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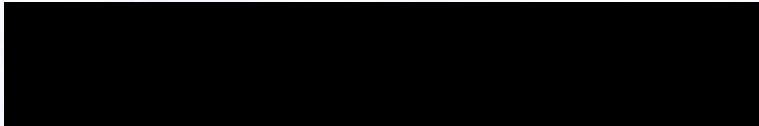
Declaration

I, Ben Dugdale, of  Warkworth
[Name] [Place of residence]

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

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

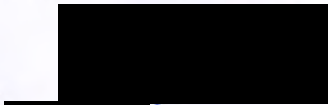
Name: BEN DUGDALE

Signature: 

Declared at Warkworth this 21st day of July 2017.

Before me: LESLIE GEORGE MILLER

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

Signature: 

Leslie George Miller
Solicitor
Warkworth

Evidence in support of an application for registration of a New Zealand Geographical Indication: *Matakana*

Geographical Indication name

Name

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

Quality, Reputation or Other Characteristic

The MATAKANA GI is a sub-region of the AUCKLAND GI. It lies to the north of Auckland City, corresponding closely to the localities of Matakana, Mahurangi and Omaha. The MATAKANA GI is a major drawcard for tourists from Auckland, due to its attractions and amenity including its vineyards. The proximity of New Zealand's most populous city has also attracted investment to the region.

While its history as a wine-producing region is comparatively modern, it created a big impression when it arrived on the New Zealand wine scene with the most expensive wine produced in this country back in the late 1980s. It has continued to be known for premium wines and bold winegrowing choices throughout its history.

The geography of the region is defined in the east by two large embayments, Omaha Bay and Kawai Bay, and the almost landlocked inlets of Whangateau Harbour, Matakana River estuary, and Mahurangi Harbour which cut deeply into the landscape from these bays and give the region's seaboard a uniquely convoluted character.

The northern, western and southern boundaries of the GI are formed by the major peaks (and the ridges which link them) of the ranges of hills which effectively cut the region off from the rest of the north Auckland peninsula. This region is in effect the catchment for all rivers which run into Omaha Cove (aka Leigh Harbour), Whangateau Harbour, the Matakana River estuary and Mahurangi Harbour.

We believe that all of these factors contribute to making the MATAKANA GI a well-defined and definable terroir and consequently a sound basis for a GI, and particularly:

- the relative isolation of the region created by the surrounding hills;
- the very complex and convoluted coastal character;
- the unique influence these geographical features have on the local climate and weather;
- the virtual uniqueness to this region of the typical soils encountered in the region
- the uniqueness of the human geography;
- the proximity to and therefore special relationship with Auckland;
- and not least the eclectic and to some extent experimental character of the region's viticulture.



As a result, wines from the MATAKANA GI have the following quality, reputation or other characteristics that are essentially attributable to their geographical origin:

- Due to both the physical environment and the market, MATAKANA GI wines are produced using a distinctive mix grape varieties and wine styles that is not matched by any other GI in the country.
- MATAKANA 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.
- MATAKANA GI wines are high quality products produced for the premium to ultra-premium market segments.
- MATAKANA 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

Background

The MATAKANA GI is situated on the eastern seaboard of the North Island of New Zealand 67 kilometres north of central Auckland. The predominant land coverage is in native bush and agricultural farmland. It has a local population of around 25,000. However, the population is augmented by between 500,000 and 750,000 tourist visits each year. Tourism is becoming the most important economic activity in the region, and is an important element of the winegrowing sector within the MATAKANA GI. New Zealand Tourism Research Institute (NZTRI) indicated that wine and wine related activities were second only to scenic destinations as to the attractive and appealing aspect of the visitor's time in the region.

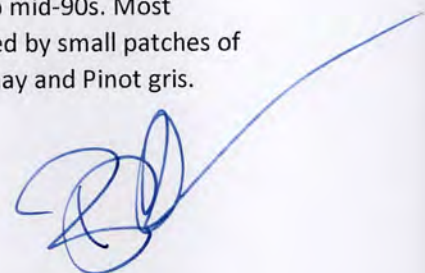
MATAKANA has experienced a significant economic and demographic transformation in recent decades as the area has shifted away from being a rural area dependent upon pastoral farming and fishing towards a commuter suburb and recreational/tourism destination. The positioning of Matakana as an idyllic retreat that is easily accessible from Auckland city is the key to the growth of tourism. The amenity offered by sandy beaches, native bush and cultural/culinary activities is a major draw card. Wine tourism has both benefitted from and contributed to this, as outlined below.

History

Wine has been produced in the MATAKANA GI since at least the mid 1950s, when Peter Unkovich and his wife Norma planted Siebel, Palomino and Baco 22A at Bay View Vineyard in Snells Beach. They gained a winemaking license in 1961.

The first *Vitis vinifera* vines were planted in the MATAKANA GI by Petar and James Vuletic in 1979. They planted Cabernet sauvignon, Merlot and Malbec. They created The Antipodean label and subsequently went their separate ways in the mid to late 1980s. Providence Vineyard was subsequently developed by James Vuletic and became focussed on a Merlot dominant blend whilst the Cabernet Sauvignon dominated Antipodean label remained with Petar Vuletic until sold in the early 2000s.

Heron's Flight Vineyard followed in 1988. Ransom Wines followed in 1993, then in rapid succession, Brick Bay, Ascension, Hyperion, and Matakana Estate all followed in the early to mid-90s. Most vineyards of this era had Bordeaux varietals as their red production – augmented by small patches of Pinot Noir, Pinotage and Syrah. The white production was centred on Chardonnay and Pinot gris.



Positive reviews for several wines of this era supported the decision to plant these varieties and they have remained flag-bearers for the production of the MATAKANA GI.

In the late 90s and early 2000s, Heron's Flight is notable as it removed all French varieties and replanted with Italian. Ransom Wines planted the rare Carmenere. More winegrowers followed (Takatu, Coxhead Creek, Ti Point, Greve, Mahurangi River, OBV, Gillman, Saltings, Matavino, Runner Duck, Hawk's Nest, Merry Fields, Sculptureum, Contour Estate, Nola to name most) since then. This third wave of producers expanded the varietal field by planting Sangiovese, Dolcetto, Barbera, Nebbiolo, Albarino, Roussanne, Montepulciano, Tannat and Petit Verdot.

This movement saw an increase in plantings of white grape varieties as well as a diversification of red varieties – notably Syrah and the Italian varieties. Nevertheless, this development should be regarded as adding to the existing recognition of the GI's capacity for producing Cabernet Franc and Merlot-predominant styles.

As of the 2017 vintage, there were more than 65 hectares planted and 21 commercial grape growing/winery operations within the MATAKANA GI. The majority of vineyards and wineries are family owned businesses, run by a small number of full time staff and generally owner operated.

One vineyard in the region is certified organic and a number of others are operating fully-organic without having yet gone through the certification process. Most of the remainder are working toward organic status.

There are 28 varieties (17 Red and 11 White) planted which makes the MATAKANA GI one of the most diverse wine regions in New Zealand.

The economic context

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

The geology and climate of the MATAKANA GI limit the availability of suitable vineyard sites. The high value of land for competing purposes such as accommodation (mainly residential) means that available sites are expensive. Often these are on sloping sites which can be expensive to work. Grape yields are generally low, which means that the cost per tonne of grapes is high.

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

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

Industry structure

Industry structure also contributes to the distinctive characteristics of wines from the MATAKANA GI. The MATAKANA GI is a sub-region of the larger Auckland GI, although it has always had its own distinctive identity which is due in large part to the fact that it is the more northern of the Auckland winegrowers

The compact nature of the MATAKANA GI, and the "boutique" nature of winegrowing operations are elements of a closely linked winegrowing community. All winegrowers are members of the Applicant



and most participate in its activities. The Applicant provides a platform for many cooperative activities from marketing to education.

Many winegrowing businesses within the MATAKANA GI 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.

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

Geographical features in the area / soil composition in the area

The geography of the MATAKANA GI contributes to the distinctive sensory characteristics of wines. The soil and subsoil any underlying rock formations have an impact on drainage, water availability, microbial population, root penetration and nutrient uptake of the vines. The landform of the MATAKANA GI affects exposure of vineyard areas to the sun, wind and rain. These elements also affect vine growth and the ripening of fruit and contribute to viticultural aptitudes and sensory characteristics both across the GI as a whole and between different parts of the GI.

Most of the existing vineyards are planted on north-facing slopes of the rolling countryside and all are on either Warkworth clay & sandy clay loam soils or Whangaripo clay loam soils, both described on the Mangawhai – Warkworth regional soils map as “*moderate to strongly leached and well to moderately well drained yellow brown earths of the rolling and hilly land.*”

Further to the broad description is the following, from Graeme Corlett, Soil scientist:

The soil on the hills around these parts are old soils -they are developed on approx. 20 million year old (Miocene) Waitemata Sediments consisting of layered sandstones and siltstones derived from quartz-feldspar-rich volcanic material, mostly andesitic in composition. They are quite clay-rich with kaolinite and vermiculite as the main clay constituents. They would be classified more technically as Yellow Ultic (YU) soils (that fall within the broader Brown Soils classification that are developed on volcanogenic sediments in humid climates). The YU soils are described as highly weathered soils, with a well-structured, heavy clay enriched subsoil horizon. The soils are acidic and leached with low levels of Ca and other basic cations

They would be defined as: old, well-structured clay-rich soils developed on volcanic-derived, sandy and silty sediments.

Careful site selection ensures that vines are planted on well-drained sites and the suitability of this particular soil type contributes to the stylistic coherence of wines from the MATAKANA GI, despite the diverse selection of grape varieties.

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 Matakana 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.

The MATAKANA GI is part of the wider Auckland region comprising a generally low-lying landmass on a long narrow isthmus dominated by three major harbours – Waitakere, Manukau and Kaipara – and is defined more by its relative proximity to the sea than high land. 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's GIs. There are areas of steeper bush-clad hills to the northwest of Warkworth which attract cloud cover and rain, however generally the MATAKANA GI benefits from relatively drier, sunnier East Coast conditions.

