay. Limmer says:

I have seen some outstanding Chenin Blanc, Pinot Noir and Riesling among some of their experimental wines. Absolutely first rate - examples you would rarely encounter within New Zealand. So the proof is in the pudding, so to speak.

In one sense it is unproductive to think of Hawke's Bay and the Wairarapa as separate wine regions, even though their cores are over 200 kilometres apart. They are analogous

Hawke's Bay

## APPENDIX 6: AWARDS AND ACCOLADES FOR CENTRAL HAWKE'S BAY WINES

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*"I've only tasted a handful of wines from this tiny but potentially exciting region. Limestone-laced soils and a long, cool growing season have produced bigger, fleshier wines than I expected. ... This is clearly a region worth watching. Could it be shaping up to be the next Martinborough?"* Article: Pinot Styles - What's the Difference? Bob Campbell , WineNZ Issue Winter 2012

### **Pukeora Estate (previously San Hill)**

- Silver San Hill Pinot Noir 2007 HB Mercedes-Benz A&P 2008,
- Silver Pukeora Estate Chardonnay 2010 (NZ International Wine Show 2011),
- Silver Pukeora Ruahine Range The Benches Red 2013 (NZ International Wine Show 2015) [Merlot/Malbec/Cab Sauv/Syrah].
- Gold Pukeora Ruahine Range Chardonnay 2010 (NZ International Wine Show 2011)
- 5 Stars Wine NZ Magazine (Spring 2012) for The Benches Red 2009

### **Lime Rock**

*2007 White Knuckle Pinot Noir*

- Silver Bragato Wine Awards 2008
- Silver Air NZ Awards 2008
- Silver 93/100 5 star Gourmet Traveller Magazine October 2010
- Gold Winewise Australian Small Vigneron Awards 2008
- Outstanding Pinot Noir over \$35 - WineNZ magazine, Pinot Noir tasting Winter 2009

*2009 Pinot Noir*

- Gold 2012 Sydney, Australian Boutique Wine Awards
- Top equal Pinot Noir, WineNZ Magazine, Winter 2010
- 93/100 Nick Stock The Age and Sydney Morning Herald Good Wine Guide 2012
- Jancis Robinson MW Top 100 Red Wine list 2012

*2008 Pinot Noir*

- Trophy and Gold Australian Boutique Wine Awards July 2011

Gold Medal Winewise Australian Small Vigneron Awards 2009

Outstanding Pinot Noir under \$35 - WineNZ magazine, Pinot Noir tasting, Winter 2009

*Coquina Sauvignon Blanc 2012*

94/100 Bob Campbell Wine Reviews

*2013 White Knuckle Hill Pinot Noir*

Ranked #1 of 18 Hawke's Bay 2013 Pinot Noir, Bob Campbell Wine Reviews

*2013 Pinot Gris*

91/100 Decanter Wine Reviews 2016

#### **Junction Wines**

Gold 2014 Possession Pinot Noir Air NZ Wine Awards 2015

Silver 2013 Possession Pinot Noir HB A & P Show

Silver 2011 Body and Soul HB A & P Show

Silver 2012 Corner Post Chardonnay Air New Zealand Wine Awards 2013

Silver 2013 Past Time Pinot Gris Royal Easter Show


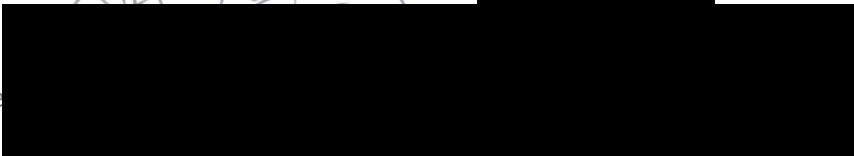
## Declaration

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I, *Xen Hardy*, of   
[name] [place of residence] *Hastings*

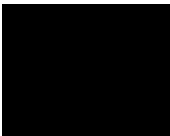
being a person authorised to present evidence in support of this Application on behalf of the Applicant, solemnly and sincerely declare that:

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

Name: *Xen Hardy*   
Signature: 

Declared at *Hastings* this *17th* day of January 2018.

