



OKANAGAN CRUSH PAD

HAYWIRE

Tech Sheets and Tasting Information



For more information visit okanagancrushpad.com



OKANAGAN CRUSH PAD



ABOUT OKANAGAN CRUSH PAD

Located in Summerland, BC, Okanagan Crush Pad was founded in 2011 by Christine and Steve who opened a facility with the aim of helping people enter the complex wine business while at the same time providing a home for their own wines. Production of the winery's own label wines has grown, and the original winery is over capacity. The winery is expanding and under construction to add a new sparkling wine ageing cellar, a tasting lounge and new meeting areas. The winery will be open in early 2023 with a fresh new look and guest offerings.

OUR WINES

haywire

Haywire

OCP's original flagship brand, Haywire, has consistently garnered high accolades. The quality and reputation of the brand grows from strength to strength each vintage.



NARRATIVE

Narrative

Narrative tells the story of the Okanagan, with wines made from grapes sourced from select contract growers, and as vineyards mature, from organic sites.



free form

Free Form

Free Form is made using organic grapes, natural yeast ferments, with nothing added or changed. This portfolio of wine is typically bottled unfiltered.



Bizou + Yukon

Bizou + Yukon

Fun wines from two fun-loving Great Pyrenees, Bizou + Yukon. The wines, designed for OCP's retail partners, feature colourful and illustrated labels, cans and 1.5 litre pouches.





OCP'S UNIQUE FEATURES

Organic Certification - The vineyards and the OCP winemaking facility are organic certified. The team believes certification is important as it backs up the team's claims and supports the hard work and investment they have made since 2011 to convert to and maintain organic standards.

Stewardship Program - OCP has a legacy of stewardship that is rooted in the values that drive its business. The team crafts wines that are "shaped by nature" and feels a deep responsibility to the land and has made socially responsible investments towards habitat restoration, conservation, and forward-thinking environmental practices in the vineyards.

Concrete Tanks for Fermentation and Ageing - OCP was the first Canadian winery to invest in concrete fermentation tanks in any significant way. Currently, the winery has 40 large vessels that can hold 117,000 litres (13,000 cases). Concrete is a slightly porous material, allowing wines to have an optimal level of oxygenation. This results in a slow evolution which helps to obtain smoother and finer tannins. It acts like an oak barrel, but without altering the flavour. Some of the top producers in France such as Château Petrus in Pomerol and Cheval Blanc in Saint-Émilion employ extensive use of concrete tanks. These wines sell at highly elevated price points.

Natural Yeast - OCP is committed to using natural (also known as 'native' or 'wild') yeast for its fermentations. The advantage of using natural yeast for ferments is that the resulting wines have a more interesting texture and more complex flavours. There is a compelling argument to be made that the natural yeast species are part of a wine's terroir.



OUR FARMS

Garnet Valley Ranch + Switchback Vineyard

OCP owns 330 acres of organic certified vineyards and land on two sites in Summerland, BC, winery site Switchback Vineyard (10 acres) and Garnet Valley Ranch (GVR – 320 acres). GVR is a rare, unspoiled site, that has been carefully and thoughtfully designed to integrate with the wild natural landscape it envelops. The ranch is home to vineyards, organic vegetables, and a lavender farm while future plans call for a guest centre with an exclusive Owners Circle lounge for VIP visits. At the ranch, you can explore vineyard blocks surrounded by free and open wildlife corridors, a restored pond and wetland area, and enjoy estate grown premium wines.

Commitment to Our Land

OCP's winemaking and viticulture philosophy aims to completely redefine the Okanagan organic wine experience. Its vineyards are organically farmed and certified, assuring that the team uses no artificial herbicides or pesticides. In addition to practicing organic viticulture, the team is passionate about regenerative, mindful farming practices and biodiversity. This allows the wines to show the evolving health and vitality of the OCP vineyards. The team has created biodiversity which includes ground crops, tree fruits, and eventually, a 100-acre vineyard where animals, natural habitat and grapes co-exist.



