

THE STORY OF OCP



NOVEMBER 2022

THE STORY OF OCP



From humble beginnings

- Christine Coletta and Steve Lornie purchased the Switchback home site in 2005 and planted it with clone 52 Pinot Gris in 2006. The first tiny crop was harvested in 2009 and went in to the first release of Haywire Switchback Pinot Gris.
- Okanagan Crush Pad winery was built by Steve and opened September 28, 2011.
- Organic farming started in 2011 and today all vineyards are certified as is the winery.
- The winery owns close to 400 acres of land; 100 acres are organic grapes, hay fields, field crops and a lavender farm.
- Winery Labels include: Haywire, Narrative, Free Form and Bizou + Yukon.



Christine Coletta - founder

- Grew up in Vancouver.
- Started her career in the hospitality industry at a young age.
- Appointed founding executive director of the BC Wine Institute in 1990 to establish VQA.
- Long career in wine marketing for several international countries & regions.
- Volunteers on several charity boards.
- Loves obsessive cleaning and organizing, the peace of business class, renovating homes, walking dogs, hanging out with family and friends.



Steve Lornie - founder

- Grew up in Burnaby.
- Owned several construction companies over the span of 35 years.
- Has a fascination with concrete.
- Sits on many professional boards.
- Loves outdoor life, reading, time with the grandkids, political banter with sharp-witted friends and designing buildings.



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Craig Pingle - general manager

- Grew up in Georgian Bay, Ontario
- First job was as a dishwasher at Horseshoe Valley Resort. Has since worked in almost every hospitality role there is.
- Studied Hospitality Management at Georgian College in Barrie, On.
- Visited 30 countries while backpacking after college.
- Worked as a papaya farmer in northern Queensland for 2 years and raised a baby wallaby.
- Notable roles Manager of Steamworks Brewing Co, Vancouver, opened various restaurants including Rogue Wetbar and Moxies in Toronto, GM of Sequoia Restaurants including Sandbar Seafood Restaurant on Granville Island, The Teahouse in Stanley Park and Cardero's in Coal Harbour.
- Moved to the Okanagan Valley in 2019 and worked as Director, Guest Experience at Mission Hill for 3 years.
- Enjoys the wine industry, learning and developing his skill sets and having fun while working hard.
- Lives in Peachland with his wife and 3 boys.
- Loves exploring BC on camping adventures, travelling to far away places, boating, golfing and BBQ's.



Zoe Harris - DTC manager

- Grew up on a sheep and cattle farm near Whangamomona, New Zealand
- Studied Marketing and Economics at Massey University, NZ
- Moved to Canada in 2017 and landed in Edmonton, AB - looked like it was closer to the Rockies.
- Moved to the Okanagan in 2018 and worked as a cellar hand for almost a year
- First job other than the farm was at the Whangamomona Hotel in the kitchen, moved to the bar by 16 because, well, this is small town New Zealand
- Loves website development/design and creating seamless user experiences across platforms
- Passionate about the wine industry, the growth and changes happening here in BC, especially around measurable sustainability actions!
- Weekends and evenings spent gardening, hiking, fishing/kayaking or snowboarding, depending on the season.
- Spent three years at Mt. Boucherie Estate and Rust Wine Co. developing the direct-to-consumer program and marketing initiatives following a blissful year in the cellar learning about the winemaking processes.
- Owns the cutest dog (sorry, everyone), an Australian Shepherd named Edmund, after the New Zealand explorer.



THE STORY OF OCP



Matt Dumayne - chief winemaker

- Grew up in Auckland, New Zealand.
- Launched his career in 1998 and worked for eight years under the guidance of Grant Taylor (Valli Vineyards in Central Otago), one of the world's most awarded Pinot Noir winemakers.
- Has winemaking experience in Oregon at Panther Creek Cellars, Archery Summit, Patricia Green Cellars, and Bergström Wines, and Pine Ridge Winery on the Silverado Trail in Napa, and at Stella Bella Wines in Margaret River, Australia.
- Moved to the Okanagan Valley in 2011 and joined Okanagan Crush Pad in 2013.
- Lives at Garnet Valley Ranch with his family.
- Loves gardening, cooking, Amazon Prime and travelling to expand his wine knowledge and hanging out at the ranch with his gal.



