

Spotlight on
Central Otago:
People, Grapes
and Terroir

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SWE

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Session Outline

- Introduction to New Zealand
- Spotlight: Central Otago
 - History and People
 - Sub-regions
 - Grapes and Terroir
- Wines you might want to try

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New Zealand

- few areas more than 50 miles from the sea
- cool maritime climate, except Central Otago
- North Island Volcanoes and Southern Alps provide protection against Roaring Forties
- 36° - 45° South

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Comparing 35-45 ° Latitudes N and S

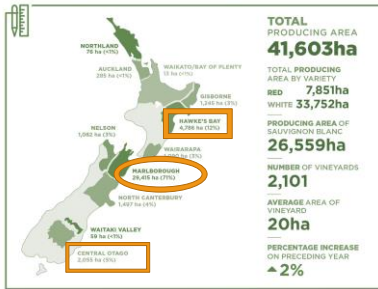
- temperature averages (in °C) for warmest months in France and New Zealand



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New Zealand Overview

A Snapshot 2022



<https://www.nzwine.com/en/media/statistics/vineyard-reports/>

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New Zealand Red vs. White 2022

Top Producing Varieties



<https://www.nzwine.com/en/media/statistics/vineyard-reports/>

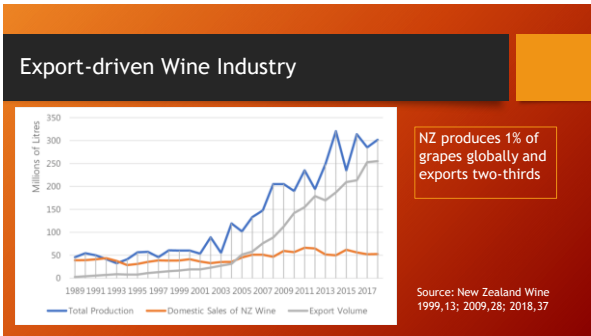
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Statistics

New Zealand producing vineyard area (2012-2021)

By grape variety (ha)	2012	2013	2014	2015	2016	2017	2018	2019	2020	*2021
Sauvignon Blanc	10,276	20,015	20,029	20,497	21,400	22,230	21,426	24,605	25,365	25,326
Pinot Noir	1,535	5,488	5,509	5,514	5,519	5,572	5,588	5,549	5,611	5,773
Chardonnay	1,529	3,202	3,346	3,117	3,116	3,174	3,106	3,179	3,222	3,194
Pinot Gris	2,881	2,403	2,451	2,422	2,439	2,369	2,471	2,413	2,593	3,774
Merlot	1,234	1,255	1,290	1,239	1,198	1,211	1,131	1,083	1,087	1,086
Shiraz	721	787	784	767	753	721	670	572	569	634
Syrah	387	408	433	436	426	439	432	440	437	454
Cabernet Sauvignon	305	301	289	275	253	249	250	216	219	217
Gewürztraminer	347	334	376	277	242	229	221	206	217	193
Malbec	140	142	127	129	119	121	114	111	111	101
Sauvignon Gris**				104	113	109	105	105	105	106
Cabernet Franc	119	119	113	109	99	91	97	91	93	90
Vioignar**				129	119	97	97	89	85	69
Other varieties	661	728	764	448	430	391	354	394	395	320
Total	35,335	35,382	35,371	35,463	36,226	36,943	36,073	39,061	39,934	40,323

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Brief History of Central Otago

- 1860s Gold Rush
- 1864 Frenchman Jean Désiré Feraud planted first fruit orchards and vineyards in Clyde near Alexandra -> Monte Christo Winery
- 1895 Romeo Bragato conducts survey: "Bright Future for Viticulture in Otago" -> Ignored until
- 1970s pioneer motto: "plant and to hell with it!"

