

# **Wines of the ‘Farthest Promised Land’**

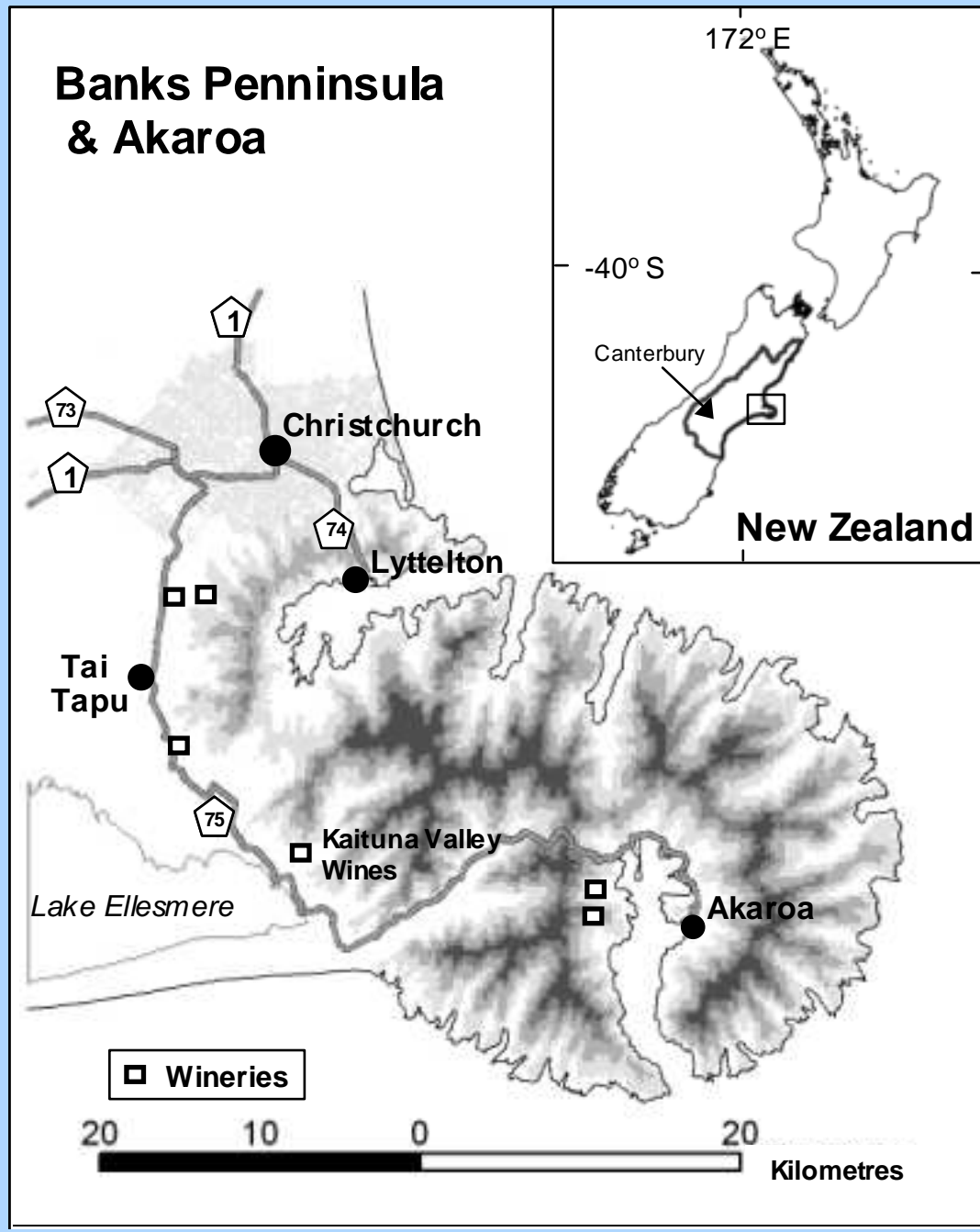
**From Waipara, Canterbury,  
New Zealand.**

**Rupert Tipples,  
Lincoln University,  
Canterbury,  
New Zealand**

# Canterbury wine stages

- The French at Akaroa 1840
- Romeo Bragato's visit 1895
- The Prohibition Years
- Interregnum 1896-1973
- Wine at Lincoln 1973
- Wine at Waipara 1981





# Romeo Bragato



## Why did Akaroa not develop the potential Bragato found?

- The French connection died out.
- Excessive bird damage? Oidium?
- The French colonists were not entrepreneurs and had no capital.
- Remote location separate from the Plains.
- Cultural differences.

