

NZ GEOGRAPHICAL INDICATION (GI)

EXAMINATION CHECKSHEET

Application information (reg 7) and formalities

Box Reference Number			
1	GI Number: 70	GI Name: NORTHLAND	
2	New Zealand GI correctly selected (cf foreign)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
3	Goods GI for	<input checked="" type="checkbox"/> Wine	<input type="checkbox"/> Spirit

4	GI correct?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
5	Applicant/ Agent details correct	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
6	Wine or spirit correctly stated	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
7	Geographical co-ordinates relate to the place of geographical origin to which the GI relates	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):	
8	Description of Conditions provided	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> NA	Comment(s):

Additional Information required before Acceptance (reg 8(1))

9	Explanation of characteristic essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
10	Evidence of characteristic essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):

Examination

11	GI identical to registered GI (s10)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
12	GI identical to customary name of grape variety (s11)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
13	GI identical to common name for wine or spirit (s12)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
14	GI use or registration likely to be offensive (s13A)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):
15	GI identical to trade mark for identical goods or services	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):

	(s14)				
16	GI identical to trade mark for similar goods or services (s15)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
17	GI similar to trade mark for identical goods or services (s16)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
18	GI similar to trade mark for similar goods or services (s17)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Comment(s):	
19	Conditions of use Entered (s41)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> NA	Comment(s):

Reference Searches

20	Accepto searches saved to MAKO	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):
21	Internet searches saved to MAKO	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Comment(s):

Evidence

22	Statutory declaration/ affidavit complies with s9 of Oaths and Declarations Act 1957 (for statutory declarations) or the High Court Rules (for affidavits)	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	Comment(s):
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Quality, reputation or other characteristic

The Applicant should explain and provide evidence of the quality, reputation or other characteristic of the wine or spirit that is attributable to the GI (**reg 8(1)**).

The explanation and evidence should show how the specific characteristic(s) of the wine and/or spirit are linked to features (whether natural or human) within the geographic area.

The below template includes headings that reflect the type of information that IPONZ typically expects to receive as part of an application (**reg 8(2)**).

History and background

The quality, reputation and other characteristics of wine or spirits from a particular area will often be linked to the founding and development of the area for wine or spirit production. Background may also include a description of the history relating to the word that indicates the area as a GI.

The NORTHLAND GI is New Zealand's most northerly wine GI. It has a comparatively small planted vineyard surface across a large area, mostly concentrated in clusters in areas favourable to viticulture. Most businesses are family owned small-medium enterprises producing wines intended for the premium to ultra-premium parts of the market.

As New Zealand's earliest wine-producing region planted in grapes, it has a reputation stretching back many years, bolstered by awards and critical acclaim, as well as tourism which is a particularly important element of the wine sector in Northland.

The history of the NORTHLAND GI is lengthy, with the country's first known grapes planted in the Bay of Islands in 1819. The 19th century influx of Croatian immigrants to the gumfields cemented the region's winegrowing reputation and there was an especially strong trade in fortified wines, a style well-suited the GI's production of ripe, richly flavoured grapes. However the 1990s licensing changes

The GI's cellar doors benefit from the wider status as a tourism destination. The GI is located a short drive from Auckland and considerable numbers of domestic and international tourists visit the region annually with the Bay of Islands in particular being widely renown. As of the 2014 vintage, there were more than 67 hectares and 20 commercial wineries operating within the NORTHLAND GI. The majority of vineyards and wineries are family owned businesses, run by a small number of full time staff, although in recent years some larger vineyards have been developed with considerable investment in the infrastructure and personnel.

23	<p>Comment(s):</p> <p>Northland is New Zealand's oldest wine-growing region, with the first planting occurring in 1819. The early influx of Croatian immigrants consolidated the region's winegrowing reputation and there was an especially high trade in fortified wines, a style most suited to the GI's production of ripe, richly flavoured grapes.</p>
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Geographical features in the area

Geographical features may include general topography, elevation, natural features that provide shelter or that alter wind direction, ridges, valleys, plains, underground waterways and water tables, proximity to the coast or other bodies of water, slope, aspect and accessibility.

