







Geographical Indication

-  Reinforces value of wines and spirits
-  Costs \$5,000 to register
-  Takes a minimum of 6 months to acquire
-  Lasts 5 years before first renewal

Own your
unique
location,
scent of
home, touch
of heaven,
familiar
ground
idea.

Find out more at iponz.govt.nz

Pro cost option.

It matters where it's from.

A Geographical Indication (GI) shows that a wine or alcoholic spirit comes from a specific location or region and has certain characteristics as a result.

What it's for

GI is available for wine and spirit producers. It recognises a designated region where the product was made. Perhaps the most famous example is Champagne, which must be produced in the Champagne region of France, or it can't be called Champagne.

What it gives you

Protection of qualities, characteristics and reputation of your product. As a local producer, geographical indication protection can increase revenue by distinguishing your products and restricting non-local competition. It can also help you satisfy the needs of more discerning consumers.

How it works

It doesn't stop others from making a product using the same techniques as you, only from incorrectly claiming their product is from the same geographical indication. Other local producers may also use your GI. Your local industry body registers these for you, so make sure you contact them for details, as it works in your favour.



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĀKINA WHAKATUTUKI

New Zealand Government