## Interregnum 1896-1973

- Era of prohibition.
- No great taste for wine in early New Zealand.
- Legislation discouraged winemakers
- World Wars, European experiences of wine, air travel, mass tourism, have changed the face of the hospitality industry in New Zealand.

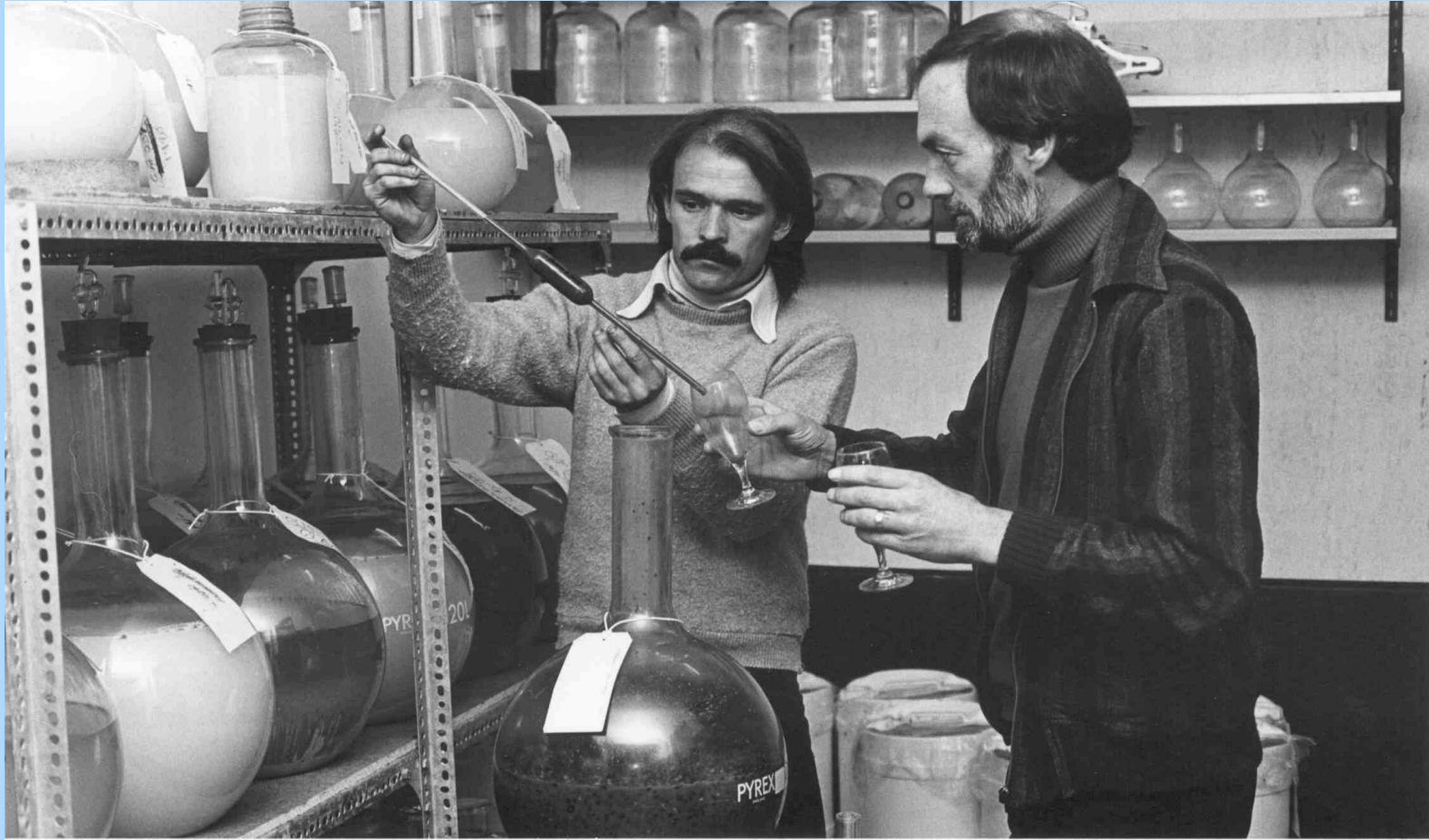
## Interregnum continued

- Post World War II legislation eased.
- In 1973 Great Britain joined the E.E.C.
- Traditional export markets were severely reduced or lost.
- Economic diversification was necessary.
- Wine received a further boost in interest.

