

Bell Gully: Wine law expertise

Introduction

Named New Zealand Law Firm of the Year for three out of the last four years, Bell Gully has advised New Zealand's wine industry since its earliest days.

As the industry has developed, so have our services and skills, and we now advise winemakers and grapegrowers on all commercial legal aspects of their business.

Expertise for every stage

New Zealand wines occupy a premium position in the international market. Decades of investment, planning, hard work and foresight have resulted in the international recognition of the calibre of New Zealand wines.

The accolades awarded to New Zealand wines are a testament to the commitment to quality that has underpinned the development of the industry.

Consolidating the position of the New Zealand wine brand in the overseas market and retaining the strength of the domestic production base and market poses new challenges for the industry.

Bell Gully can assist in all areas of wine production, marketing and sales:

- land and water use resources and process to establish vineyards and wineries
- environmental performance standards for vineyards and wineries
- liquor licensing/Wine Act obligations
- food standards/labels
- commercial agreements for grape supply and distribution
- international wine law requirements, including export certification
- trade marks and intellectual property, including geographic indications
- excise levy payments, WET rebates, taxation issues



Bell Gully expertise

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Industry Structure, Land Use and Planning Issues, Wine Act 2003, Geographical Indications (Wines & Spirits) Bill, Content of Standard Agreements, Licensing



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Intellectual Property, Geographical Indications (Wines & Spirits) Bill, Fair Trading Act, Advertising, Promotions, Consumer Guarantees Act, Product Recall, Composition of Wine, Food Hygiene, Labelling and Packaging



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Geographical Indications (Wines & Spirits) Act, Composition of Wine, Food Hygiene, Labelling and Packaging, Advertising, Consumer Guarantees Act, Fair Trading Act, Intellectual Property

Publications

Bell Gully produces *The Winemaker's Legal Handbook* in conjunction with New Zealand Winegrowers, in addition to a broad range of publications exploring different legal aspects of business.

These include detailed guides, such as *Doing Business in New Zealand*, *Commercialisation of Innovation*, *The Takeovers Guide* and *Intellectual Property Update*, as well as regular newsletters and articles on issues in employment, finance and corporate regulation.

Publications are available at the firm's website, www.bellgully.com, or on request from any of the Bell Gully staff listed above.