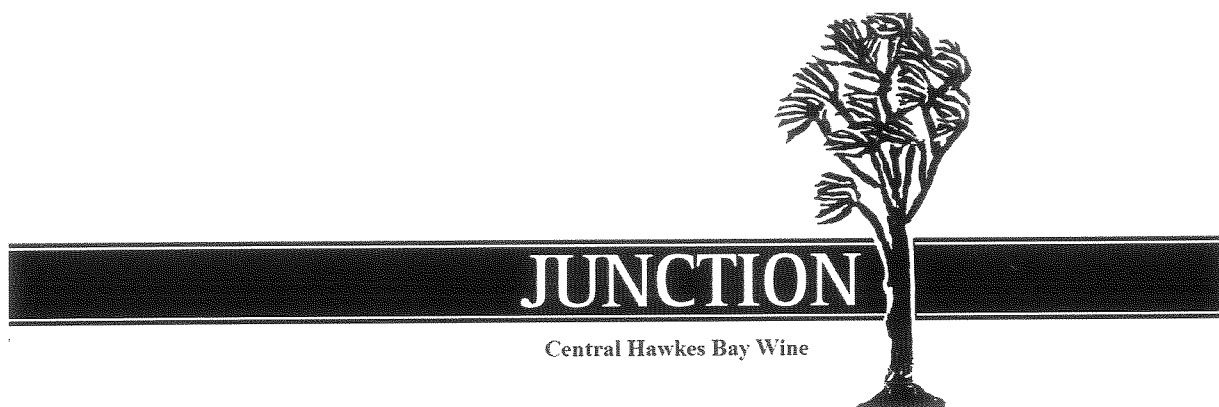
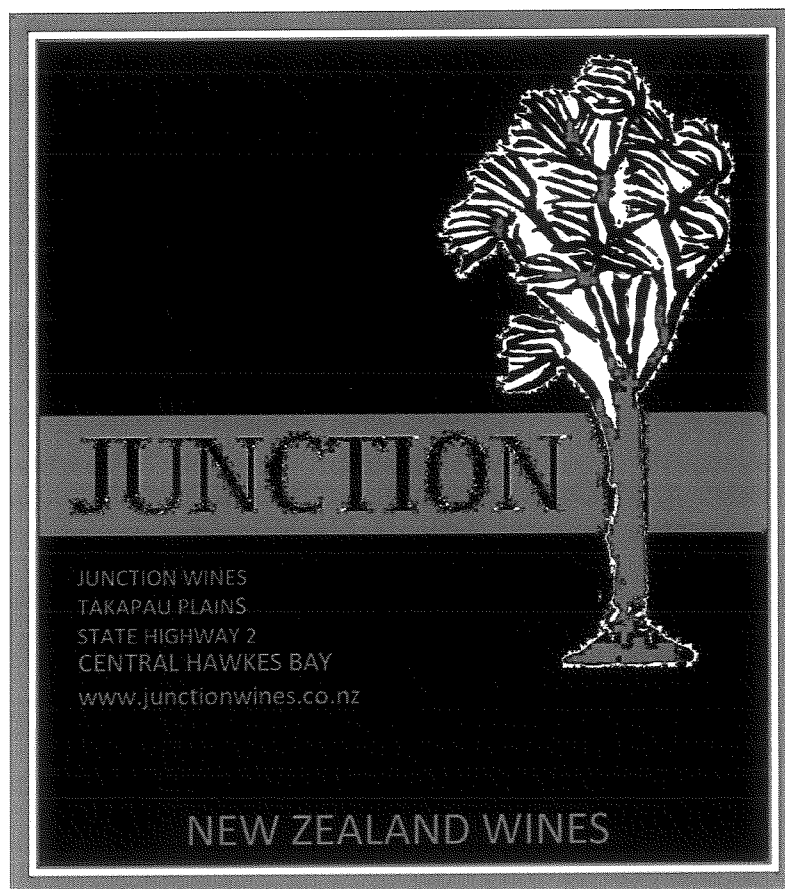
Before me: *Peter Andrew Kay*  
[name of Justice of the Peace, or solicitor or other person authorised to take a statutory declaration.]  
*PA Kay JP*  
*#6133*  
**HASTINGS**  
Justice of the Peace for New Zealand

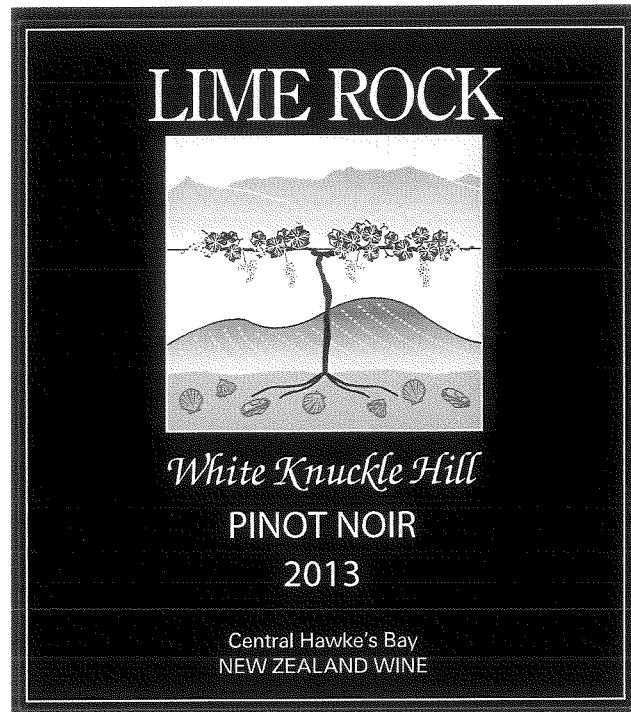
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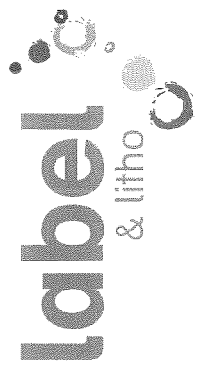
### Appendix 3: Examples of Wine Labels using CENTRAL HAWKE'S BAY GI