Northland has the longest coastline of any GI in the country and it is generally in areas with a coastal influence that the Northland vineyards perform best. The long and narrow Northland peninsula means that coastal breezes are experienced on both coasts and are not influenced by inland mountain ranges. These winds provide a drying influence which helps counter-act the higher than average rainfall experienced in the region.

24	<p>Comment(s):</p> <p>The Northland has the longest coastline of any GI in New Zealand. Sea winds counteract the high level of rainfall in the GI.</p>
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Soil composition in the area

Soil composition in the area may include the soil type or types (such as sandy, clay, silt or loamy soils), and the presence of particular rock (such as gravel, schist or slate). The characteristics of the soil such as its temperature, pH, drainage, salinity and nutrient/mineral profile may also be relevant.

Northland's climate, topography, historic vegetation and mixed geology have combined to form a complex pattern of soils across the region. There are more than 220 soil types in Northland, whereas other regions in New Zealand average only 20 soil types per region¹. Not all soil types are suitable for viticulture, meaning that site selection and drainage are particularly important within the NORTHLAND GI.

The gley podzol soils of the former gumlands are generally unsuitable for viticulture, unless the soil is well drained. The other Northland soils are mostly a mix of brown soils, free-draining soils from basalt, and poorly drained hill and steepland soils from old andesitic volcanic action. The best free-draining (oxidic) soils are from more recent basaltic volcanism.

25	<p>Comment(s):</p> <p>There is a good deal of soil variance in the GI, and the declarant states that the variability contributes to the complexity and uniqueness of wines from the NORTHLAND GI.</p>
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Climate in the area

Applicants may like to include relevant climate data from the geographical area such as rainfall, temperature, prevailing winds and hours of sunshine. Ideally, such evidence should comprise or be supported by research data from a reputable institution.

The GI's northerly latitudes make it one of the few wine-growing regions within New Zealand to experience a sub-tropical climate. While most of the region is low-lying, the centre of Northland has

fairly steep, though not especially high, rugged bush-clad ranges which both attract rain and also provide minor site-specific rain shadow effects (e.g. the Kaitaia area has notably lower rainfall averages than Kerikeri). Overall however, the GI experiences plentiful rainfall year round.

At an average of around 1680mm per annum, the NORTHLAND GI's rainfall is significantly higher than all other New Zealand winegrowing regions, being nearly two-thirds more than the Gisborne GI, and two and three times as much as the Marlborough and Central Otago GIs, respectively. Rainfall occurs regularly throughout the year, being most intense in the winter months; longer, dry spells of up to two weeks are more common around the late summer to autumn (harvest) period.

Combined with the warm temperatures, the GI's mild, moist climate creates a challenging environment for viticulture, both in terms of vigour, concentration and disease-pressure. Rain in the GI frequently occurs as substantial downpours, particularly as NORTHLAND's northernmost location often sees it receive the initial and most intense brunt of Pacific tropical cyclones that reach the country. Producers are therefore adept at site selection – good air movement and free-draining soils in particular - and where possible cultivate grapes that are thicker-skinned and thus more disease-resistant and less prone to dilution.

The NORTHLAND GI records New Zealand's warmest mean annual temperatures. The climate is consistently warm rather than prone to extremes, a result of its northerly latitudes, extensive ocean surrounds and mostly low-lying landmass. The GI's temperature consistency carries on throughout the year with mild winters a notable, and for New Zealand relatively unique, element of the NORTHLAND climate. The NORTHLAND GI therefore has the country's highest Growing Degree Days, greatly aiding physiological ripening grapes, though the flip side is that it can also make retaining natural acidity and balancing alcohol levels a challenge, particularly as there is little in the way of significant diurnal shift.