Kat (Chelsea D'Costa) - winemaker

- Born in Kelowna and raised in Nairobi and then Grand Prairie, Saskatchewan.
- Attended school in Grand Prairie obtaining a degree from the regional college.
- Currently enrolled to obtain a university level science degree.
- Fell into the wine business first as a tasting room associate and then moved into the cellar and vineyards. Has literally worked all aspects of wine and grape production.
- Lives in Naramata with her partner Mike.
- Loves to read, write, play video games and do needlework.



Duncan Billing - director of viticulture

- Grew up in Wellington, New Zealand.
- Worked in viticulture since 2000.
- From 2008 to 2016 as viticulturist and assistant winemaker at Valli Vineyards in Central Otago (where he and Matt first met).
- Moved to the Okanagan Valley in 2016 to join Matt at OCP.
- Director of Viticulture overseeing all properties.
- Lives at Switchback Vineyard.
- Loves music, his dog & cats, music, audio equipment, cooking, did we mention music, worrying about the Canadian weather and reading.



THE STORY OF OCP



Nick Mennel - vineyard operations manager

- Born and raised in Cawston, BC and attended schools there.
- Has worked on the family farm and other properties from a young age.
- Got hooked on mechanics in Grade 10 which led to taking Mechanical Automotive Technology at Okanagan University College.
- Worked as a forest fighter and was on the Keremeos Volunteer Fire Dept for several years.
- Left a 14 year career managing Integra Auto repair to get back to farming roots.
- Joined OCP in 2018 as part of the viticulture team and to look after everything mechanical on the farm.
- Can fix just about anything - OCP's resident MacGyver.
- Lives in Penticton with his wife, two kids and a very naughty blue healer named Jasper.
- Loves outdoor life: hunting, fishing, climbing ice fields, camping in extreme locations, exploring abandoned mines, and fixing anything old and cool.



Andrew Raines - director of sales

- Grew up in the Lower Mainland
- Prior to joining the wine industry was working at one of the Natural Product Industry's largest companies
- Has been working with the industry's restaurants and boutique wine stores since 2019
- Joined the OCP team in June of 2020 and has been operating as director of sales since December 2021
- Currently finishing up his WSET Diploma certification
- Former MMA fighter and ultra-marathon runner
- Currently keeps busy by chasing around his baby, Louisa, and dog Henry

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OCP's Concrete Wine Program

- The popularity of concrete tanks for winemaking was replaced with the use of stainless steel in the 1970s, but newly designed concrete tanks have been gaining popularity around the world. The overall influence of concrete on wine quality is also very much appreciated by such premium producers as Bordeaux's Petrus, Michel Chapoutier, and Alberto Antonini.
- OCP is the first Canadian winery to invest in concrete fermentation tanks in a significant way. Currently, the winery has 40 large vessels that can hold 120,000 litres (13,000 cases). Six black concrete "eggs" were made by Sonoma Cast Stone in California, 25 tanks of various shapes and sizes are made by Nico Velo in Italy.
- In 2020, nine tanks were made by OCP founder Steve Lornie. Lornie used sand and gravel from each of OCP's three vineyards - Secrest Mountain in Oliver, and Switchback and Garnet Valley Ranch, both in Summerland. The nine 300-litre experimental tanks were filled with various lots of wine to evaluate the flavour profile impact of the specific sand and gravel on the wine. Based on findings, larger versions of the tanks will be constructed using the material from one site.
- More and more winemakers are adopting concrete as they have discovered that it provides the textural and ageing benefits of oak, but without any of their negative aspects of an overtly oaky wine.
- Concrete is also a natural insulator, able to adapt to both heat and cold. This allows for a gradual fermentation without any temperature spikes, especially important for wines made without commercial yeasts, such as those crafted at OCP.