Garnet Valley Ranch



Switchback Vineyard

OUR TEAM



Founder – Christine Coletta

Christine was introduced to wine through her work in Vancouver's restaurant industry. In 1990, she was offered a job to revitalize British Columbia's tiny wine industry and spent nine years as the founding executive director of the BC Wine Institute (now Wine Growers BC) and Wines of Canada, where she played a key role in establishing the region's appellation system and growing market share. Christine then spent 14 years consulting in the field of marketing, branding and communications and had the privilege of working with many global and domestic wine brands including Wines of Australia, Wines of Chile, and the Washington Wine Commission. Today, Christine and her husband Steve run the 30,000-case organic certified Okanagan Crush Pad winery, manage four wine portfolios: Haywire, Narrative, Free Form, and Bizou + Yukon; and own and farm 330 acres of organic certified land in Summerland, BC. Christine is widely acknowledged as a driver for change and betterment in the wine sector. She has been recognized with several awards for her work and is known for her "just do it" attitude.



Chief Winemaker – Matt Dumayne

Matt was born and raised in Auckland, New Zealand. After completing Auckland University of Technology and Eastern Institute of Technology's wine courses in Hawke's Bay, he launched his winemaking career in 1998. Matt worked for eight years under the guidance of Grant Taylor, one of the world's most awarded Pinot Noir winemakers. There he gained a unique understanding of the various microclimates and pockets of terroir that make this southerly region so exciting. Matt created wines for award winning labels such as Bald Hills and Valli Vineyards. Wanting to make expressive, yet delicately balanced Pinots, with savoury complexity, Matt travelled to Oregon during the New Zealand winters, increasing his winemaking skills at Panther Creek Cellars, Archery Summit, Patricia Green Cellars, and Bergström Wines. He also made wine for a vintage each at Pine Ridge Winery on the Silverado Trail in Napa, and at Stella Bella Wines in Margaret River, Australia. Matt has lived in the Okanagan Valley, British Columbia, since 2011 and joined Okanagan Crush Pad in 2013.



Chief Executive Officer – Darryl Brooker

Darryl is a graduate of the Wine Executive Program at University of California Davis (2018), having previously earned a graduate diploma in wine business management at the University of Adelaide, Australia (2003) and a Bachelor of Applied Science, Wine Science at Charles Sturt University, Australia (2001). Prior to joining OCP, Brooker served in various capacities from vice president of winemaking to general manager and then president of Mission Hill, family-owned Kelowna-based winery from July 2015 to March 2021. Darryl has extensive experience in senior roles, also as vice president of winemaking and operations at CedarCreek Estate Winery from May 2010 to July 2015, and as senior winemaker at Andrew Peller Limited from April 2005 to May 2010. Darryl joined the team at Okanagan Crush Pad in March 2022 to lead the next development phase for the business.

haywire

ORGANIC WINERY

THE BUB 2017



92 POINTS

"Lovely balance, freshness, and finesse, once again claiming its space as one of BC's top bubbles."

Treve Ring

Gismondi on Wine

91 POINTS

"There are faint hints of creaminess but there's a lovely fruit focus here, a touch of unami, and nice structure."

Jamie Goode

Wine Anorak

89 POINTS

"The palate is full of lemon pith and earthy, nutty mineral lees with a precise, clean, chalky finish."

Anthony Gismondi

Gismondi on Wine

The Bub is a tribute to the founder's daughter, Alison, known as The Bub, Bubster or Alibubba in her earlier years. The Bub is made from 55% Pinot Noir and 45% Chardonnay which were harvested the first week of September. Primary fermentation took place in a combination of concrete and stainless steel tanks before bottling in November 2017 for secondary fermentation in the bottle. Disgorged late January 2019 with no sugar added in the dosage.

-Matt Dumayne, May 20th, 2020

FARMER Duncan Billing

OWNERS Christine Coletta & Steve Lornie

LOCATION Secrest Mountain Vineyard, Oliver, Okanagan, BC
Watkin Family Vineyards, Summerland, Okanagan, BC

WINEMAKER Matt Dumayne

WINE PROFILE This vintage is a shining example of what the Okanagan does best - crisp, fresh and delicious. Vibrant and alive with brioche and citrus notes. Layers of leesy autolysis meld with a delicate and fine mousse. Bone dry and versatile. This wine represents the ability of the Okanagan Valley to produce classical traditional method wines and more importantly our dedication to organic farming and land stewardship.