The closest weather station is situated at Warkworth, with official rainfall figures for the MATAKANA GI around 1300mm per annum. However the coastal Leigh weather station around 10km to the north of the MATAKANA GI records around 900mm per annum, and as the Auckland region as a whole generally gets drier as it moves from west to east, it is likely therefore that Matakana vineyards receive actual rainfall somewhere in between the two figures. However, both rainfall figures remain at the higher end of the range for New Zealand GIs and the MATAKANA GI's overall mild, moist climate can create a challenging environment for viticulture, both in terms of vigour, concentration and disease-pressure. Site selection is key – with good air movement and free-draining soils being sought in particular - and wherever possible, cultivation of grapes more tolerant to warmth and moisture to reduce disease-pressure and dilution issues.

In contrast to the possibility of rain during the ripening period, the region can and not infrequently does experience drought conditions through the summer, although the deep clay-based soils mean that irrigation of mature vines is never necessary.

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

The MATAKANA GI experiences relatively high sunshine hours, particularly in the context of the wider region. The frequent rainfall to which the GI is subjected means cloudy weather is common, however its proximity to the coast and the GI's general weather patterns mean the greatest cloudy periods are in winter, with longer spells of dry sunny weather during the spring-summer-early autumn growing season.

The MATAKANA GI's prevailing winds are from the south-west but in summer can shift to a more north-easterly flow, which tends to increase relative humidity and rainfall. Its close proximity to the sea means easterly sea-breezes are a key feature in summer and autumn, useful for moderating temperatures and promoting airflow to reduce disease-pressure. The GI's can also be subject to more blustery coastal winds but generally as the Hauraki Gulf is a relatively sheltered waterway, wind is not a significantly feature of the GI.

Overall, the climate of the MATAKANA GI lends itself to ripening a broad range of grape varieties that favour a warmer climate, allowing the GI to successfully produce wines not only from the classic



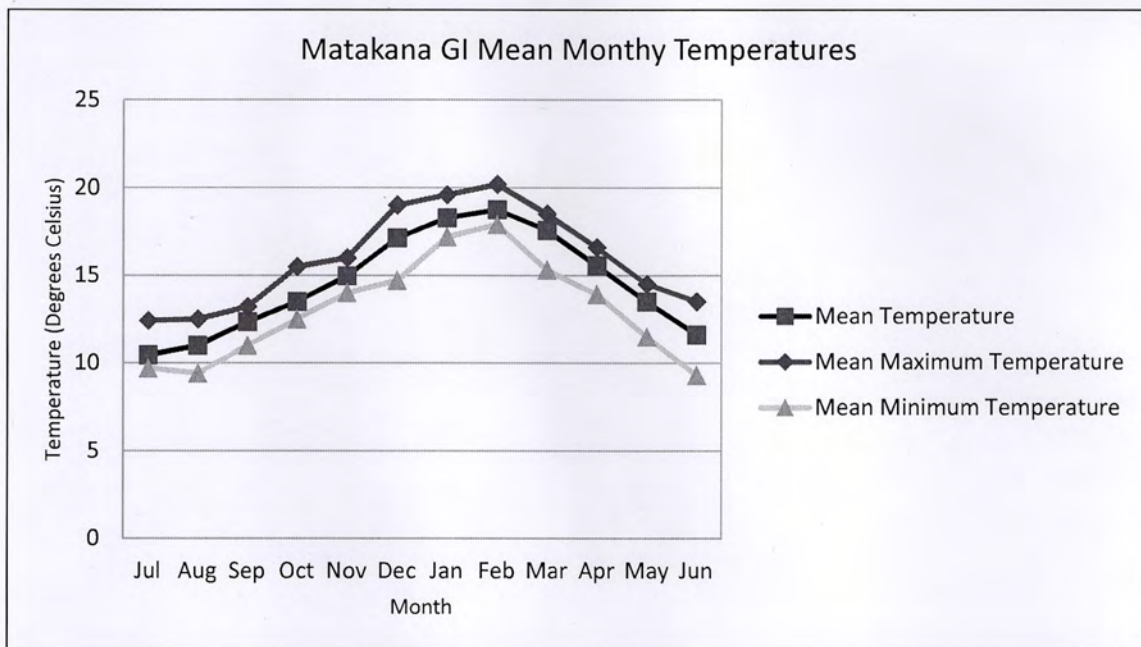
French varieties prevalent in most New Zealand wine regions, but also New Zealand translations of Italian grape varieties and less well-known European varieties.

Key climate indices and statistics

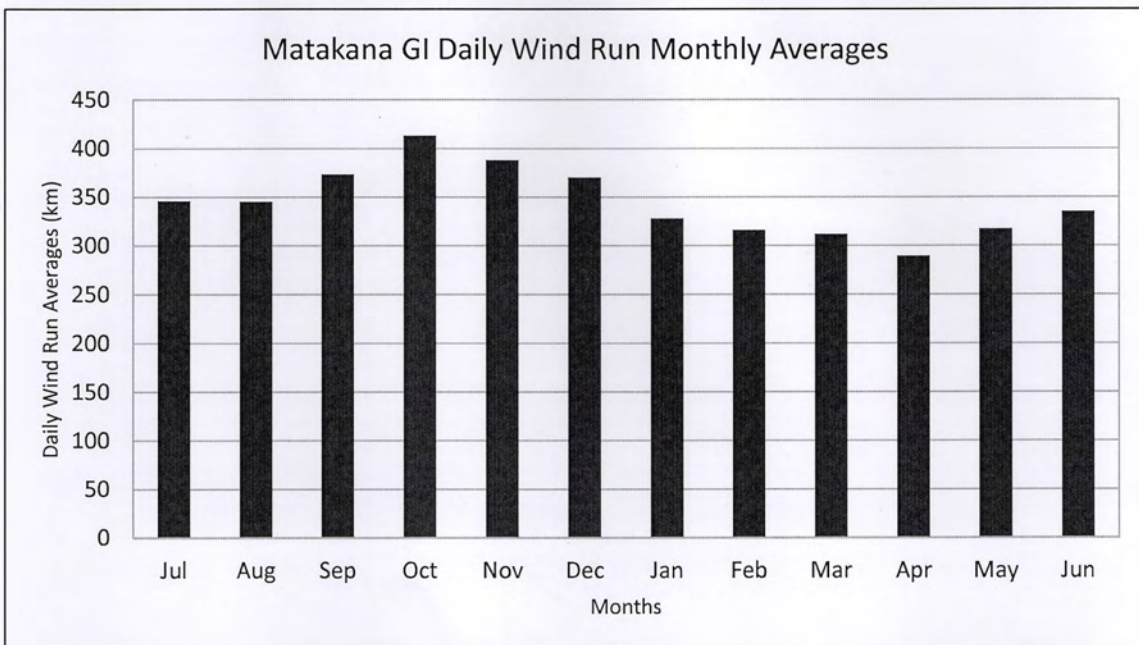
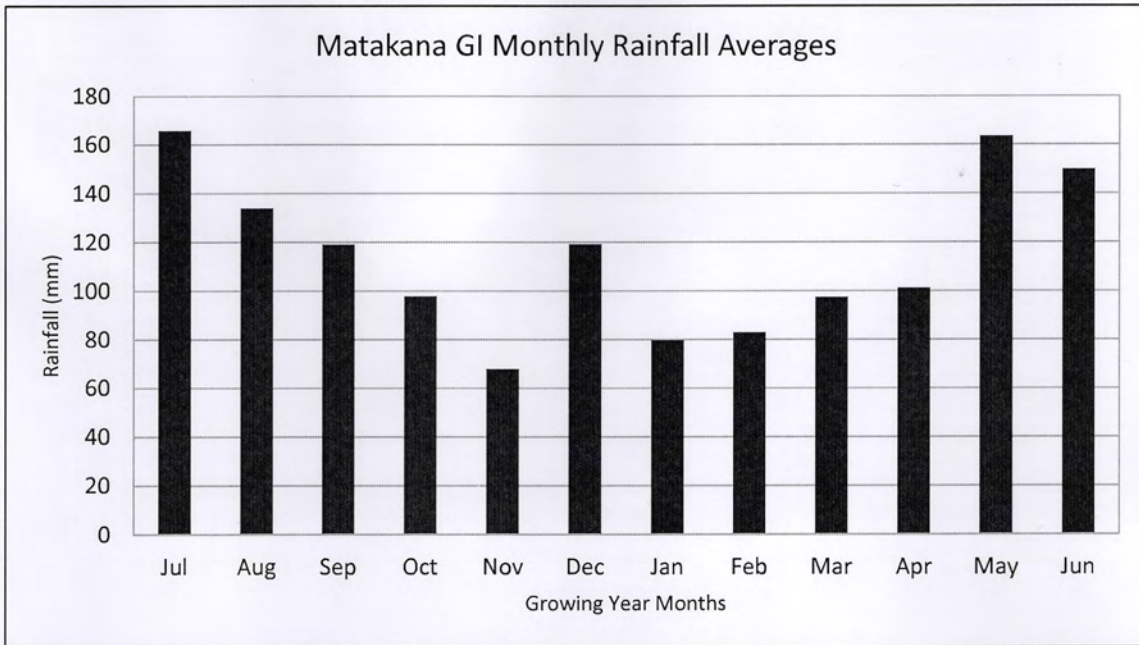
The following tables and charts provide data on key climate statistics relevant to the viticulture of the MATAKANA region¹. All data were sourced from the National Institute of Water and Atmospheric Research.

	Sunshine Hours (sum)	Growing Degree Days (>10°C) (sum)	Rainfall (mm) (sum)	Screen (air) frost (# days per month) (sum)	Ground Frost (# days per month) (sum)
Annual	2,253	1,708	1,379	2.3	10.5
Season (Sept - April)	1,690	1,458	765	0.1	2
Season % of annual	75%	85%	56%	3%	19%

Growing Season metrics (Sept-April)	°C
Mean Maximum Temperature	17.3
Mean Minimum Temperature	14.6
Mean Diurnal Shift	2.8



¹ Data sourced from Warkworth EWS and Auckland, North Shore Albany EWS



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Methods of making wine in the area

Grape varieties and wine styles

Matakana is home to 28 varieties, 17 red and 11 white. These are as follows:

Red Cabernet Sauvignon, Cabernet Franc, Merlot, Malbec, Syrah, Pinotage, Pinot Noir, Chambourcin, Tannat, Carmenere, Tempranillo, Petit Verdot, Sangiovese, Dolcetto, Barbera, Nebbiolo & Montepulciano.