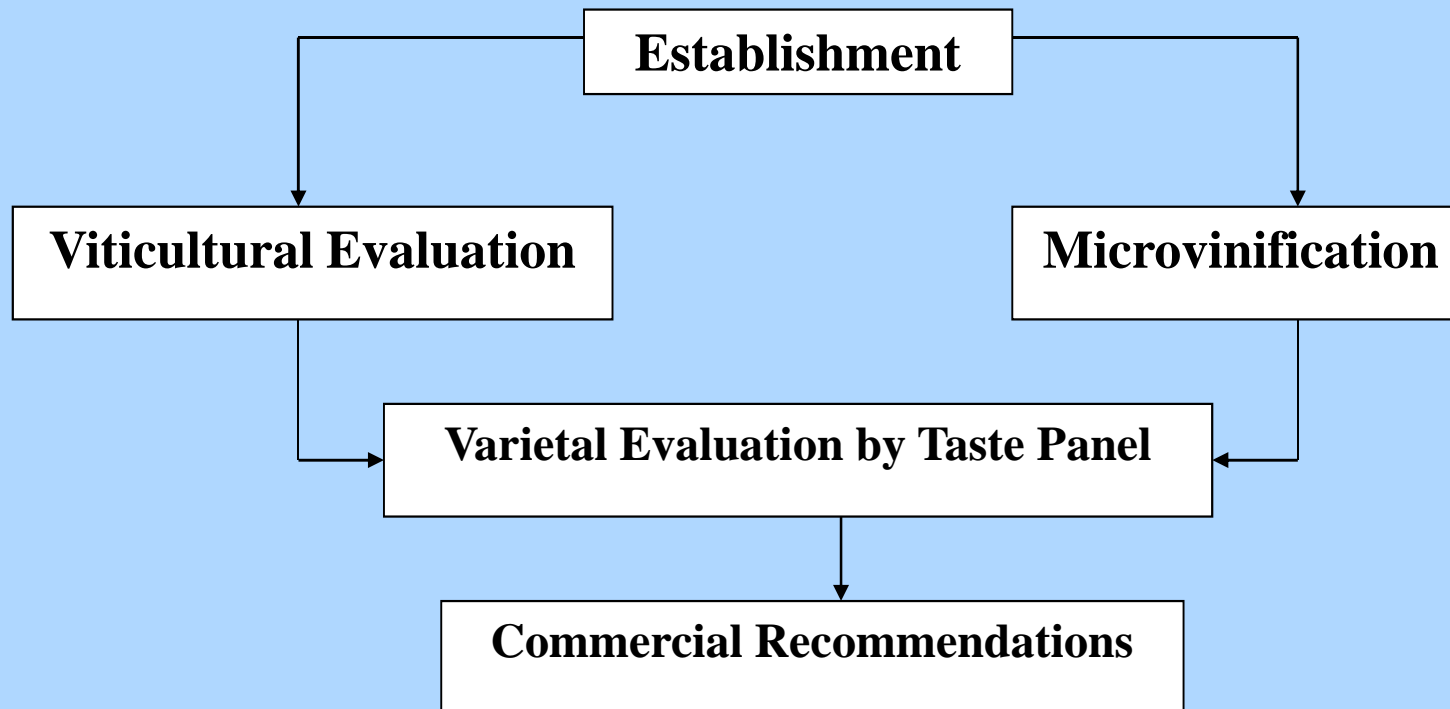
## Wine at Lincoln from 1973

- Experiments in apple fermentation for cider.
- Danny Schuster meets David Jackson.
- A mutual interest in grapes and wine is discovered.
- Grape trials began in 1973.
- Interest was so great that experimental reports were issued from the beginning.