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The Tight Five

Ann Pinckney, Taramea



Verdon Burgess and Sue Edwards
Black Ridge Vineyard



Bill Grant,
William Hill Winery



Alan Brady, Gibbston Winery



Rolfe and Lois Mills, Rippon



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1990s Upping the Game

- 1990 Rudi Bauer joins Rippon
 - 1990 Robin Dicey starts Mt. Difficulty
 - 1991 Stewart Elms starts Felton Road
 - 1996 Central Otago Winegrowers Association
- supermarket & cellar door wine sales
 - drop in price of merino wool

Rudi Bauer



Robin Dicey



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2000s on: Wine + Tourism

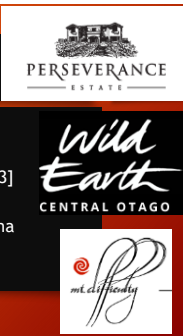
- Van Asch Wines + Bungy Jumping
- Amisfield Wine Company + Bistro/Event Space
- Wine Tastings + Bike Trails
- Wine + Wedding Venues
- etc.



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Central Otago (2022)

- 150+ producers [only 4 in 1993]
- 2,055ha total vineyard area [only 16ha in 1993]
- 50% of vineyards 0-5ha; 75% of vineyards 0-10ha

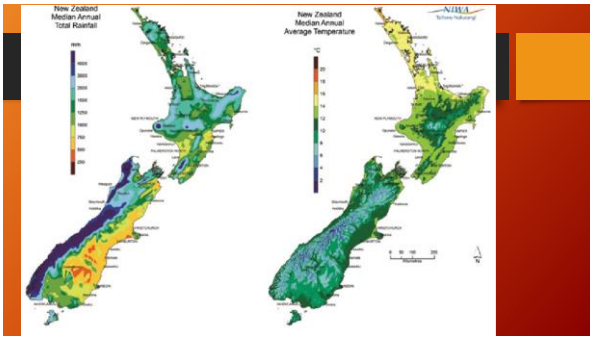


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(Extreme) Central Otago Climate

- semi-arid
- harsh winters; frost a constant threat
- foehn winds during flowering and fruit set
- average diurnal shifts: 15° C and very high UV levels
- 350-650mm rain, mostly in winter
- harvest March through late April

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Central Otago Soils

- most of NZ's landmass consists of greywacke [German: Grauwacke= grey sandstone]
- in Central Otago, the greywacke metamorphosed into schist
- glaciers deposited quartz, mica, and silica in the form of gravel and loess on top of the schist, making for free draining soils -> need for irrigation during the growing period
- low in organic matter -> low-fertility soils

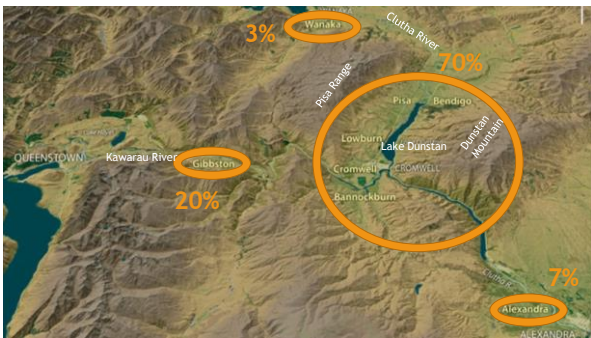
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Central Otago Sub-Regions

- Gibbston
- Wanaka
- Queensberry/Pisa
- Tarras/Bendigo
- Lowburn/Cromwell
- Bannockburn
- Alexandra

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Gibbston

- highest + coolest at 360m
- 910 Growing Degree Days = temperatures above 10° C
- Mean Daily Temperatures in January: 16.7° C
- annual rainfall: 600mm
- soil composition: heavy loess deposits over schist rock and river gravels



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Mt. Edward Riesling 2019

- founded by Alan Brady in 1997, with a focus on Pinot Noir and Riesling
- pale lemon, with lime, lemon, grapefruit, and beach ball
- very high acidity, fully dry
- 12.5%
- 670 cases total



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Wanaka

- cool climate at 295m, but moderating lake-effect
- 940 Growing Degree Days
- Mean Daily Temperature in January: 17.3° C
- annual rainfall: 660mm
- soil composition: thin loess deposits over schist rock



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Rippon Gewürztraminer

- founded by Rolfe and Lois Mills in 1975
- medium lemon, with pronounced aromas of lychee, mango and honey, as well as leesy notes
- dry, medium acidity
- 13%
- 488 cases total