Brix: 18 | pH: 2.86 | TA: 9.9 | RS: 0.0 | Alc: 11.5%



ABOUT HAYWIRE Haywire offers pure, lively, wines that reflect the unique cool climate terroir of Canada's Okanagan Valley. Founded in 2009, "haywire" is an old Canadianism that refers to wire used for baling hay. Haywire tended to tangle and be unpredictable making it an apt description of Christine and Steve's impromptu decision to own a winery. With home vineyard Switchback and sister properties Garnet Valley Ranch and Secrest Mountain now organic certified, Haywire is recognized as making some of the most game-changing wines from the region.

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ORGANIC WINERY

PINOT GRIS 2020



This Pinot Gris was pressed and fermented in concrete, stainless steel and oak foudre using natural yeast. It was put on lees for six months before being filtered and then bottled.

Only a few areas in the world can come close to the perfected texture in a glass, the dry extract levels and the viscosity of the grape. From vineyards in both Oliver and Summerland, we can really appreciate the Okanagan Valley and all it has to offer regarding fantastic white grape varietals. We will get rich, viscous, oily and tropical fruit balanced acidity layers of complexity when tasting.

-Matt Dumayne, 2022

90 POINTS

“Lovely texture: there’s an ease on the mid-palate, but also some brightness. Has a delicate, tapering finish. Really pretty.”

Jamie Goode
Wine Anorak

89 POINTS

“Lovely harmony in this ‘entry’ white label wine for Haywire. There is nothing entry about this, benefiting from another year in bottle.”

Treve Ring
Wine Anorak

FARMER Duncan Billing

OWNERS Christine Coletta & Steve Lornie

LOCATION Oliver, Okanagan, British Columbia and Summerland, Okanagan, British Columbia

WINEMAKER Matt Dumayne

WINE PROFILE Intensely textured and very fruit forward with juicy acidity.

Brix: 22 | pH: 3.27 | TA: 6.4 | RS: 1.1 | Alc: 13.5%



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ORGANIC WINERY

SWITCHBACK VINEYARD PINOT GRIS 2018 - ORGANIC



92 POINTS

“This is fine and delicate with some table grape, lemon and mandarin notes, as well as some fine green herbal hints.”

Jamie Goode
Wine Anorak

90 POINTS

“Lovely perfumed pear, subtle toasted stone, smoked nut, earth fine lees, reflective of the silty, gravelly soils.”

Treve Ring
Wine Anorak

90 POINTS

“The colour is Alsace gold, and the intensity is too, but in the end, it is all Okanagan sagebrush and honey with a super fresh finish - a quality gris that has the structure to be on the dinner table.”

Anthony Gismondi
Gismondi on Wine

A special wine from a special place lovingly farmed and tended to. This wine shows the adaptability of Pinot Gris to represent the region and more importantly its site and micro-climate. Truly a wine that can only be known as “Switchback.”

Harvested in two separate lots the grapes were whole cluster pressed to concrete tanks and fermented using natural yeasts. The wine went through malolactic fermentation and was left on lees for 10 months and then bottled unfiltered.

-Matt Dumayne, May 20th, 2022

FARMER Duncan Billing

OWNERS Christine Coletta & Steve Lornie

LOCATION Summerland, Okanagan, British Columbia

VINEYARD Switchback Vineyard

WINEMAKER Matt Dumayne

WINE PROFILE The wine has a creamy mouthfeel with lively acidity and displays citrus and stone fruit characters with hallmark Okanagan herbal notes on the palate.

Brix: 23 | pH: 3.38 | TA: 5.9 | RS: 1.4 | Alc: 13.5%



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ORGANIC WINERY

GAMAY ROSÉ 2019



91 POINTS

“Pale salmon in the glass, floral, and herbaceous notes with mineral hints, followed by a fresh and lively palate of quince and orange with a streak of bright acidity and savoury notes through the crisp finish.”

Tim Pawsey
HiredBelly

91 POINTS

“Its nose has fresh summer strawberries that are also in the delicate flavour with added rhubarb, minerals, plus crisp acid and a creamy mouthfeel. and it ends on a dry finish.”

Jamie Goode
Wine Anorak

89 POINTS

“Look for subtle hints of wild strawberry and crushed raspberries dusted with black pepper in a spare, fresh version of rosé. Ready to drink.”