White Chardonnay, Pinot Gris, Flora, Viognier, Sauvignon Blanc, Chenin Blanc, Marsanne, Roussanne, Gruner Veltliner, Albarino & Verdelho

WHITE		RED	
Variety	Hectares	Variety	Hectares
Pinot Gris	11.4	Merlot	8.9
Chardonnay	9.5	Cabernet Franc	8.2
Albarino	1.2	Syrah	8.1
Gruner Vetliner	1	Malbec	4.9
Viognier	0.99	Sangiovese	3.20
Flora	0.70	Cabernet Sauvignon	2.1
Other	1.18	Dolcetto	1.26
TOTAL	26.00	Carmenere	1.09
		Other	2.56
			40.20

The “signature” styles produced in the MATAKANA GI is: Merlot-dominant blends, Syrah, Pinot Gris Chardonnay and Sangiovese. The MATAKANA GI is unusual among New Zealand wine regions for the very high proportion of Italian red blends in its production. Matakana winegrowers show a diversity of production varieties that is unique in the New Zealand context.

Viticulture and winemaking

Viticulture and winemaking practices within the MATAKANA GI are adapted to the production of ultra-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 MATAKANA GI.

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

- For reasons of quality and due to the difficult terrain, there is no mechanical harvesting within the MATAKANA GI. Instead, all harvesting is carried out by hand.
- There is very little irrigation of vines; most vines are dry farmed.
- In order to ensure that grapes are of the highest quality within the MATAKANA GI growing environment, yields are typically restricted to between less than 6 tonnes per hectare for red grape varieties and less than 7.5 tonnes per hectare for white grape varieties.



- Wines are made in small batches, often predominantly from single vineyards or vineyards owned by the winery. In many 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 resulting in red wines with significant aging ability.
- Unusual varieties, styles and blends are not uncommon within the GI, with some such as Sangiovese setting the benchmark for those styles in New Zealand.

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 processes to take place outside the GI. This is a widely accepted practice within New Zealand and within the GI itself and does not detract from the expression of characteristics typical of the GI in the resulting wine.

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

Quality

Sensory attributes

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

Chardonnay

Chardonnay is a significant variety for the MATAKANA GI, producing well-regarded wines typically in richly-flavoured styles expressing tropical fruits, stone fruit and citrus with moderate acidity and alcohol. The GI's overall warm, extended growing season delivers full-bodied, intensely fruited wines, though some producers may choose to pick earlier in the season, seeking crisp, lighter-bodied styles. Wines may be made in an unoaked manner or with some degree of quality French oak. Lees and malolactic influence are also commonly used for extra complexity and texture. Wines are frequently sold at cellar doors as well as the wider trade, mostly in mid to premium positions.

Pinot Gris

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

Syrah

Syrah is grown in small plantings in the MATAKANA GI, which generally produces expressive, spicy wines with good depth of spicy, berry and plum flavours. The GI's warm, extended growing season makes it amongst the few wine-growing regions throughout New Zealand that can fully ripen the mid-season variety, though rainfall can affect colour and flavour concentration in wetter years. Wines are generally vinified using quality French oak, dependent on style and market position.

Viognier

The MATAKANA GI has small quantities of Viognier. As a variety prone to fungal diseases, Viognier can be a challenging grape in the MATAKANA GI, however it also benefits from moderating sea-breezes and slightly drier climate overall. Styles are generally full-bodied, ripe-fruited and aromatic with clear varietal expression of stone fruit, spice and white flowers. The GI's warm climate means alcohol and acidity levels needs to be carefully managed to achieve balanced wines. MATAKANA GI Viognier would typically sit at the mid to premium end of the market and may be made using some degree of quality French oak.

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

The MATAKANA GI has a medley of Bordeaux varieties growing, typically produced as blends though Merlot is a popular choice for individual bottlings. The GI's warm climate is well-suited to their late-maturing habits but the 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. Wines are generally fruity, medium-bodied styles with plenty of ripe, brambly berry fruit, well-structured with supple tannins. 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, 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.

Malbec

Malbec is the second equal most planted Red variety in Matakana. As it ripens from early to mid-season, it is well suited to the MATAKANA GI. Large berries (sometimes in conjunction with smaller, sweeter berries) with typical fleshy skins mean bold colour and clear varietal definition are produced, and its propensity for fresh berry characters and bright hues make it ideal for Rose or blush styles. In dry red winemaking, Malbec is usually a major component of a Bordeaux blend style, typically vinified in the traditional way, matured in French oak.

Sangiovese

A number of Italian varieties have been planted in the MATAKANA GI, with Sangiovese proving particularly popular. The variety buds early yet ripens late and thus requires a long growing season yet does not suit too much heat as it loses flavour. The warm but not extreme MATAKANA GI's climate, with its moderating sea-breezes, is therefore very fitting. Wines may be vinified used oak, but typically the variety's perfumed, fruity style would be emphasized. Sangiovese's food-friendly nature is also well-suited to the GI's many cellar doors. Rosé styles may be also produced.

Reputation

The MATAKANA GI has a strong reputation for the production of "boutique", ultra-premium wines – particularly full-bodied red wines - in a highly attractive and accessible setting that is a draw-card for tourists. This reputation is attributable to the geographical origin of wines bearing the MATAKANA GI.



Wines from the MATAKANA GI are typically positioned at the “ultra-premium” end of the wine market, defined as wines priced between US\$15 – US\$50² (NZ\$22 – 73) per bottle. The mean retail price of wines bearing the MATAKANA GI is NZ\$49 per bottle. The range of retail prices is between NZ\$17 and NZ\$220 per bottle, and the median price is NZ\$39 per bottle.

The factors outlined above that contribute to the specific characteristics of wines bearing the MATAKANA 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 MATAKANA GI is built upon and justified by the production of ultra-premium, distinctive wines and enhanced by the high amenity and tourism values of Matakana and its surrounding areas.

Use of the MATAKANA GI

“MATAKANA” has been used consistently and continuously on wines since the first commercial release of wines from this sub-region by The Antipodean in 1985. Wines from the MATAKANA GI have never used the regional Auckland GI. Producers from within the MATAKANA GI have always recognised and maintained a distinction between “Matakana” and “Auckland” wines. Appendix 1 contains examples of MATAKANA GI wine labels.

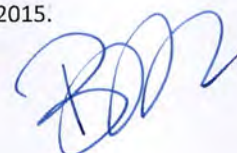
While production is not large and export quantities are comparatively low, export statistics show that MATAKANA has been used as a GI on 62954 litres of export wine from the vintages 2009-2014. This equates to 83938 x 750 mL bottles or 6994 x 9L cases of wine available for sale on the international market bearing the MATAKANA GI over a 7 year period.³ The effect of such usage is significant as, through the process of sale, the MATAKANA GI will appear on price lists and catalogues, advertisements, media and consumer tastings, shelf talkers and on restaurant wine lists.

The national wine industry association, New Zealand Winegrowers (NZW), has long recognised the MATAKANA 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 (Sub-regions tab)*: <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.
- Producers within the MATAKANA 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 MATAKANA GI wines as well as participation from producers within the GI. These combined activities have an enormous global

²See, for example, Veseth, M. (2006), *Globaloney: Unravelling the Myths of Globalization*, Rowman & Littlefield, Maryland.

³ Note that the data does not include wines from the 2015 vintage, and only covers exports to July 2015.



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.

Matakana is a popular tourist destination, and the MATAKANA GI is featured in regional tourism and publicity materials, for example:

<http://www.visitmatakana.co.nz/food-wine>

<http://www.matakanacoast.co.nz/home.html>

<https://www.makanawine.co.nz/index.html>

Formal recognition of the MATAKANA GI

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

In 2010, the New Zealand Government included “MATAKANA” 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 “MATAKANA” 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 MATAKANA is included as a New Zealand GI on the International Organisation for Wine and Vine’s *International Database of Geographical Indications*.⁸

In 2013, the New Zealand Government included “MATAKANA” on the list of New Zealand wine regions⁹ 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*.¹⁰

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

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/enbasedonneesIG>

⁹ 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.

¹⁰[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)

MATAKANA is included as a New Zealand GI on the International Organisation for Wine and Vine's *International Database of Geographical Indications*.¹¹

Quality reputation of the MATAKANA GI

The MATAKANA GI is globally recognised as a location for the production of high quality wines. This is demonstrated through recognition of the MATAKANA GI in leading national and international wine publications and media, as well as through national and international awards won by wines bearing the MATAKANA GI.

The MATAKANA GI is identified in national and international wine reference works, and has been for many years. Appendix 2 contains extracts from the following indicative examples:

- 2007 – Johnson H. & Robinson, J. *World Atlas of Wine*, 5th 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*.

The current (2nd) edition of **Michael Cooper's** *Wine Atlas of New Zealand* describes the Matakana GI as follows: *"Think Matakana, think red wines, especially Merlot and Cabernet Sauvignon-based reds in the Bordeaux mould, pioneered in the mid-1980s by The Antipodean. But recently the districts Pinot Gris and Chardonnay have looked at least the equal of its reds....With its lovely hills, fields and vineyards, burgeoning wineries and snowball number of tourists, the Matakana/Mahurangi area has even been promoted as "Auckland's answer to Tuscany" ...Michael goes on to add "In favourably dry seasons, the wines of Matakana/Mahurangi shine, with the Chardonnays and Pinot Gris offering ripe, stone fruit characters and moderate acidity, and the reds reflecting the area's warmth in their substantial body and rich, spicy, earthy flavours."*

In 2014, the Matakana Winegrowers Association held a tasting with **Simon Nash MW**, and tasted over 50 wines from 4 vintages. His findings included:

"Matakana is not like Marlborough with Sauvignon Blanc, the regional exception to the greater rule. There is no simple single style, character, variety to define the area. There's an advantage to this – more diversity, more interest, more room for experiment..."

In general terms therefore it's true to observe the wines have a forgiving roundness which is an advantage in most years...

Matakana Region Wines can and do have sufficient acidity and balance..