THE STORY OF OCP

Wild Yeast and OCP's Very Own Strain - OCP 41

- Many wineries are moving away from commercial yeast in favour of establishing wild yeast in their cellars. It can take many years to accomplish this as commercial yeast strains are dominant.
- The advantages of using wild yeast for ferments is that the resulting wines often have a more interesting texture and more complex flavours. This makes them especially appealing to winemakers. There is a compelling argument to be made that yeast species are part of a wine's terroir. By using commercial yeasts developed in different wine regions, you alter the true essence of a wine.
- In 2014 OCP conducted a research project with UBC Wine Research Centre to determine if the wild yeasts which we hoped were in our cellar, were starting and completing fermentation. What we discovered was even more exciting.
- Yes, that is right, OCP has its very own yeast strain, which was named "OCP 41". The UBC team is conducting trials to isolate the characteristics that OCP 41 imparts on different grape varieties.



THE STORY OF OCP

OCP's Stewardship Program

- OCP has a legacy of stewardship that is rooted in the values that drive our business. We craft wines that are “shaped by nature” and feel a deep responsibility to the land that we farm.
- OCP has made socially responsible investments towards habitat restoration, conservation and forward-thinking in using environmental practices in our vineyards. We hope this kind of commitment is encouraging and helps to build a more ecologically minded and responsible community.
- Our beliefs are that the land that our vineyards and farms sit on, are only ours for a short period of time and that within that time horizon, it is our duty to use it to its highest and best purpose and leave it in better condition than we found it.
- When planning new vineyards we focused on not disturbing the land or it's inhabitants and we continue to execute this conscious way of farming. For example, we leave corridors between fenced vineyard plots for the animals to roam around because we recognized this was their home first.
- To preserve the integrity of the land, we refrained from “bulldozing” or moving too many rocks and plants around as this could impact the natural disposition of the soil and the life flourishing within it.

Stewardship initiatives include:

- Preservation of a stream and wildlife gully that runs through Garnet Valley Ranch.
- Restoration of ten acres of grazing fields along Eneas Creek to natural habitat.
- Rehabilitation and removal of old dump sites at three vineyard properties.
- Vineyards fenced separately to create wildlife corridors.
- Environmental study conducted at GVR to ensure the protection of species and sensitive areas of the property.
- Organic farming of 400 acres of land.
- Consolidated Secret Mountain surface water licenses to well license, donated the Madden Dam OCP owned, and gave up water storage rights on Victoria Creek, which created Madden Lake that the provincial fisheries branch to use as a recreational fishing lake.





THE STORY OF OCP

Our Winemaking Philosophy - Great Wine is made in the Vineyard

- OCP's wine-making and viticultural philosophy aims to completely redefine the Okanagan organic wine experience. Our three estate vineyards are organically farmed and certified, assuring that we use no artificial pesticides.
- In addition to practicing organic viticulture, we are passionate about regenerative, mindful farming practices and biodiversity which allows our wines to show the evolving health and vitality of the vineyards in which they are from.
- Our farming practices focus on elemental and organic farming solutions for plant nutrition and weed control as well as the preservation and stewardship of the lands.
- We use integrative pest management releasing thousands of ladybugs and praying mantis eggs onto our vineyards. These beneficial bugs are surrounded by an endless food supply of leafhoppers, aphids and other bugs that typically like to chomp on the vines and damage the crop. Simply by eating and surviving, the ladybugs and praying mantises keep our vines alive and thriving.
- We also plant flowers that attract harmful bugs away from vines to the vineyard floor so that they congregate at a more appealing food source.
- Not only do we protect our vines with non-invasive practices, but we also nourish them with seaweed and compost on a foliar basis (rather than using petroleum-based fertilizers).
- We have created biodiversity by adding 8 acres of vegetables, which are farmed organically by Thomas Tumbach and family and sold to local fruit stands, restaurants, and families. In addition, there is a lavender farm on site. A re-established water course created a pond which has encouraged more birds and wildlife to flock to the area; more than 60 different bird species were identified this past summer! Fifteen acres have been dedicated to a nature conservancy program and fields that were used for grazing cattle have been returned to natural habitat.
- The end goal is biodiversity which includes ground crops, tree fruits, and eventually, a 100-acre vineyard where animals, natural habitat, grapes, and humans co-exist in harmony.





