



# haywire

## PINK BUB 2018

Pink Bub is a tribute to our daughter Alison, known as The Bub, Bubster or Alibubba in her earlier years.

**FARMER** Duncan Billing

**LOCATION** Oliver, Okanagan, British Columbia  
Summerland, Okanagan, British Columbia

**WINEMAKER** Lynzee Schatz

**WINEMAKING** A limited amount of Pink Bub is made with grapes grown on our Summerland and Oliver vineyards with secondary fermentation taking place in charmat tanks. We add a drop of red wine to the dosage to give Pink Bub its lovely pink hue.

**WINE PROFILE** Hints of wild strawberries with a touch of sweetness and mouthwatering acidity; the body is fresh and lively with lovely depth.

**Brix: 21.5 | pH: 3.08 | TA: 6.4 | RS: 9.1 | Alc: 12.0%**





## ABOUT HAYWIRE

Haywire wines are made at Okanagan Crush Pad winery in Summerland, British Columbia. Owners Christine Coletta and Steve Lornie leapt into farming in 2005 when they converted an old orchard to a vineyard, starting a chain of events that ultimately led to the construction of a 45,000-case facility in 2011, and further land purchases and vineyard development in 2012.

Today Okanagan Crush Pad is a shared workspace where farmers and vintners collaborate to create their own labels. At the heart of the winemaking facility is a small guest center. Visitors wander past large concrete tanks and clay amphorae to the area where grapes are processed and fermented to make table wine, sparkling wine, and spirits. Time-honoured, generations-old winemaking techniques are used, benefitted by the most advanced technology, always adhering to a 'less is more' philosophy.

The name: 'Haywire' is a Canadian pioneering farm term. Farmers knew that wire for bailing hay could fix just about anything, but it tended to tangle and over time the word 'haywire' became synonymous with things that are not predictable. With this in mind, the name was selected for Coletta and Lornie's first wine as it aptly described their journey into farming and winery ownership. What started as an idea for a small vineyard has evolved to a deep commitment to organic farming and creating pure wines. From the 2016 vintage, Haywire crafted 12,000 cases using organically grown grapes, native yeast, concrete tanks and few, if any, additives.

The goal is simple: to offer wines that are vineyard and vintage specific; inspired by the Okanagan, reflecting the rare and natural beauty of our land.