26 Comment(s):

Overall, the climate is an extremely important contributing factor in the distinctive characteristics of wines from the NORTHLAND GI. It contributes to intense fruit flavours at the riper end of the various varieties' flavour spectrums, with moderated tannin structures and lower acidity. By extending the growing season, it makes late-ripening and heat-preferring varieties consistently viable. At the same time, the high rainfall and humidity also influence viticultural management and the choice of disease resistant varieties.

Methods of producing wines and spirits

Human factors such as viticulture, winemaking or spirit-making practices may also be relevant. These factors are likely to be linked closely to natural factors such as steep, inaccessible terrain which can mean that less mechanisation is feasible. This in turn may mean that the wines or spirits from that area must be premium goods that are sold at a high price point in order to be profitable.

In 2015, the tonnes harvested within the NORTHLAND GI from each grape variety were as follows:

WHITE		RED	
Variety	Tonnes	Variety	Tonnes
Chardonnay	46	Merlot	30
Pinot Gris	24	Syrah	39
Sauvignon Blanc	8	Pinotage	6
Other white	19	Cabernet Franc	2
Viognier	8	Malbec	2
		Other Red	20
TOTAL	106	TOTAL	99

- For reasons of quality, scale of operation and due to the difficult terrain, there is no mechanical harvesting within the NORTHLAND 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 NORTHLAND GI growing environment, yields are typically restricted to between 2.5 and 6 tonnes per hectare for red grape varieties and 3.75 to 7.5 tonnes per hectare for white grape varieties.
- Wines are made in small batches, often predominantly from single vineyards or vineyards owned by the winery.
- Grape varieties are chosen and managed for their aptitude for warmer climatic conditions as well as their disease resistance.
- 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.
- Grape growers and winemakers within the NORTHLAND GI have a strong commitment to sustainable winegrowing, with most participating in Sustainable Winegrowing New Zealand or organic certification.

27	<p>Comment(s): No mechanical harvesting, all grapes are hand harvested. Very little irrigation is required due to the abundant level of rainfall in the GI. Grape varieties are chosen for their suitability for warmer climatic conditions and resistance to disease.</p>
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Quality

The qualities of a wine or spirit from a particular area may include its aroma, flavour profile, sweetness, acidity, tannin, fruit, colour, structure, body, texture and viscosity, alcohol by volume, cellaring potential, typicity, signature characteristics, and varieties.

28	<p>Comment(s):</p> <ul style="list-style-type: none"> • The Declarant’s evidence includes descriptions of the sensory attributes typically associated with wines from the Marlborough GI. However, as this information has been provided by a person other than the declarant (namely Master of Wine Emma Jenkins) and is essentially hearsay, we are placing a low weighting on this information • That said information about quality attributes of the wines from the GI has also been provided elsewhere in the submitted evidence – <i>page 3</i> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; background-color: #f0f0f0;"> <p>NORTHLAND 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.</p> </div>
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Reputation

Where relevant, applicants should provide evidence that demonstrates the extent of the reputation of the wines or spirits from the relevant geographical area. This may include, for example:

- Evidence that wines or spirits are sold and/or promoted by reference to the GI.
- Statements from chambers of commerce and industry or other trade and professional associations that the wine or spirit has a reputation that is essentially attributable to its origin.
- Evidence that the GI influences consumer purchasing decisions.
- Evidence of tourism linked specifically to the wines or spirits from the relevant area, such as vineyard or distillery tours.
- Sales figures, export figures and/or market share (may be provided on a confidential basis).
- Marketing spend (may be provided on a confidential basis) and marketing activities such as advertising, tastings and other promotional events.
- References to the GI in books, articles, blogs, social media, websites and menus from restaurants and bars.



- Evidence of national and international awards won by wines and/or spirits from the relevant geographical area.

The NORTHLAND GI has a strong reputation for the production of boutique premium wines – particularly Chardonnay - 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 NORTHLAND GI.

The NORTHLAND GI has been used on labels of wine originating within the GI at least 25 years.

