



OKANAGAN CRUSH PAD

NARRATIVE

Tech Sheets and Tasting Information



For more information visit okanagancrushpad.com



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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.

O NARRATIVE

by OKANAGAN CRUSH PAD

PINOT BLANC 2018

92 POINTS

“Has a slightly flinty edge and real precision. Shows delicacy and elegance, and finishes stony.”

Jamie Goode
Wine Anorak

89 POINTS

“It makes for a serious wine, that’s equally approachable. Drink now with fresh shellfish, such as raw clams on the half shell.”

Geoffrey Moss
Gismondi on Wine



Narrative wines tell the story of the Okanagan and its rare climate; one that is home to both an arid desert landscape and cold snowy winters, with an intense, short growing season. From this place come wines with naturally, fresh acidity and integrated fruit forwardness.

www.okanagancrushpad.com

WINE NOTES

Natural fermentation in concrete tanks occurred to add an intense texture while retaining freshness and lively fruit flavours. This smart little wine has a lovely round, mouth-watering palate alive with melon fruit and an herbaceous top note. And it will make you rethink this often-overlooked variety that does so well in the Okanagan Valley.

Brix 23 | pH 3.5 | TA 5.9 | RS 0.9 | Alc 12.5%



Matt Dumayne was born and raised in Auckland, New Zealand. After completing his education, he launched his winemaking career in 1998; first as a cellar hand, then as assistant winemaker at Central Otago winery Gibbston Valley Wines where he worked with Grant Taylor, one of the world’s most awarded Pinot Noir winemakers. Vintages in Central Otago, California, Australia, Oregon and the Okanagan rounded out his experience. Now at Okanagan Crush Pad since 2013, Matt brings unparalleled insight and passion to the art of low intervention winemaking. Working with a team of acclaimed international consultants, traveling, tasting and continually pushing to elevate his game and our wines, each vintage offers a canvas to create hallmark Okanagan wines that push quality to new levels.

O

NARRATIVE

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ROSÉ 2019

88 POINTS

“The result is a delicious, bone dry pink with sweet red berry and fresh citrus lined finis. Party, anyone? Serious value.”

Geoffrey Moss
Gismondi on Wine



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WINE NOTES

Made from grapes harvested in Summerland and Oliver vineyards. Gently destemmed with 12 hours of skin contact before lightly pressing and fermenting naturally in concrete tanks. The wine is bone dry, fruit driven, complex, fresh and ripe with sweet berry notes. YES! This wine ticks all the boxes.

Brix 22 | pH 3.5 | TA 5.8 | RS 0.8 | Alc 12.5%



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O NARRATIVE

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NON-FICTION 2017

89 POINTS

“Savoury and unapologetically so, this is killer good with grilled sausages.”

Treve Ring
Gismondi on Wine

89 POINTS

“A year of bottle age has helped to soften the tannins, and the vibrant acidity makes this a surprisingly easy pour, especially if served with a slight chill.”

Geoffrey Moss
Gismondi on Wine



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WINE NOTES

Narrative Non-Fiction is a blend of Cabernet Sauvignon and Cabernet Franc from a Certified Organic vineyard in Osoyoos. Fermented and aged in concrete vessels for 8 months, the wine provides aromas of wild herbs and dark berry fruits that lead into a lush textural mouthfeel and fine supple tannins with a fresh lengthy finish.

Brix 23 | pH 3.9 | TA 5.6 | RS 0.1 | Alc 13.0%



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