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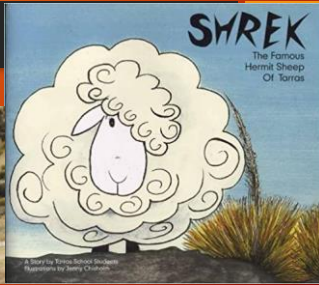
Pisa/Queensberry/Lowburn Bendigo/Tarras

- moderate climate at 210m
- 1040 Growing Degree Days
- Mean Daily Temperature in January: 16.8 °C
- annual rainfall: 400mm
- soil composition: glacial deposits of clays, schists, and gravels, with layer of loess



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Tarras Claim to Fame



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Quartz Reef Pinot Noir 2018

- founded by Rudi Bauer in 1996
- pale ruby, with aromas of ripe red and black fruit, cloves, nutmeg, cinnamon, dried herbs, violets, nicely integrated
- medium+ acidity, fully dry
- fine-grained tannins
- 14%



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Town of Cromwell



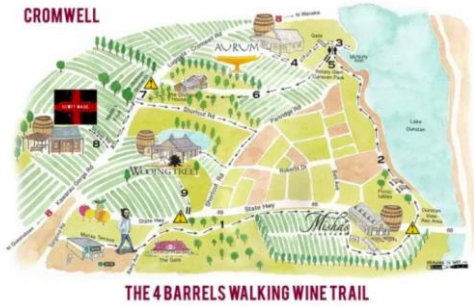
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Lowburn/Cromwell

- moderate climate at 215m
- 1100 Growing Degree Days
- Mean Daily Temperature in January: 18°C
- annual rainfall: 400mm
- soil composition: alluvial, gravelly soils, with some loess



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Bannockburn

- warmest and driest sub-region at 250m
- 1290 Growing Degree Days
- Mean Daily Temperature in January: 18.2 °C
- annual rainfall: 400mm
- soil composition: clay and silt over schist bedrock



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Felton Road Bannockburn Pinot Noir 2019

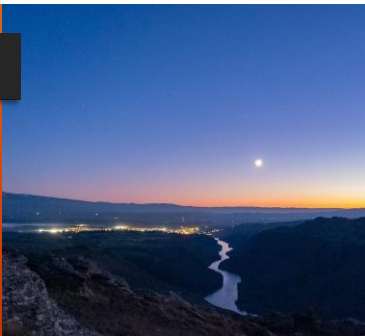
- founded in 1991, sold to Nigel Greening in 2000
- medium ruby, pronounced aromas of ripe black fruit, cherry cola, rose petals, violets, vanilla, smoke, a bit of band aid
- medium+ acidity, fully dry
- ripe, chewy tannins
- 13.5%



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Alexandra

- largest diurnal shifts in Central Otago at 175m
- 1040 Growing Degree Days
- Mean Daily Temperature in January: 17 °C
- annual rainfall: 260mm
- soil composition: fine sands and river gravels



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Central Otago Main Grapes (2022)



Variety	ha
Pinot Noir	1,656
Pinot Gris	172
Chardonnay	92
Riesling	62
Gewürztraminer	10

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2017 GI Registration



NEW ZEALAND INTELLECTUAL PROPERTY OFFICE

**CERTIFICATE OF REGISTRATION
GEOGRAPHICAL INDICATION**

GEOGRAPHICAL INDICATION REGISTRATION NUMBER: 1807

In accordance with the Geographical Indications (Wines & Spirits) Registration Act 2006 this geographical indication was entered on the register of geographical indications on 27 July 2017 with a deemed registration date of 27 July 2017. The details of registration are:

Central Otago

Registered: Central Otago Winemakers Association Incorporated, PO Box 155, Cromwell 9100, New Zealand

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Main Sources



- Central Otago Winegrowers Association (Natalie Wilson) at <https://centralotagowine.co/>
- Central Otago GI Application Materials at <https://www.iponz.govt.nz/about-ip/geographical-indications/register/central-otago/>
- Greywacke-The Bedrock of New Zealand at <https://www.youtube.com/watch?v=z13tAcSYVdo>
- New Zealand Winegrowers at <https://www.nzwine.com/en/region/central-otago/> with credits for intro and final photos
- Warren Moran, *New Zealand Wine: The Land, the Vines, the People* (London: Hardie Grant Books, 2016)

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