In 1981, the New Zealand Government requested that “NORTHLAND” be included as a viticultural region on the European Union’s official list of “geographical ascriptions”³ to be used on New Zealand wines exported to that market.⁴ Total production in the NORTHLAND GI is estimated at up to 150,000 litres in a big vintage such as 2015. Most of this will be labelled with the NORTHLAND GI and most will be sold on the New Zealand market. Tourism (both New Zealanders and international visitors) is a particularly important part of the market for NORTHLAND GI wines given that the small scale of production means that national access to large distribution chains (particularly supermarkets) is not viable. The added importance of wine tourism is that consumers have a strong geographical association between the GI area and the wines themselves.

Wines from the NORTHLAND GI are also exported around the world. Data from the Ministry of Primary Industries indicates that 5940 litres of wine from the 2010-2016 vintages have been exported from the NORTHLAND GI.

The current edition of Michael Cooper’s Wine Atlas of New Zealand describes wines from the NORTHLAND GI, saying among other things: “In the best (relatively dry) vintages, some of New Zealand’s best white wines flow from NORTHLAND — full bodied, ripely flavoured and soft Chardonnay and Pinot Gris. However, the region is best known for its reds: claret-style and substantial, warm, spicy Rhône Valley look-alikes. Merlot and Cabernet Sauvignon are well established, but the highest hopes are held for Syrah.”



Quality reputation of the NORTHLAND GI

Wines from the NORTHLAND GI first came to the attention of the rest of the NZ wine industry in the mid-1990s with Okahu Estate's Kaz Shiraz 1994 being awarded Champion Red of Show at the Royal Easter Show Wine Awards.

Since then, NORTHLAND GI wines have been awarded a number of significant national and international awards, including Chardonnays from Marsden Estate being awarded Champion Wine of Show at the New Zealand International Wine Awards in 2014. Despite the small output in percentage terms of the national crop, wines from the region regularly appear in the medal lists of all the major wine competitions and tastings held within NZ. For example:

The Landing Chardonnay 2011 – Gold Medal NZIWS 2012

The Landing Chardonnay 2012 – Gold Medal NZIWS 2013

The Landing Chardonnay 2014 – Gold Medal NZIWS 2015

The Landing Syrah – Gold Medal Royal Easter Show Wine Awards 2017

Marsden Estate Black Rocks Chardonnay 2007 – Gold Medal NZIWS 2008

Marsden Estate Black Rocks Chardonnay 2007 – Gold Medal Liquorland Top 100

Marsden Estate Black Rocks Chardonnay 2010 – Gold Medal NZIWS

Marsden Estate Black Rocks Chardonnay 2009 – Gold Medal Bragato Wine Awards

Marsden Estate Pinot Gris 2010 – Gold Medal Bragato

Marsden Estate Black Rocks Chardonnay 2014 – Gold Medal Spiegelau Wine Competition 2015

Marsden Estate Black Rocks Chardonnay 2013 – Champion Wine of Show NZIWS 2014

Lochiel Estate Chardonnay 2014 - Gold Medal NZIWS

Okahu Estate Syrah 2014 – Gold Medal San Francisco International Wine Awards 2016

Okahu Estate Syrah 2007 – Gold Medal Bragato 2008

29

Comment(s):

- In terms of the submitted evidence, we are of the view that the evidence of reputation of the wines from the area to which the GI relates constitutes the strongest case for accepting the GI.

The NORTHLAND GI has a strong reputation for the production of boutique premium wines – particularly Chardonnay - 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 NORTHLAND GI.

In 2008, the New Zealand Government included “NORTHLAND” 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*.⁵

In 2013, the New Zealand Government included NORTHLAND on the list of New Zealand wine regions⁷ 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*.⁸

The current edition of Michael Cooper’s *Wine Atlas of New Zealand* describes wines from the NORTHLAND GI, saying among other things: “In the best (relatively dry) vintages, some of New Zealand’s best white wines flow from NORTHLAND — full bodied, ripely flavoured and soft Chardonnay and Pinot Gris. However, the region is best known for its reds: claret-style and substantial, warm, spicy Rhône Valley look-alikes. Merlot and Cabernet Sauvignon are well established, but the highest hopes are held for Syrah.”