# The experimenters - the serendipity factor



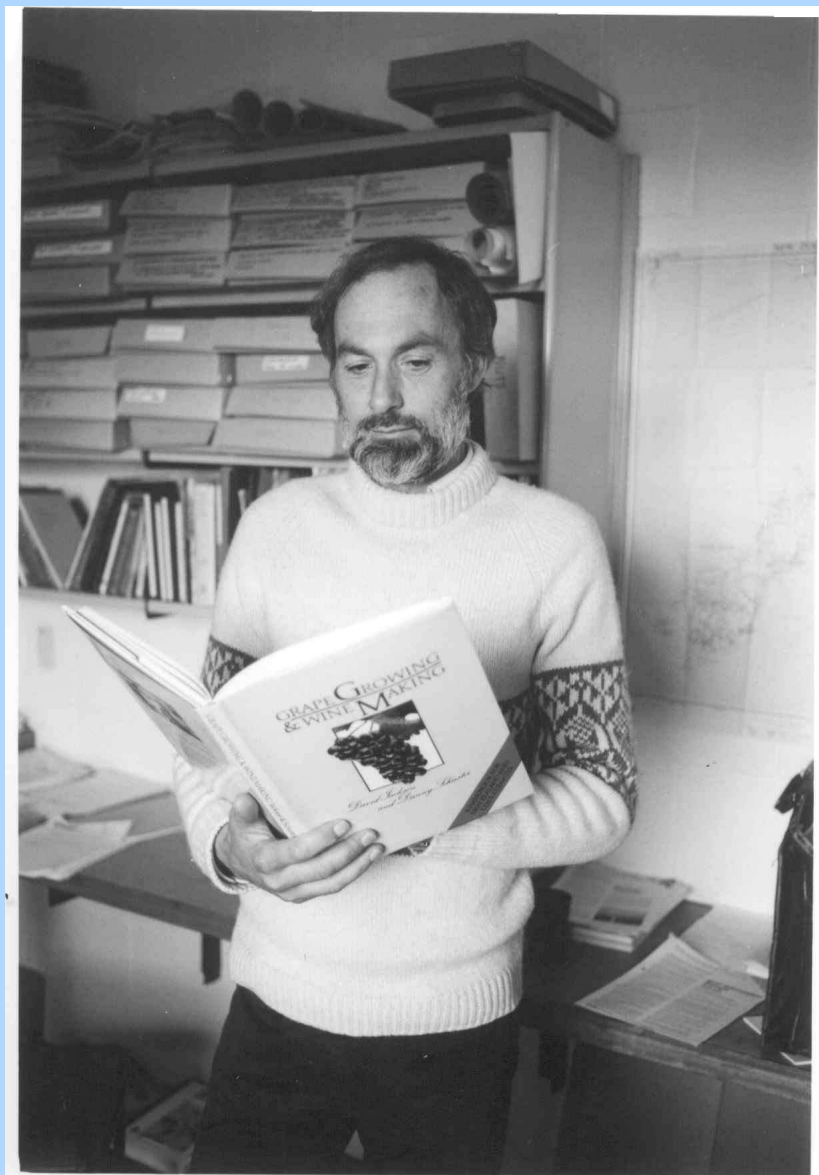
# The experimental programme



# Wine evaluation



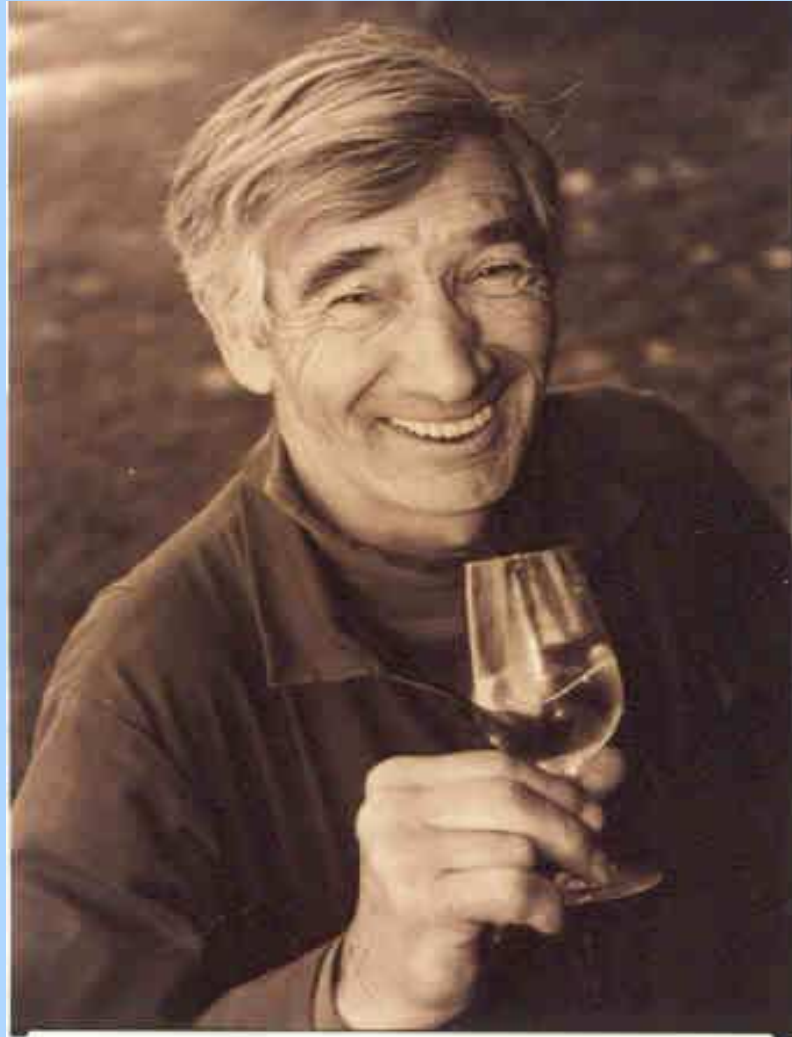
# Wine writing



# Wine at Waipara from 1981

- Several previous attempts to grow grapes.
- A very dry area. Irrigation needed to start grapes.