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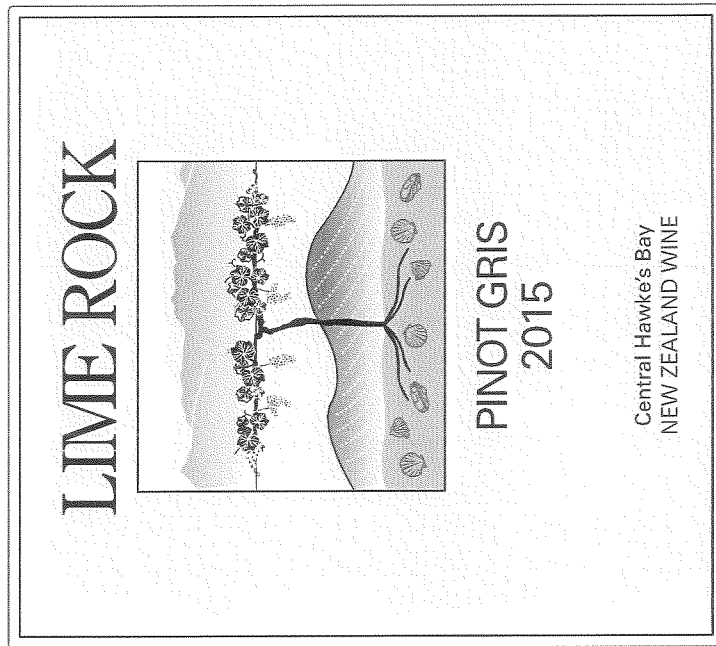
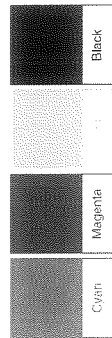




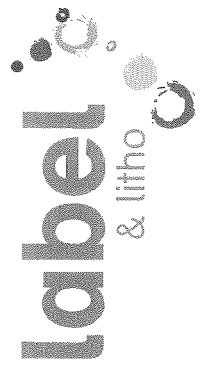
LIMROC153 Pinot Gris 2016 Front  
Monday, 10 October 2016 11:44:45 a.m.

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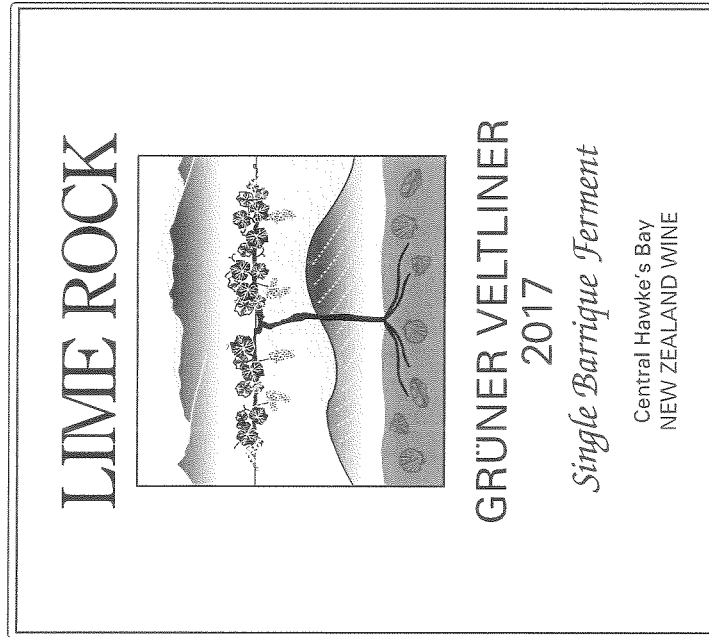
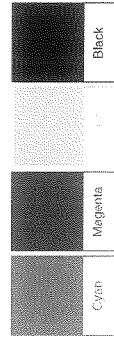
A handwritten signature in black ink, consisting of a stylized, cursive script.



LIMROC164 G Velt 2017 Single Barrique  
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A handwritten signature in black ink, consisting of a large, stylized letter 'P' followed by a horizontal line.



A small, stylized signature or mark, possibly a logo or a handwritten signature, located in the bottom right corner of the page. It consists of a single, flowing line that forms a shape resembling a lowercase 'p' or a similar character.



A handwritten signature or mark in the bottom right corner of the page.