Anthony Gismondi
Gismondi on Wine

Rosé wines are a team favourite at OCP, and this is no exception. High elevation Gamay brings savoury, dry, refreshing, weighty elements, while the fact that the vines are older brings elements of beautiful bright fruit and Okanagan herbaceousness to the wine.

Gamay was whole bunch pressed into a mix of both concrete (80%) and stainless steel (20%) for fermentation using natural yeast. The wine was fermented dry and then pressed to concrete tanks and left on lees for six months. Filtered prior to bottling.

-Matt Dumayne, May 20th, 2022

FARMER Duncan Billing

OWNERS Christine Coletta & Steve Lornie

LOCATION Oliver, Okanagan, British Columbia

VINEYARD Secrest Mountain Vineyard. Certified Organic in 2019.

WINEMAKER Matt Dumayne

WINE PROFILE Mouthwatering acidity with lifted red fruits balanced by savoury herbal notes. Coated in orange blossoms that lead to a dry yet lush rosé.

Brix: 23.0 | pH: 3.3 | TA: 6.9 | RS: 0.0 | Alc: 13.5%



Vegan✓

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ORGANIC WINERY

PINOT NOIR 2020



91 POINTS

“Lovely purity and drinkability, finishing with some fruit sweetness.”

Jamie Goode
Wine Anorak

89 POINTS

“The concrete gives a pleasant texture to the palate, finishing with a dusting of savoury spice. A complete, friendly and smart Pinot for cracking now.”

Treve Ring
Wine Anorak

Pinot Noir harvested mid-October from our distinct Okanagan sites in Kelowna, Naramata, Summerland and Oliver were destemmed with 30% whole clusters and placed in concrete tanks and large format neutral oak. Fermentation was natural as was malolactic. Each winemaking vessel delivered different characteristics in the wine, giving us options to use in the final blend. The wine was gently basket pressed and aged for 10 months before bottling unfiltered and unfined in August 2021 and rested until January 2022.

Ripe red fruit driven with a forest floor earthiness that leads to a supple tannin profile and a beautiful length. Light acidity towards the finish that pairs beautifully with charcuterie.

-Matt Dumayne, 2022

OWNERS Christine Coletta & Steve Lornie

WINEMAKER Matt Dumayne

WINE PROFILE A lavish aroma of delicate forest floor and bright berries entraps the senses with soft tannin.

PAIRING This wine is the perfect accompaniment to charcuterie boards with light cheeses, tuna tartare or roast poultry.

Brix: 23 | pH: 3.69 | TA: 5.6 | RS: 0.2 | Alc: 12%



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ORGANIC WINERY

GAMAY 2018



93 POINTS

“Unencumbered by oak, the aroma is brimming with bright red berry fruit before a lush and juicy palate of vibrant cherry with some earthy hints and a touch of spice.”

Tim Pawsey
HiredBelly

90 POINTS

“Bright ruby colour; lightly cedary, spicy, cherry bouquet with a struck flint note; medium-bodied, beautifully balanced, juicy cherry and red plum flavours with lively acidity and a lovely mouth feel.”

Tony Aspler
Tony Aspler, The Wine Guy

90 POINTS

“Very expressive and bright with nice clarity and poise, and some stony mineral undercurrents. Lovely stuff.”

Jamie Goode
Wine Anorak

Gamay quickly became my favourite variety to make and drink when I started with Okanagan Crush Pad eight years ago. This vintage is my favourite to date. Lush and fresh, intensely flavoured yet an ethereal lightness. Too easy to finish.

Gamay grapes from the organically farmed high elevation Secret Mountain Vineyard were gently destemmed with a portion left whole cluster for carbonic complexity. Fermented in a combination of open top and concrete fermenters before ageing for eight months in large concrete tanks. The wine was bottled in June 2019 unfiltered.

-Matt Dumayne, May 20th, 2020

FARMER Duncan Billing

OWNERS Christine Coletta & Steve Lornie

LOCATION Oliver, Okanagan, British Columbia

VINEYARD Secret Mountain Vineyard. Certified Organic in 2019.

WINEMAKER Matt Dumayne

WINE PROFILE Ripe raspberry aromas and flavours with a dusting of chocolate leads to a complex wine with lush texture. Bright acidity is framed by gentle tannins.

Brix: 22 | pH: 3.58 | TA: 5.6 | RS: 0.6 | Alc: 12.5%



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