The Whites - on the basis of what I tasted these show the care and focus winemakers have shown to maintain that balance referred to above. Alcohols were kept in check and flavours and acidity well preserved. A very pleasant surprise

The Syrah's were very good. Less overtly spicy but more richly flavoured and warm and generous than the majority of Hawke's Bay wines. The milder winter/summer temperatures with less extreme fluctuations and the clay soils make for richer, rounder wines. A clear regional distinction to build on here

The Merlot, Malbec, PV wines offer more potential but there is a learning curve to be gone through here.

Key words to describe the Matakana characters- rewarding, warm, generous, open, approachable, flavorful, diverse surprising, inviting."

¹¹<http://www.oiv.int/oiv/info/enbasededonneesIG>




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

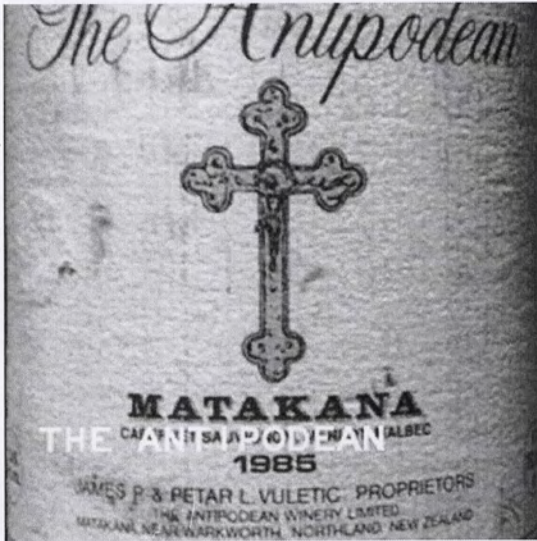
<https://www.cuisinewine.co.nz/region/new-zealand/matakana/>

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

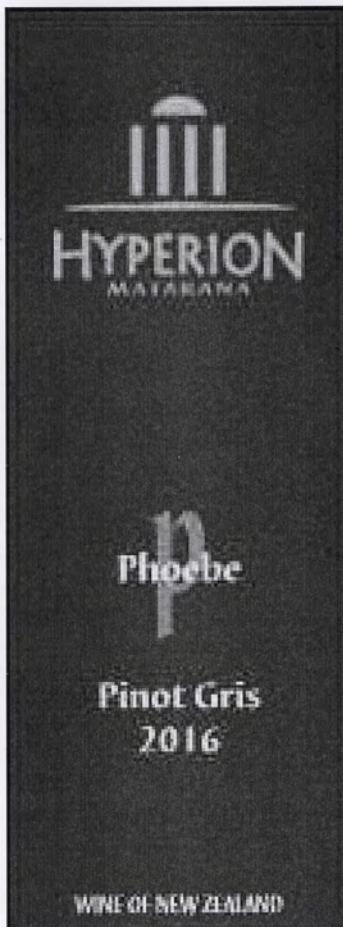
<http://nzwinedirectory.co.nz/wine-regions/north-island/matakana/>

A handwritten signature in blue ink, located in the bottom right corner of the page. The signature is stylized and appears to be the initials 'RSD' followed by a long, sweeping flourish.

APPENDIX 1 – Examples of MATAKANA GI wine labels



Source: <http://www.winesofnz.com/winery/the-antipodean/>



Source: <https://www.hyperionwines.co.nz/wines.html>

A handwritten signature in blue ink, consisting of several loops and a long tail, located in the bottom right corner of the page.



Source: <http://ascensionwine.co.nz/product/the-countrymans-hat>

2022



Source: <http://ascensionwine.co.nz/product/ascension-countess-sparkling-rose>

2002



Source: <https://www.heronflight.co.nz/wine>

[Handwritten signature]



Source: <https://www.héronsflight.co.nz/wine>

A blue handwritten signature or scribble, consisting of several loops and a long tail, located in the bottom right corner of the page.



Source: <https://www.providencewines.com/1993-1> and <https://www.providencewines.com/2003>

A handwritten signature in blue ink, consisting of a stylized 'B' followed by a long, sweeping horizontal line that curves upwards at the end.



Source: <http://www.ransomwines.co.nz/wines/>

BR



Source: <http://www.ransomwines.co.nz/wines/>

Bob

APPENDIX 2 - National and international wine reference works

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the right.

[Handwritten signature]



THE *W*INES AND VINEYARDS OF NEW ZEALAND

Text by
Michael Cooper

Photographs by
John McDermott



Hodder Moa Beckett

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ISBN 1-86958-297-7

© 1996 Text: Michael Cooper
© 1996 Photographs: Hodder Moa Beckett Limited

First published 1984
Second edition 1986
Reprinted 1987
Third edition 1988
Reprinted 1989
Fourth edition 1993
Reprinted 1994

Published in 1996 by Hodder Moa Beckett Publishers Limited
[a member of the Hodder Headline Group]
4 Whetu Place, Mairangi Bay, Auckland, New Zealand

Editor: Brian O'Flaherty

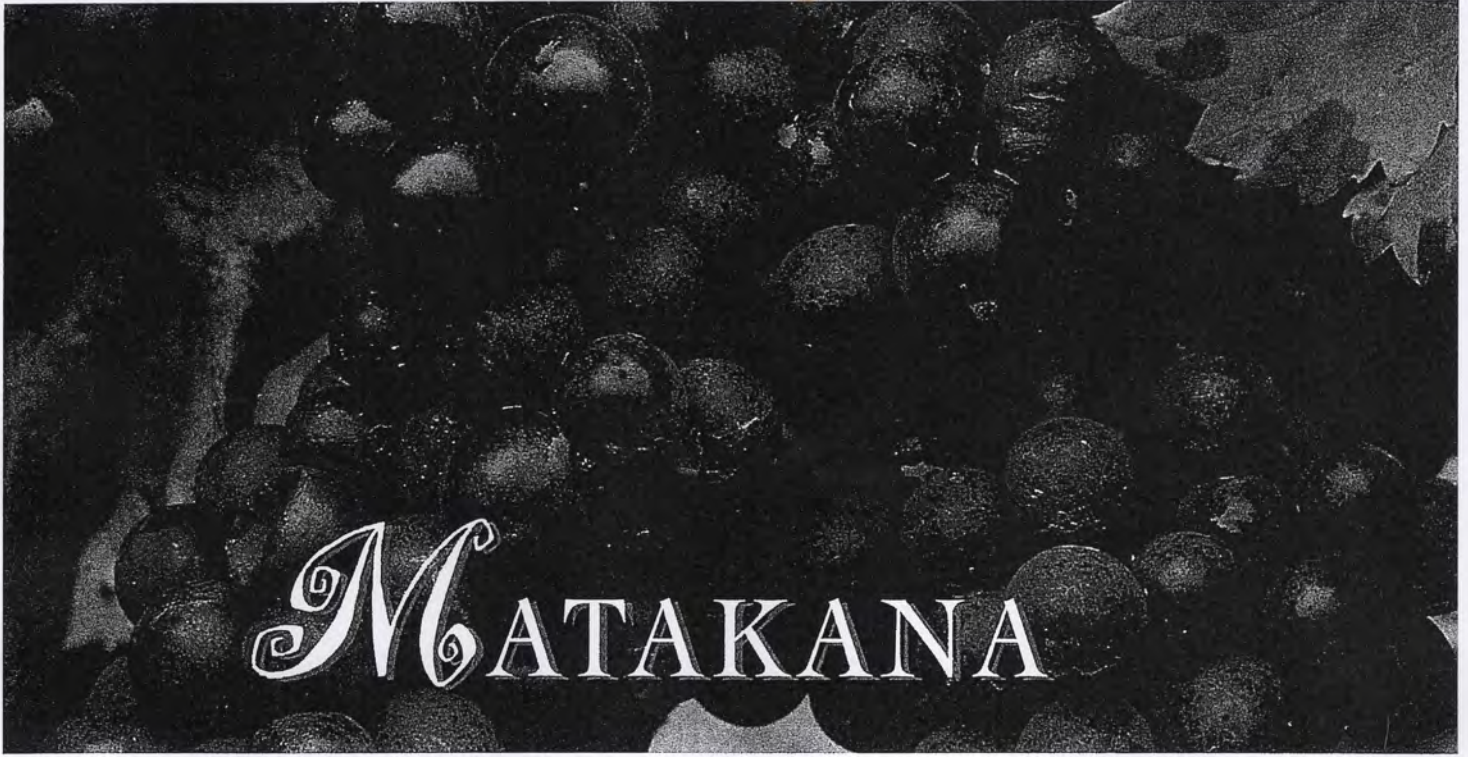
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Photography: All photographs in this book are by John McDermott except those attributed otherwise below:
page 21 Pinot Gris photo (Robin Morrison Estate) page 9 historic photo (Dick Scott, from *Winemakers of New Zealand*)

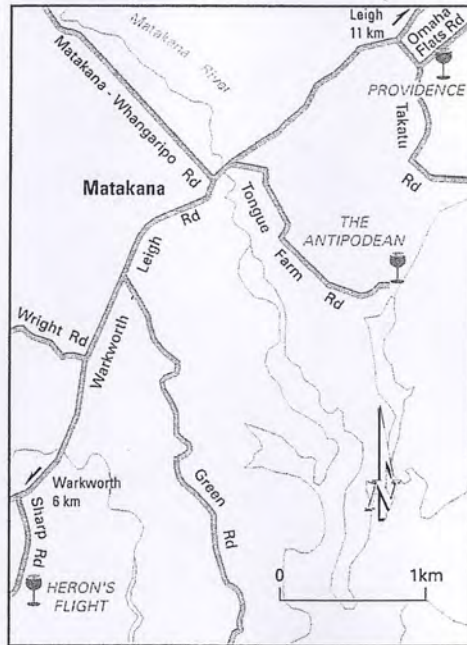
Cover photo: Montana's Brancott Vineyard, Marlborough

Printed in Hong Kong, through Bookbuilders Limited

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MATAKANA



amid the oyster farms, potteries, orchards, market gardens and beaches of Matakana, a new wine district has surfaced. On our drive north of Auckland, on the east coast between Warkworth and Leigh, Matakana first entered the spotlight in the 1980s when The Antipodean winery spectacularly flared and

Now several new vineyards lie draped across the hills lining this early rural settlement.