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Marsden Estate Black Rocks Chardonnay 2007 – Gold Medal NZIWS 2008

Marsden Estate Black Rocks Chardonnay 2007 – Gold Medal Liquorland Top 100

Marsden Estate Black Rocks Chardonnay 2010 – Gold Medal NZIWS

Marsden Estate Black Rocks Chardonnay 2009 – Gold Medal Bragato Wine Awards

Marsden Estate Pinot Gris 2010 – Gold Medal Bragato

Marsden Estate Black Rocks Chardonnay 2014 – Gold Medal Spiegelau Wine Competitio

Marsden Estate Black Rocks Chardonnay 2013 – Champion Wine of Show NZIWS 2014

Lochiel Estate Chardonnay 2014 - Gold Medal NZIWS

Okahu Estate Syrah 2014 – Gold Medal San Francisco International Wine Awards 2016

Okahu Estate Syrah 2007 – Gold Medal Bragato 2008



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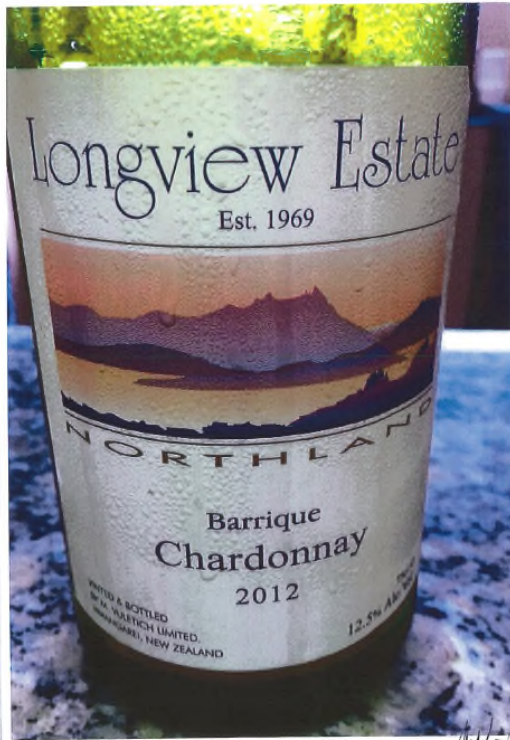
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PINOTAGE VINTAGE 2013
NORTHLAND NEW ZEALAND

Pinotage is a cross of Pinot Noir and Cinsault which suits a warmer climate and longer summer than Pinot Noir, such as New Zealand's Far North. Picked at optimal ripeness the grapes were hand

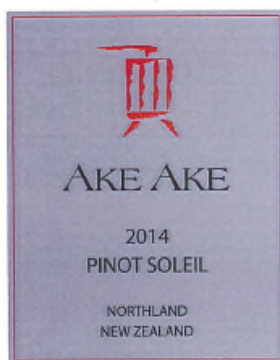
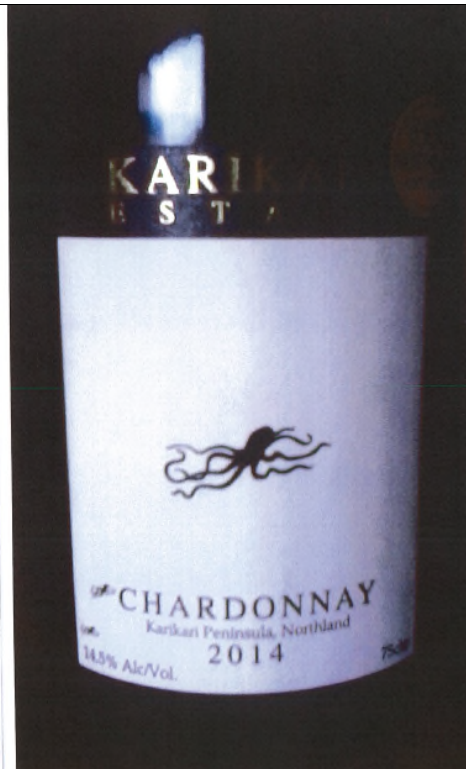