- Experiments to grow field tomatoes by Lincoln horticulturist.
- Severe drought in 1970s.
- Farmer pressures led to an irrigation scheme subsidised by government: water harvesting from high flow levels, stored in ring and gully dams.
- John McCaskey plants first vineyard in 1981.

# John McCaskey

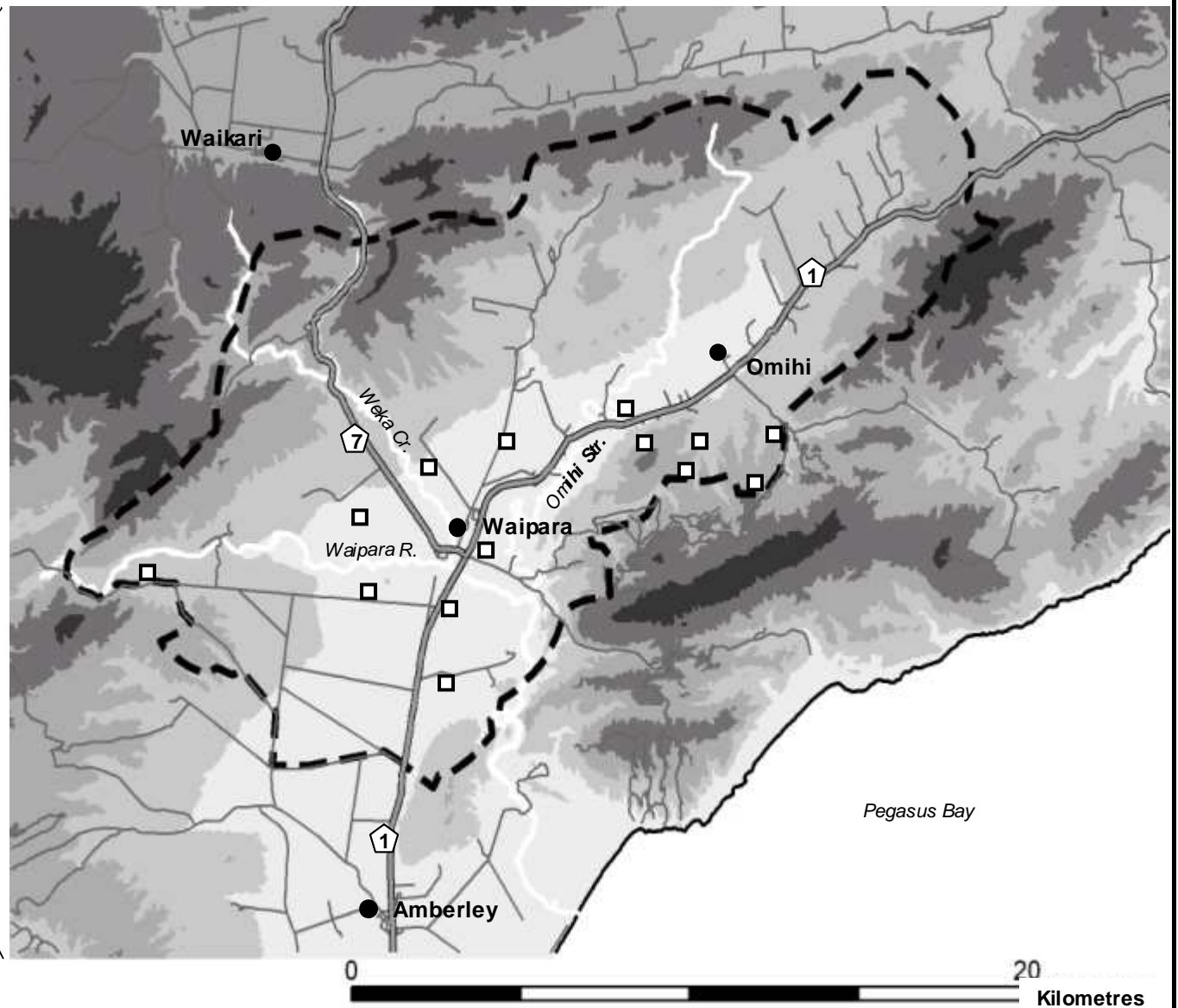
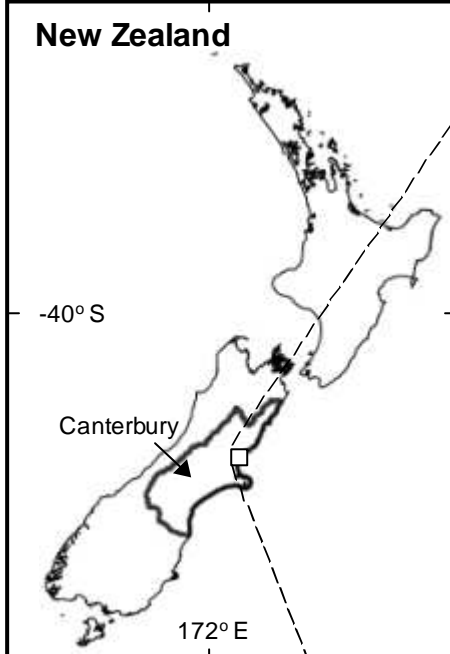