According to James Vuletic, owner of the fledgling Providence winery, Matakana – or nearby Leigh – in some years has the most sunshine hours in the country. He is also confident that

the rainfall is much lower on the coast than over the ranges to the west: 'Matakana's in the dry belt that runs down the coast from the Mangawhai Heads to Mahurangi and Waiheke Island. I can't think of anywhere else north of Auckland that's as climatically suitable for wine.'

One of the newcomers is already known to many wine lovers. A five-hectare vineyard near Warkworth is being established by Rex Soljan, until 1994 a partner in Soljans Wines in Lincoln Road, Henderson. Soljan's winemaker son, Darryl, and his wife, Bridget, are also involved in the project.

With a string of classy wines since the dark, deliciously perfumed and brambly 1991, David Hoskins and Mary Evans of Heron's Flight have proven the red-wine potential of the Matakana district first suggested in the 1980s by The Antipodean. 'We are sorting out a style which reflects this site,' says Hoskins. 'That seems to be one which is ripe, rich and round, what I call a "feminine" wine with supple tannins, approachable young, yet with sufficient structure to age.'

Hoskins is a Pennsylvania-born science and philosophy graduate who worked as a teacher and community worker before plunging into full-time winemaking. He and his wife, Mary Evans, planted their first vines

Heron's Flight Vineyard

Sharp Road,
Matakana

Owners:
David Hoskins and
Mary Evans

Key Wines:
Cabernet Sauvignon/Merlot,
Chardonnay, Barrique-Fermented
Chardonnay, Blush



flavourful, deliciously drinkable Cabernet Sauvignon/Merlot, which in the 1994 vintage has been of exceptional quality. It matures gracefully; the 1991 and 1992 vintages have blossomed in the bottle. To ensure the wine offers consistently good value, David Hoskins and Mary Evans adjust its price according to the standard of the vintage: the '92 vintage at \$20, the '94 at \$27.

Two Chardonnays have been produced: a fresh, drink-young wine and a more complex style fermented and lees-aged in oak barriques – but these have yet to reach the standard of the red, and following the 1994 vintage some of Heron's Flight's Chardonnay vines were top-grafted over to red varieties.

The Blush, a weighty, berryish, d



David Hoskins and Mary Evans (pictured with their son Gwynn) make one of Auckland's most distinguished reds – the powerful, concentrated Heron's Flight Cabernet Sauvignon/Merlot.

on a north-facing clay slope overlooking the Matakana Valley and Sandspit Estuary in 1988. This is a maritime climate: 'When you take the bird netting off at vintage, you get salt all over your fingers,' says Evans.

Named after the white-faced herons which nest down by the river (and fly up and perch on the vineyard posts), the five-hectare vineyard is planted principally in Cabernet Sauvignon, with a hectare of Sangiovese, the great grape of Chianti (which Hoskins and Evans are pioneering in New Zealand), and

smaller plots of Merlot and Cabernet Franc. The vines are widely spaced on a unique trellis system designed to maximise the fruit's exposure to the sun.

Heron's Flight's current production is about 1000 cases per year, but output is expected to rise to 1700 cases. Hoskins makes his wine in a small building that served as the original The Antipodean winery, but a new winery, cafe and function complex is on the drawing board.

The highlight of the range is the sturdy,

slightly earthy and tannic, is an ideal wine. The Sangiovese, when it comes to the stream, will probably be blended with Cabernet Sauvignon in the mould of the new wave Tuscan reds.

Mary Evans is frank about the romanticised lifestyle of a winemaker. It's 7am to 7pm, seven days a week. But when you reflect on it, you realise your achievements. It's a creative satisfaction. It's a beautiful vineyard, and the wine is drinking well.'

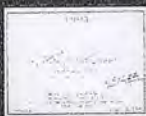
1995 James Vuletic launched New Zealand's priciest red – the 1993 vintage of Opus One at \$62 per bottle. 'The price is not far different about other New Zealand reds,' says Vuletic. 'It reflects the cost of production and the wine's standard in international terms. Opus One and Dominus [California] are no better, and any other is unable to match its quality sells for more than \$100.' A provocative statement, especially for a former partner in The Antipodean, who is accustomed to controversy.

After the collapse of the original Antipodean partnership, Vuletic planted the Providence Matakana vineyard in 1990, calling it Providence because he liked his dictionary's definition: 'a manifestation of divine care and diligent management'. A powerfully intelligent and articulate Auckland lawyer, Vuletic still lives on the North Shore site where his father once made wines under the Providence Vineyards label.

The vineyard lies on a north-facing slope, bounded by low hills, with a small concrete winery, built in 1995, perched on the crest. It looks like a model vineyard. 'I took one look at the site,' says Vuletic, 'and thought: "If the soil's that good, that's it!"' In the iron-rich clay soils, resulting due to the steep incline, Vuletic planted two hectares of Merlot (70 per cent) and Cabernet Franc (20 per cent) and other varieties.

Providence is fermented with natural yeasts in open-top vats, hand-plunged every two hours, given lengthy skin maceration, and then matured for up to two years in all-weather French oak barriques. Vuletic also makes

Providence Vineyard



Cnr Omaha Flats
Road and Takatu
Road, Matakana

Owner:

James Vuletic

Key Wines:

Providence, Rosé

James Vuletic produces a stunning, seductively scented and silky Merlot-based red at his tiny Matakana vineyard.



an oak-aged, weighty, dry Rosé.

So how good is Providence? I put it in a blind tasting alongside Auckland's other leading Cabernet Sauvignon and Merlot-based reds from the great (in Auckland) 1993 vintage. With its beguiling fragrance, lush fruitiness and sweet, silky, sustained finish, Providence stood up well against Matua Ararimu, Stonyridge, Goldwater and the rest, although it did not overshadow them. A voluptuous red, hugely seductive in its youth, it is clearly superior to the 1985 to 1987 vintages of The Antipodean.

Vuletic will not enter Providence in wine competitions. 'There's no point,' he believes. 'To the people who'll pay the sort of money I'm asking, a medal would be irrelevant.'

Other Producers

Te Aria Point Estate

15 kilometres (as the crow flies) north of Matakana, near the coast at Spectacle Lake, between Pakiri and Mangawhai, Mark as owns a six-hectare vineyard first planted by contract grower Miles Robertson in 1981. After Douglas bought the property in 1987, he grafted Reichensteiner vines over Cabernet Sauvignon, and is also replacing Cabernet Sauvignon with red-wine varieties. About a dozen cases of the impressively weighty, peppery-flavoured, brambly and taut Te Aria Cabernet Sauvignon are produced each

year, and 1996 has also brought the first white wines, based on bought-in grapes and marketed under a different label.

The Antipodean

This tiny Matakana winery, founded by brothers James and Petar Vuletic, in 1988 launched with tumultuous fanfare an attractive but extraordinarily over-priced (\$93 per bottle) Cabernet Sauvignon/Merlot/Malbec 1985. However, after the brothers experienced 'a personal falling out', the company was wound up and in early

1990 all its wine stocks were sold by auction. Petar Vuletic emerged from the break-up with the majority of the vines and the right to the company's striking name. From the 1.8-hectare vineyard in Tongue Farm Road, proprietor Michelle Chignell-Vuletic (Petar's wife) currently produces The Antipodean Cabernet Sauvignon/Merlot/Malbec (\$60) and several other high-priced, rarely seen wines – The Iconoclast (Syrah), Obiter (Cabernet Sauvignon), Attar (a Cabernet Sauvignon-based rosé), Pot a Pat (a non-vintage, second-tier red), and A (a barrel-fermented Sauvignon Blanc/Sémillon).

BR

Wine

The World Atlas of

FIFTH EDITION

Mitchell Beazley



402

derates what could be overmuch sun-
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enious (and successful) answer has
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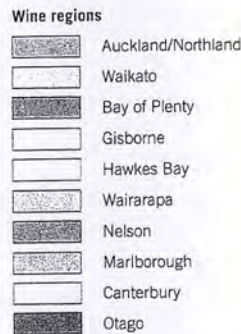
ine giant Montana has over 60% of the
land market following its purchase of
the second-largest company) in 2000.
ent in local sub-wineries in Gisborne,
Bay or Marlborough and finish their
Auckland. But many wine producers
port white grapes long distances to
crushers – a process that is not with-
risk.

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New Zealand's wine regions) is a good
of a region plundered by the bottlers.
country's third most important wine
fter Marlborough and then New
answer to Bordeaux: Hawkes Bay
319 for more detail), but has very
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Bay, especially in autumn, grows
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ls and it has a particular reputation
onnay.

orth Island's most exciting area for
r is variously called Martinborough,
, and Wellington; it is just an hour's
t of the nation's capital over the moun-
into the country's eastern rain shadow.
ures may be lower but autumns are
e than in other North Island wine
nd its nearly 40 wineries, led by Ata
rtinborough Vineyards, and Dry River,
e some of New Zealand's most vividly
inot Noir so far. It has ranged from
ummy to lean, dry, and earthy; but
does burgundy. Here Chardonnay
ll, keeping high acidity, while Riesling
nstrated real potential.

ross the windy straits on the South
e little Nelson region to the west of
igh has higher rainfall and richer soil
inborough but does well with similar
eties.

hile, well south of Marlborough, on
s surrounding Christchurch and an
ive north in undulating terrain at
Canterbury's winemakers are produc-
flinty Rieslings and Chardonnays as
not Noir that ranges from disappoint-
bal to tantalizingly promising in
varied environments.