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Other relevant information:

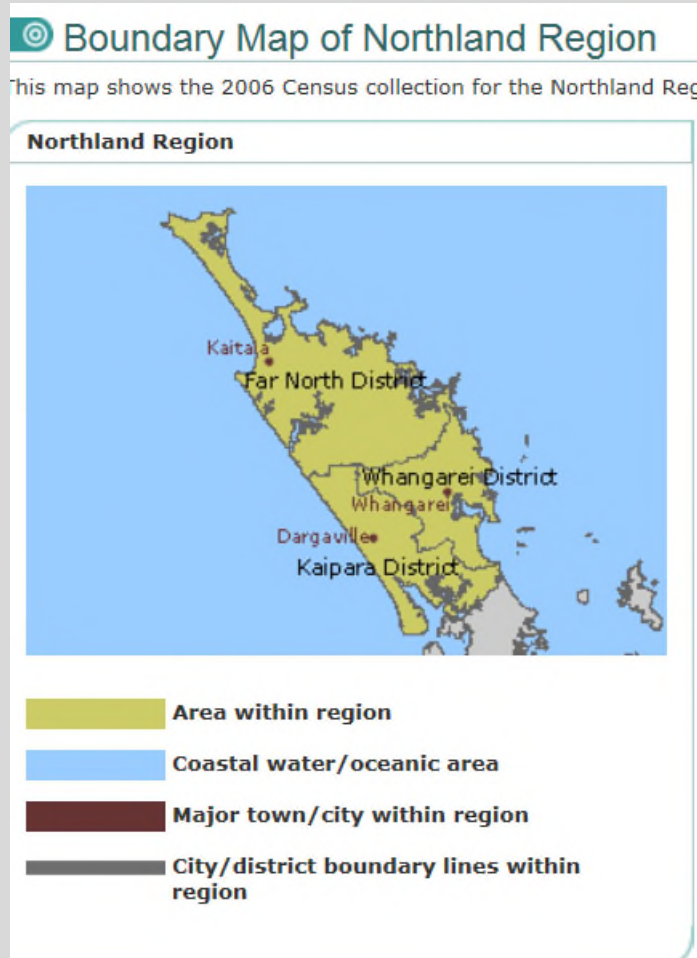
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Comment(s):

Boundary of Northland GI

We have conducted research into the scope of the Northland GI:

The boundary is in line with the Northland regional boundary as shown on the Statistics New Zealand website (and set out below).



<http://m.stats.govt.nz/Census/2006CensusHomePage/Boundary/BoundaryMap.aspx?id=1000001&type=region&ParentID=>

The EU OMAR list for 2009 (on the case file) characterises Northland as the Northland Region (see below)

	Region, Coromandel District, Hauraki District, Gisb Region, Hawkes Bay Region, Masterton District, Carterton District, South Wairarapa District, Marlbo District, Canterbury Region.
NORTH ISLAND	The North Island of New Zealand.
Northland	Northland Region
Auckland	Auckland Region
Clevedon	Winegrowing area in Auckland Region
Western Auckland (comprising	Winegrowing area in Auckland Region

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

GI's reputation

- World Wine Trade Group (WWTG)
The list recognises the Northland GI

Northland			<input checked="" type="checkbox"/>	May be accompanied by the name of a geographical sub-unit e.g.: Karikari Peninsula, Paewhenua island, Bay of Islands, Tutukaka Coast, Mangawhai, Whangarei.
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[https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203\(e\)%20New%20Zealand.pdf](https://www.trade.gov/td/ocg/Notification%20of%20Wine%20Regions%204%203(e)%20New%20Zealand.pdf)

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31	Examiner is satisfied that the Applicant has provided sufficient explanation and evidence of: the quality, reputation or other characteristic of the wine or spirit that is essentially attributable to the GI	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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32	Recommend for Acceptance?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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This Summary may not explicitly refer to every matter that has been considered by the Examiner