# McCaskey's tomato irrigation reservoir



# Glenmark Wines

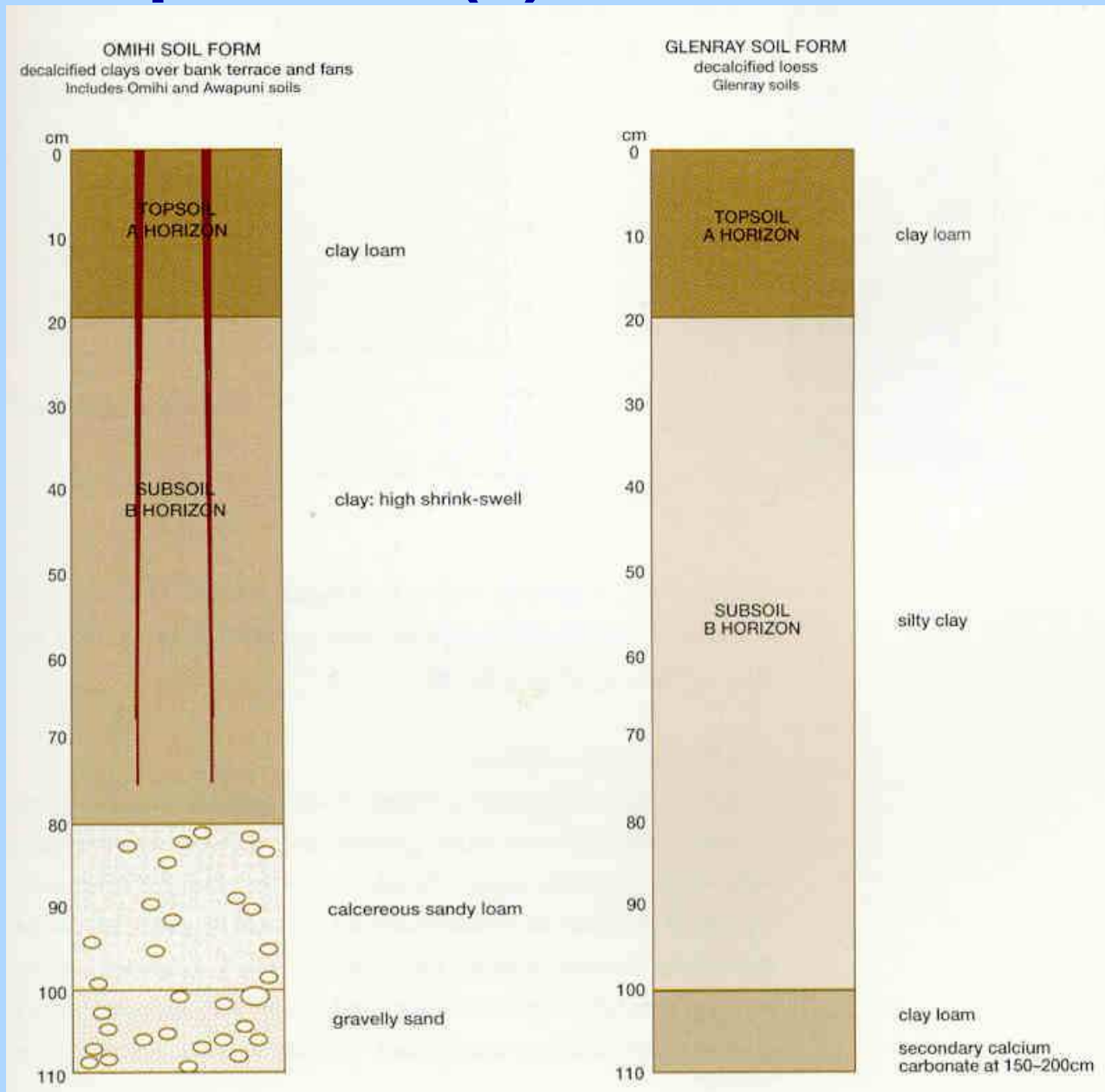




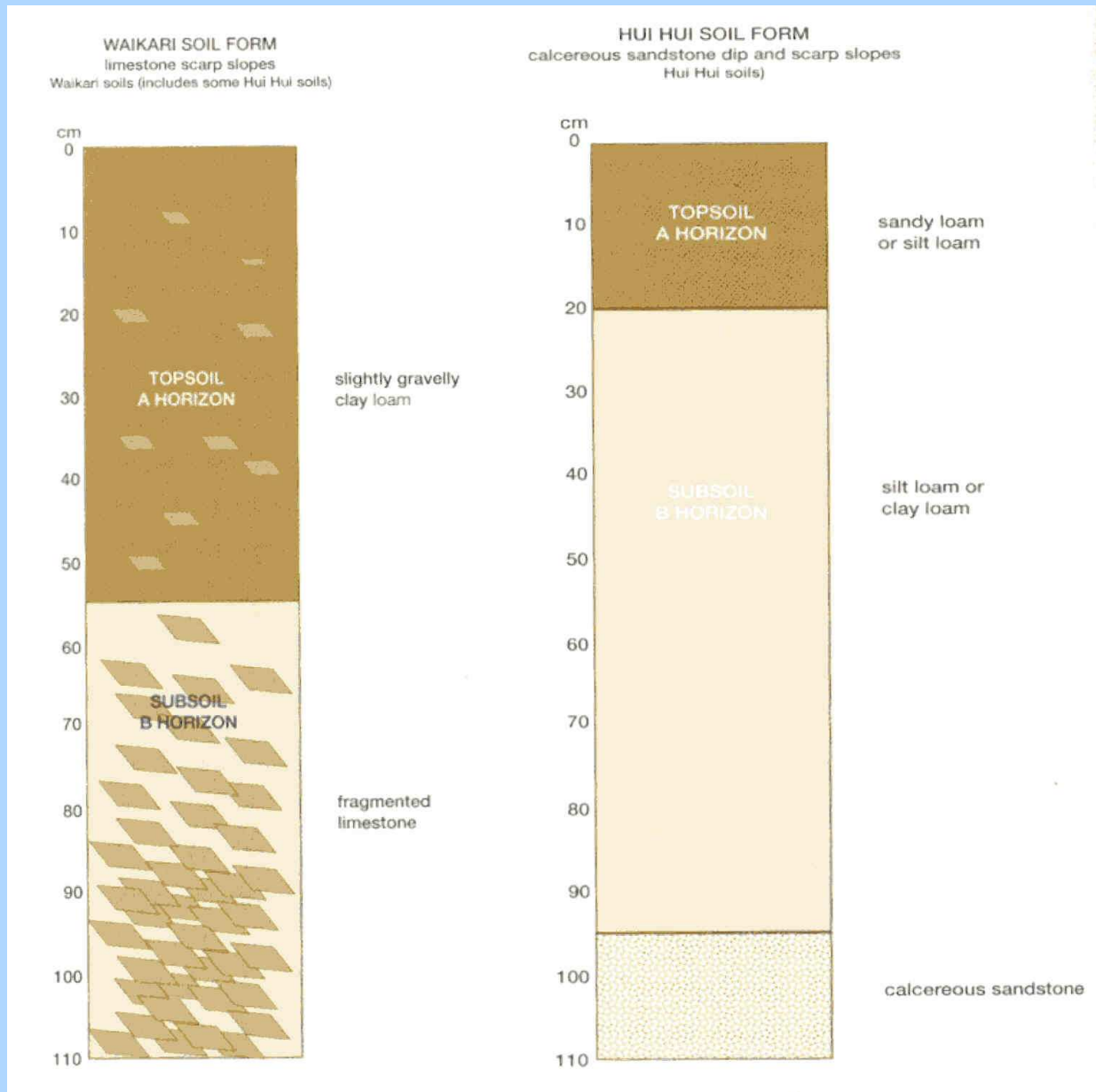
- Wine area boundary
- Wineries

Waipara wine district

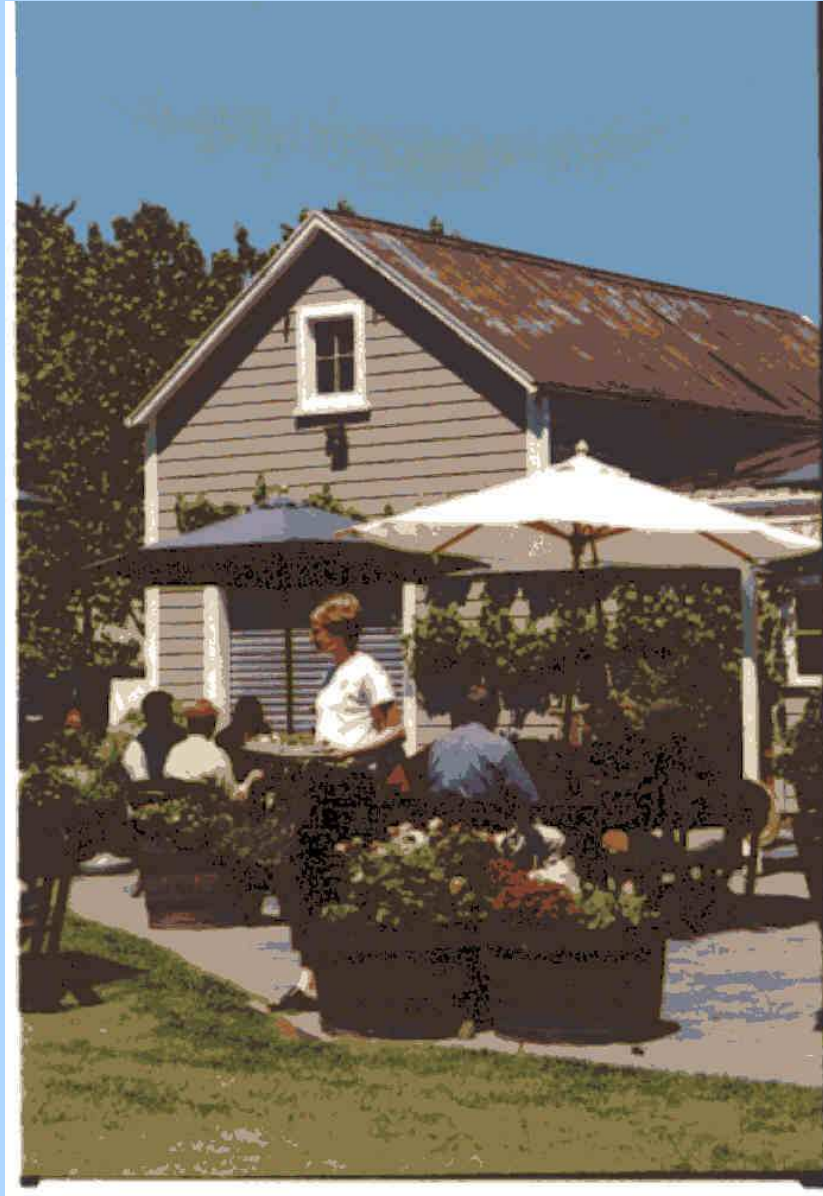
# Soil profiles (a)



# Soil profiles (b)



# Waipara Springs Winery



# Daniel and Mari Schuster



# Daniel Schuster Wines Limited



LINCOLN UNIVERSITY

# Pegasus Bay Winery



LINCOLN UNIVERSITY

# Floating Mountain



# Wine awards - Champion wines



# Economic benefits of wine at Waipara

- Boost to the local economy - very positive multipliers.
- Income from wine.
- Employment.
- Income from hospitality industry.
- Part of the Hurunui Tourist Triangle.
- A place for a great day out!

# Potential, Potential, Potential!

- Montana Wines have chosen to make major plantings there to complement their others in Marlborough etc.
- Allied Domecq, Montana's owners, believe it is a cheap place to make good wine. It gives them market differentiation.