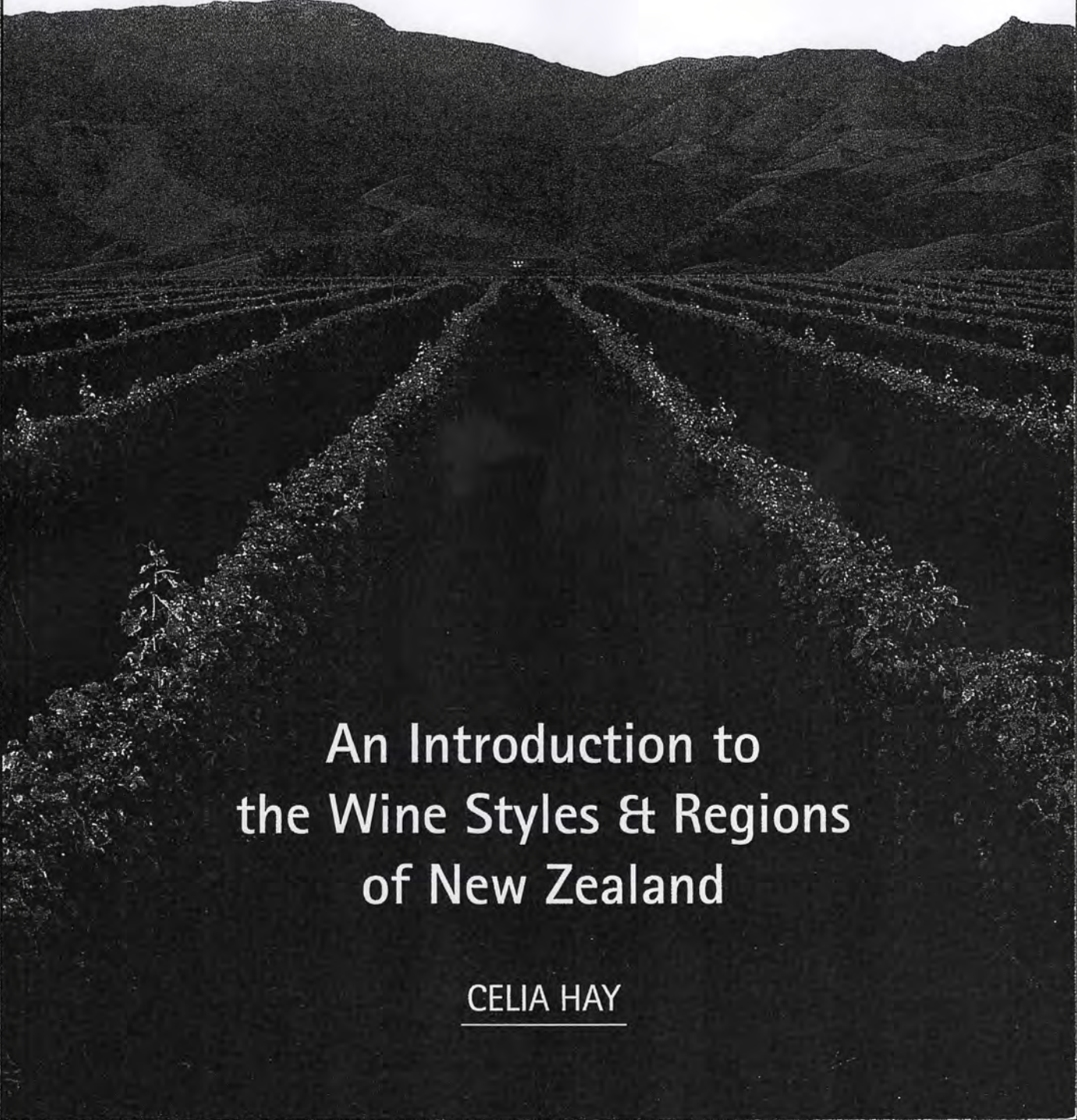
*Wine region boundaries always follow an administrative boundary



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

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

NEW ZEALAND WINE GUIDE



An Introduction to
the Wine Styles & Regions
of New Zealand

CELIA HAY

[Handwritten signature]

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.

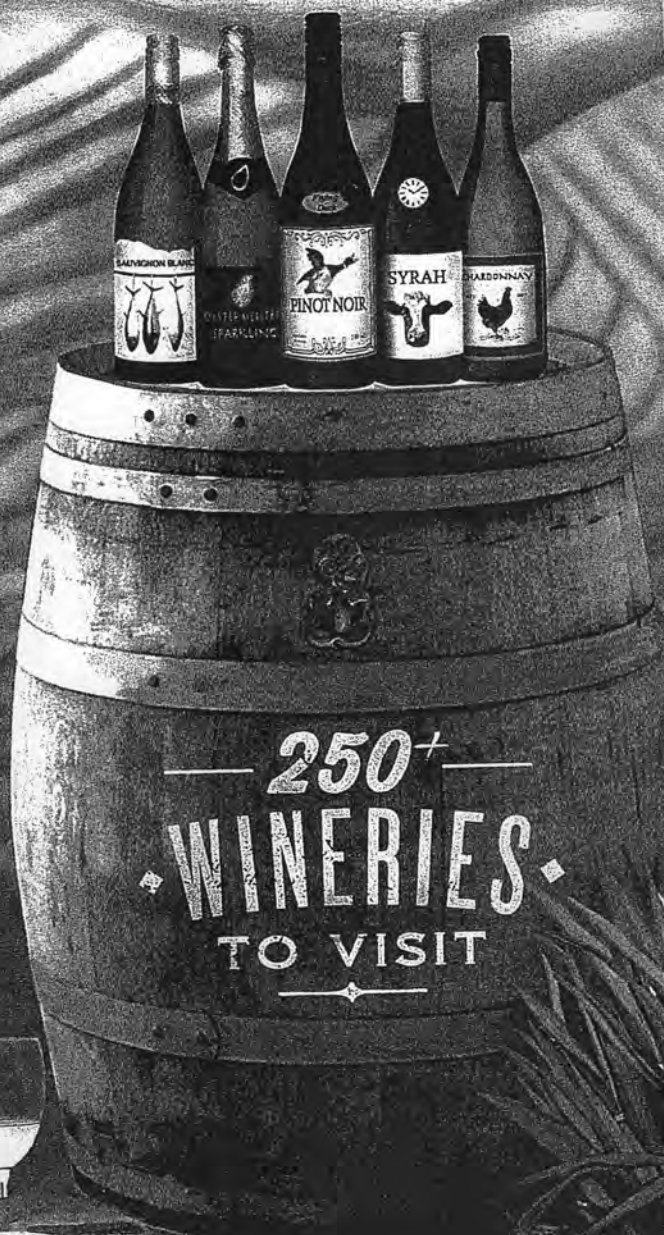
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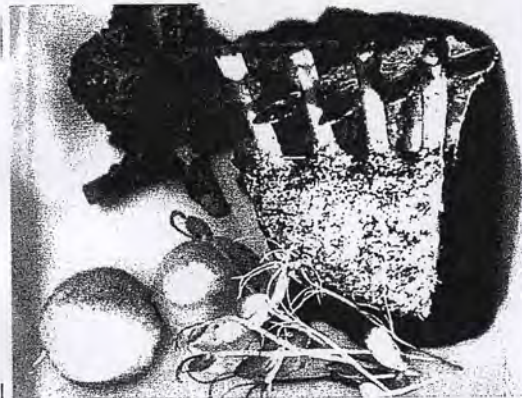


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AUST \$19.90*
(*INCL. GST)
cuisine.co.nz

Fairfax Media

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Plume, the Vineyard Restaurant Matakana is a must visit destination on any matakana wine and food journey and for all couples taking that next step together or for any special events.

49a Sharp Road | Ph: 09 422 7915
reservations@plumerestaurant.co.nz

plumerestaurant.co.nz



the walls, and be fascinated by the variety of wines on offer – from crisp whites to full-bodied reds and barrel-aged fortified cabernet.

THINGS TO KNOW Tours and tutored tastings are available for small groups. It's a great way to view the workings of a small winery and to learn the unique flavours of each variety. The Wine Bar offers wine by the glass or bottle, or flights of wine tastes, and platters including The Sweet Treats Platter. The handy location and cosy ambience have made this place popular for weddings and functions.

OUR PICKS Ransom produces unusual varieties including albariño, roussanne and carmenère, which are worth a try. The pinot gris is famously good, as is the red blend, Mahurangi. **PLUS** Try the excellent olive oil and limoncello.

46 Valerie Close, Warkworth,
ph: 09-425 8862, ransomwines.co.nz
CELLAR DOOR Tues-Sun 10am-5pm
(7 days Jan and open public holidays)

RUNNER DUCK ESTATE



SETTING The interior is chic and striking with dark panels, warm lights and beautiful fittings. The estate's main vineyard is on Duck Creek Rd but the cellar door is at the stylish Plume Restaurant, which the winery also owns and operates. The wines are Old World-inspired with deep, savoury, complex flavours, rather than dominated by bright fruits.

THINGS TO KNOW The tasting flights are an excellent way to sample a selection of the wines.

OUR PICKS Rosé shows lifted floral and raspberry notes with a hint of sweetness, yet finishes crisp and dry. Runner Duck is justifiably proud of its Bordeaux blends; also worthy of note is the sumptuous syrah.

PLUME RESTAURANT Using fresh seasonal produce, the well-thought-out menu offers the usual favourites plus a few tempting dishes with Asian and Pacific influence. You can dine indoors

or on the patio, and from this elevated site there are views over the vineyard and the rural landscape. The wine list offers Runner Duck Estate wines and Plume house wines, as well as classics from other regions and Europe.

49a Sharp Rd, Matakana,
ph: 09-422 7915, runnerduck.co.nz
CELLAR DOOR Wed-Sun 11am-4pm
(7 days Jan)
RESTAURANT Lunch Wed-Sun, dinner
Fri-Sat (Jan lunch 7 days, dinner Wed-Sat)

TAKATU VINEYARD & LODGE

SETTING This place is impeccably styled and oozes elegance. Quietly dramatic in its architecture and beautifully furnished inside, it's a stunning place for visitors to sample Takatu's delectable wines. The lodge is not far from Matakana village, but it feels like you're deep in the countryside.

THINGS TO KNOW There's a commitment here to making wines that express the land. Much of the effort at the vineyard goes into using sustainable practices with minimal intervention in the winemaking process in order to capture the unique character of this special region. **OUR PICKS** Pinot gris is seriously good. The real star, though, is the merlot franc malbec blend that is a wonderful rendition of the classic Bordeaux. It's rich and multi-layered with velvety mouthfeel within a beautiful frame of fine tannins.

518 Whitmore Rd, Matakana,
ph: 09-423 0299, takatuwine.co.nz
CELLAR DOOR Dec to Easter Sat-Sun
& public holidays 1pm-4pm;
or by appointment
ACCOMMODATION A lodge with
four luxury suites

TASTINGS BY APPOINTMENT

Gillman Vineyard
Ph: 021-037 3445, gillmanvineyard.co.nz
Hawks Nest
Ph: 027-217 2588,
hawksnestorchard@xtra.co.nz
Matavino Wines
Ph: 021-621 124, matavino.co.nz
Monarch Estate Vineyard
Ph: 021-863 463, facebook.com/
MonarchEstateVineyard
Saltings Estate Vineyard
Ph: 09-425 9670, saltings.co.nz

 cuisine.co.nz

facing sloped vineyard on the Takatu Peninsula. Home-grown grapes are made into wine on site. This is small scale, old school, and oh so good. **THINGS TO KNOW** This place is all about syrah. Rich, dense and opulent, the wine combines wonderful fruit intensity with engaging complexity, making it immediately attractive on release, while offering potential to develop further in bottle. If you are a fan, it's worth signing up to the "Friends of the Vines" Founding 500 Club so that you can secure a small allocation each year. **OUR PICK** The syrah of course. ① 139 Takatu Rd, Matakana, ph: 09-423 0002, contourestate.co.nz **CELLAR DOOR** Labour Weekend to Easter Sat-Sun & public holidays 11am-5pm

HERON'S FLIGHT MATAKANA VINEYARD & WINERY

SETTING Come down the driveway and you'll find an unpretentious building, then walk into the friendly, homely cellar door. The wall behind the ancient wooden counter is adorned with an eclectic collection of objects, from carved animals and feathers to tea pots and frayed books. You'll be trying the wines with owners Mary Evans and David Hoskins, who planted the vines in 1987. **THINGS TO KNOW** It's all about Italian varieties here - Evans and Hoskins are convinced these beauties are better suited to the climate and soils of the region than French grapes. And you'll agree when you taste. **OUR PICKS** The cheeky Dolcetto Rosé has great vibrancy and mouth-watering flavours. Also try the Reserve Sangiovese or Reserve Dolcetto: deep, dark and moody, and full of rich fruit and savoury flavours. **PLUS** Heron's Flight sells homemade products from their land and regularly holds "fill your own" days - you can fill your bottles with a special blend that changes every time while listening to jazz and chatting with fellow imbibers. ① 49 Sharp Rd, Matakana, ph: 09-950 6643 or 021-0258 8203, heronsflight.co.nz **CELLAR DOOR** 7 days from 11am

HYPERION WINES

SETTING This is Kiwi as. At the end of a quiet back-country road, in the

middle of farmland, you'll see a small sign in royal purple indicating there's a winery and vineyard beyond the gate. The unassuming building, which once housed cows, is the winery, barrel hall and cellar door of Hyperion Wines, home to some of the most impressive reds made in the region. **THINGS TO KNOW** At a recent vertical tasting of seven Hyperion cabernet sauvignons back to 1998, tasters were thrilled by the quality and longevity of some of the older vintages. John Crone, a winemaker via chemical engineering and computing, claims he still has much to learn, but that's too modest - his wines are excellent. **OUR PICKS** The region's only pinot noir is made here, but it's the full-bodied reds that really sing. Merlot, syrah, malbec and cabernet sauvignon are all deeply satisfying. **PLUS** They make Acropolis, a port-style aged tawny and, occasionally, grappa. ① 188 Tongue Farm Rd, Matakana, ph: 09-422 9375, hyperionwines.co.nz **CELLAR DOOR** Jan-Feb 7 days 10am-5pm; Mar-Dec Sat-Sun & public holidays 10am-5pm **ACCOMMODATION** Hyperion Heights, a luxury cottage on an elevated site next to the vineyard

MAHURANGI RIVER WINERY & RESTAURANT



SETTING Perched on top of the vineyard with country-style wooden panelling and large artworks, the elegantly proportioned cellar door-restaurant offers a lovely space to relax in. Sit by the window, a glass by your side, and look up at clouds on the blue sky canvas or gaze down the valley below with orderly rows of vines and layers of shaded hills beyond. **THINGS TO KNOW** Friendly staff, fabulous food and wines and that can't-get-enough-of-it view: what's not to like? Plan to spend a while here. **OUR PICKS** The richly flavoured Field of Grace Chardonnay is a must for those who love the generous style.

Also try the merlot and malbec - both are accomplished renditions. **RESTAURANT** Using top local ingredients, including fresh fish from Leigh Fisheries and their own herbs and salad greens in summer, the food here is flavoursome and generous, and perfectly suited to the wines. Platters are also available. ① 162 Hamilton Rd, Warkworth, ph: 09-425 0306, mahurangiriver.co.nz **CELLAR DOOR** Jan 7 days 11am-4pm; Feb-Dec Thurs-Mon 11am-4pm **RESTAURANT** Hours as for cellar door

OMAHA BAY VINEYARD

SETTING From this hilltop spot you can look down towards the Matakana countryside with its village, farms and native bush, or turn around and take in the views of Little Barrier Island and the Hauraki Gulf. The cellar door-winery boasts sturdy concrete walls and heavy wooden beams and frames, reassuringly solid when the wind gusts on this exposed point. Inside is well spaced and inviting, and opens onto a courtyard that catches the sun all day. **THINGS TO KNOW** Mostly estate-grown grapes are used but Omaha Bay also sources fruit from other regions to complement its range. The pride of the vineyard is undoubtedly its syrah, which occupies half of the red grape plantings. They also grow montepulciano - the resulting full-bodied wine is a highlight. **OUR PICKS** The effervescent, sparkling flora might tickle your fancy, or try the region's signature grape, syrah, with dark berry fruits and spice. ① 169 Takatu Rd, Matakana, ph: 09-423 0022, omahabay.co.nz **CELLAR DOOR** Oct-Apr Wed-Sun 11am-5pm; May-Sept Fri-Sun 11am-4pm

RANSOM WINES

SETTING A kauri forest in a former life, this handsome piece of gently sloping, north-facing fertile land became a vineyard in 1993. It was early days for this region with uncertain viability, yet Ransoms has more than survived this tough industry and built a strong reputation for its wines and wonderful hospitality. And the location is just brilliant: the only winery/cellar door south of Warkworth, making it that much closer to the largest city in the country, and it's just off the main highway. You'll love the artworks on

EXPLORING THE REGION

There isn't much in the way of public transport in the area so you'll need to visit by car, arrange a tour or hire a bike (or charter a helicopter!).

GETTING AROUND

Matakabs

This taxi service can also arrange winery tours or personalised regional tours.
Ph: 09-422 2244 or 0800-522 743,
matakabs.co.nz

Matakana Bicycle Hire

ph: 09-423 0076,
makanabicyclehire.co.nz

Skywork Helicopters

Charter a helicopter to destinations of your choice. You can also take a scenic tour with Skytours.

Ph: 09-422 7018 or 0800-759 9675,
skyworkhelicopters.com

Warkworth Taxis and Minibus Charter

Book taxi services around the area or customise your own guided tour.
Ph: 09-425 0000,
warkworthtaxiandminibus.co.nz

CELLAR DOORS

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

ASCENSION WINE ESTATE

SETTING This popular place on the main road to Matakana continues to attract plenty of casual travellers as well as wine and food enthusiasts. The impressive site is spacious and you'll love the rustic charm, the wide range of wines and the good food. The grounds include a beautifully tended courtyard garden, water fountain and expansive lawn, with a backdrop of the home vineyard. This is a fabulous place to have a long lunch.

THINGS TO KNOW The self-contained function space can cater for all kinds of events, and look out for concerts held throughout the year.

OUR PICKS The juicy, fragrant flora (a rare grape that's a relative of gewurztraminer) is an instant hit with visitors. Those who love soothing reds should try The Twelve Apostles Merlot.

WINE TRAIL & TOURS

You'll find a wine map at cellar doors and online at matakanawine.com

Auckland Wine Trail Tours

Ph: 09-630 1540, winetrailtours.co.nz

Great Taste Tours

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

Matakana Tours

Ph: 09-422 2505, makanatours.co.nz

New Zealand Wine Promotions

Ph: 09-575 1958, nzwinepro.co.nz

The Big Foody Food Tours

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

MORE INFORMATION

Matakana Information Centre
2 Matakana Valley Rd, ph: 09-422 7433,
makanainfo.org.nz

Warkworth i-SITE Visitor Centre

1 Baxter St, Warkworth,
ph: 09-425 9081

ASCENSION OSTERIA Formerly The Larder, this Italian-inspired restaurant is an exciting addition to the region, and offers a la carte options, popular platters and small plates for sharing.

📍 480 Matakana Rd, Matakana,
ph: 09-422 9601, ascensionwine.co.nz
CELLAR DOOR 7 days 11am-4pm
RESTAURANT 7 days lunch 11am-4pm,
Thurs-Sun dinner 6pm-10pm

BRICK BAY WINES & SCULPTURE TRAIL

SETTING This is the essence of Matakana: wine, food and art combining in a gorgeous, secluded setting. This tucked-away spot is a must-visit, both for first-timers and regular visitors to the region. When you come down the driveway hugging the vineyard, your eyes will be drawn to the glass house seemingly floating on the edge of the lake. It's shiny and modern yet it also looks completely at home in its environment. This is Brick Bay's very stylish cellar door and a great place to settle in for a few hours - there's also a lovely outdoor area.

DIARY DATES

3-4 Jan 2015

Shakespeare in the Vines

2015 will see Macbeth performed in the grounds of Ascension Wine Estate. Performances tend to sell out so book in advance.

Ascension Wine Estate, 480 Matakana Rd, ph: 09-422 9601, ascensionwine.co.nz

26 Jan 2015

Mahurangi Regatta

Sullivans Bay, Mahurangi West,
mahurangi.org.nz

7 Feb 2015

The Winery Tour

Dave Dobbyn and Don McGlashan headline, with Anika Moa and Supergroove in support.

Ascension Wine Estate, 480 Matakana Rd, Matakana, ph: 09-422 9601,
winerytour.co.nz

ACCOMMODATION

For a list of accommodation in the Matakana region visit aucklandnz.com/accommodation.

THINGS TO KNOW The seasonal platters are delicious and there is also estate-grown olive oil and honey available for purchase.

OUR PICKS You can't go past the renowned pinot gris, but also try a new addition to the range - merlot, with its supple mouthfeel and fruit flavours.
PLUS The Sculpture Trail is a clear highlight here - with around 45 exhibits, it's an ever-changing outdoor art gallery, with all the pieces for sale. A gentle stroll around the beautiful trail will take at least an hour - more if you're continually stopping to marvel and take photographs - and the last entry is at 4pm, so make sure to plan your visit accordingly.

📍 Arabella Lane, Snells Beach,
ph: 09-425 4690, brickbay.co.nz
CELLAR DOOR 7 days, 10am-5pm

CONTOUR ESTATE VINEYARDS

SETTING This place is reminiscent of the steep vineyards of northern Rhône, the home of syrah. And like the Old World region, Contour Estate produces just this one variety from its north-



Above:
The Matakana
Village Pub

Once a quiet rural town, Matakana has now become a hugely popular destination for city-dwellers in search of a relaxing break that also delivers good food, top wine and high thread-count sheets.

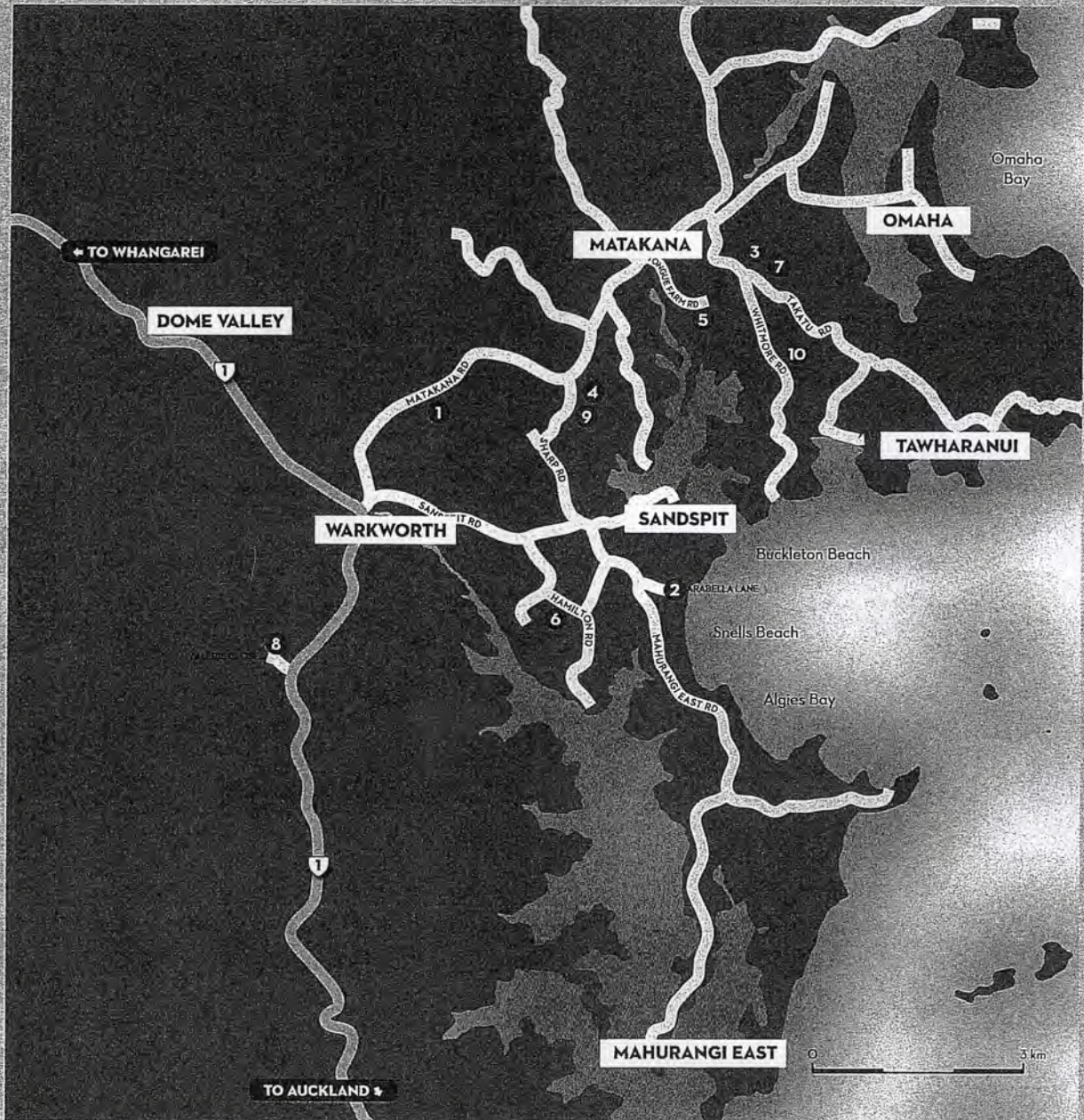
Matakana and its surrounding districts are chock-full of arts and crafts, artisan food and wine, and accommodation to suit everyone, ranging from friendly B&Bs to luxury lodges.

With its vineyards, farms, orchards and vegetable gardens, this land is filled with life. Plenty of natural attractions are within easy reach. There are deep blue seas with golden beaches, such as glorious Tawharanui Regional Park and holiday-home-haven Omaha Beach, as well as snorkelling-and-diving-hotspot Goat Island. Countryside-lovers will also be rewarded, with a landscape that's all about plush, green hills dotted with dark green bushes - head to the regional parks for some bushwalking and mountain biking

The locals are friendly and happy to stop for a chat, and will quickly point you in the right direction if you've become slightly lost on your travels, or are looking for some insider knowledge.

Vineyards in the region are small, and wines are often made by the owners, who are likely to greet you at the cellar door. There's no sleek marketing speak here, just down-to-earth yarns about the triumphs and tribulations of growing grapes. Matakana's warm climate and fertile soils provide richness to reds and generosity to whites. Bordeaux grapes of cabernet sauvignon, merlot and malbec are cornerstones of the local wine industry, and recently syrah and a few Italian grapes have also made a strong showing. Among the whites, mouth-filling pinot gris is the star.

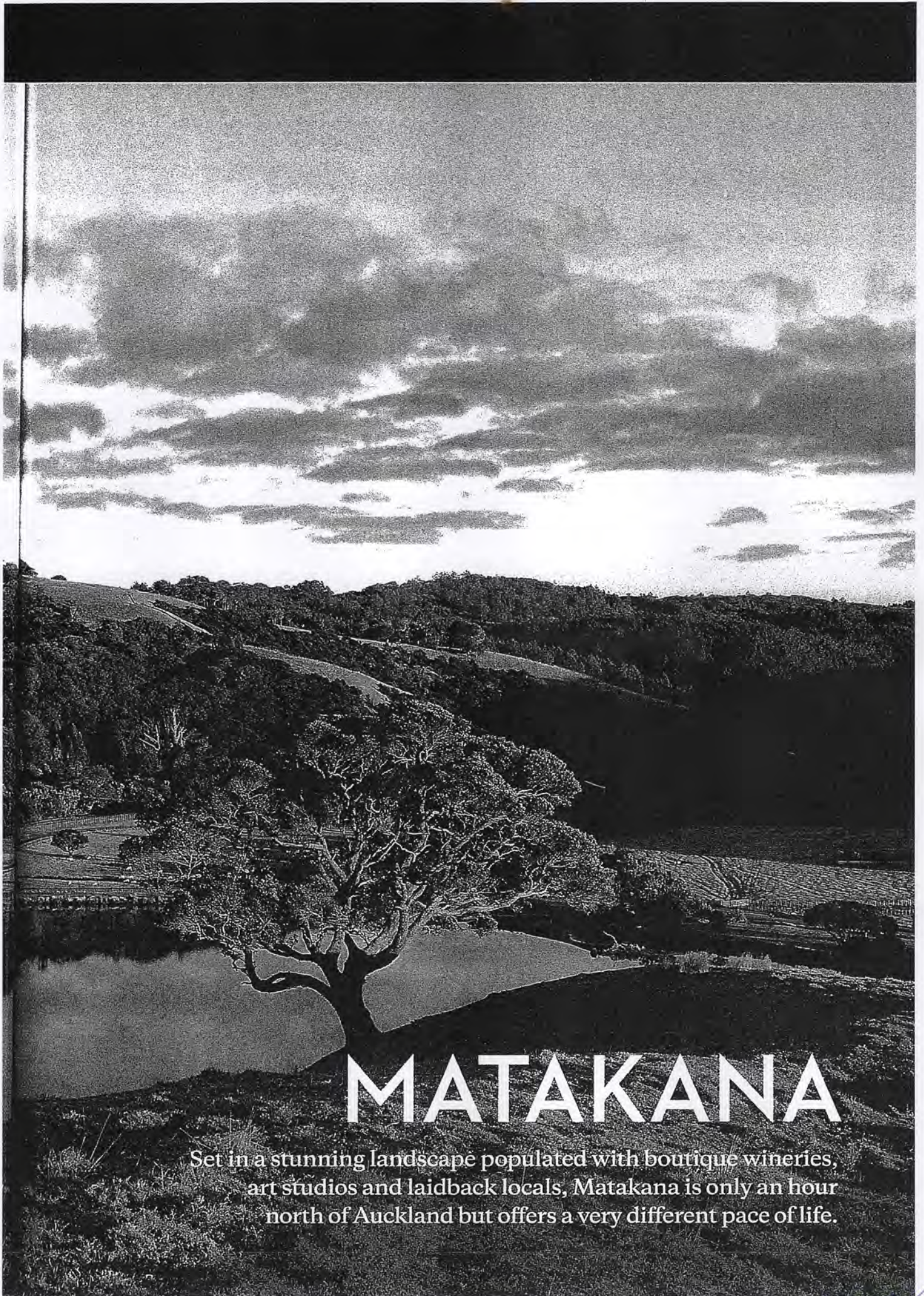
Head to Matakana for a relaxing, rewarding break - take it slowly, and take it all in.



MATAKANA

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|---|---------------------------------------|
| 1 Ascension Wine Estate | 6 Mahurangi River Winery & Restaurant |
| 2 Brick Bay Wines & Sculpture Trail | 7 Omaha Bay Vineyard |
| 3 Contour Estate Vineyards | 8 Ransom Wines |
| 4 Heron's Flight Matakana Vineyard & Winery | 9 Runner Duck Estate |
| 5 Hyperion Wines | 10 Takatu Vineyard & Lodge |

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MATAKANA

Set in a stunning landscape populated with boutique wineries, art studios and laidback locals, Matakana is only an hour north of Auckland but offers a very different pace of life.

WON