THE STORY OF OCP

Our Winemaking Philosophy - In the Cellar, Less is More

- Organic farming is just the beginning. The team passionately creates wines that let nature shape and direct the course of the wine in the cellar and the results showcase the pure wild beauty of the Okanagan. Pristinely grown organic fruit arrives at harvest and is gently handled from beginning to end, with a less is more approach.
- Under the direction of our winemaker Matt Dumayne, low intervention winemaking protocols include:
 - No use of commercial yeasts. Combining organic grapes with the yeast that naturally occurs on their skins—this is known as natural (or wild) fermentation
 - No additional additives used (including nutrients, tartaric, tannins, enzymes, Malolactic bacteria)
 - Minimal use of sulfur or filtering
 - Amphorae are filled by hand, cap wetting by hand and no punch down.
 - Organic farming and mindful winemaking consistently proves to create vibrant, textured, lively, intriguing wines.



VINEYARDS

Switchback Vineyard - Summerland

- A ten-acre site purchased from the Baker family in 2006.
- Part of an old irrigation flume that serviced local farms can be found at the top west of the property.
- Converted from apples and apricots to grapes in 2006.
- Six acres clone 52 Pinot Gris from Alsace.
- Converted to organic farming in 2011 under the influence of consulting winemaking Alberto Antonini from Tuscany. Certified organic 2015.
- The site is vigorous, so trellising was changed to “pendolbogen” which forces the vines to work harder to push new shoots each year.
- Chickens and ducks roam the property patrolling for harmful insects.



VINEYARDS

Garnet Valley Ranch – Summerland

- A 320-acre farm purchased in 2012 which was home to hayfields and had been used to graze cattle.
- Chilean soil expert Dr. Pedro Parra conducted extensive research and designed vineyard blocks on the virgin hill slopes surrounding the old hayfields.
- Vineyard blocks are fenced separately allowing for wildlife corridors throughout the property.
- To date Pinot Noir, Chardonnay, Gamay, Riesling, Chenin Blanc and Pinot Meunier have been planted.
- The site was certified organic in 2016.
- GVR is also home to ten acres of organic field crops and a lavender farm.
- The property has a 3,000 sq foot log home and a separate log house that is for vineyard workers.



VINEYARDS

Secret Mountain Vineyard – Oliver

- A 50-acre vineyard site purchased in 2018 from the Wise family.
- The property neighbours Covert Farms and is near McIntyre Bluff.
- The original cuttings came from Blue Mountain and were planted in 1998.
- Today the site has 43 acres of Pinot Noir, Gamay, Cabernet Franc, Syrah, Chardonnay, Pinot Blanc, Pinot Gris and Sauvignon Blanc.
- The site was certified organic in 2018.
- The property has two homes, one for our vineyard supervisor and another for vineyard workers.
- Sold by OCP in 2021, but many of our wines for the next few years carry the SMV designation.





OUR WINES

Haywire - Wine with Personality

With winemaker Matt Dumayne at the helm, Haywire has become recognized as a trusted wine that delivers premium quality across the scope of its portfolio. Organic farming, dedicated winemaking, and the use of an array of winemaking vessels, from new-age concrete tanks, stainless steel and large format oak play key roles in defining Haywire's wine personality. The portfolio includes Pinot Gris, Chardonnay, Gamay, Pinot Noir and Traditional Method sparkling wines. Prices range from \$25 to \$60.





OUR WINES

Narrative – A Story Worth Sharing

Narrative wines celebrate everything that is extraordinary about the Okanagan. The wines tell a story about their spectacular place of origin: one worth sharing with friends and family. The portfolio includes Pinot Blanc, Chenin Blanc, Syrah, Cabernet Franc, a few blends, and a Charmat Method sparkling wine. Prices range from \$20 to \$35. A brandy, gin and fortified are also made under the Narrative label priced from \$50 to \$65.



OUR WINES

Free Form - Shaped by Nature

Free Form wines celebrate the inherent differences that each vineyard and vintage bring. Wines are made using organic grapes, without additives and free of intervention. Each wine is a unique fingerprint of vineyard and vintage never to be replicated. Wines are crafted in small concrete tanks, clay amphorae, large format oak casks, stainless steel, or in most cases, a unique combination of vessels. The portfolio includes Traditional Method sparkling wine, a Vin Gris, an Orange Wine, Riesling and Cabernet Franc. Prices range from \$28 to \$50.





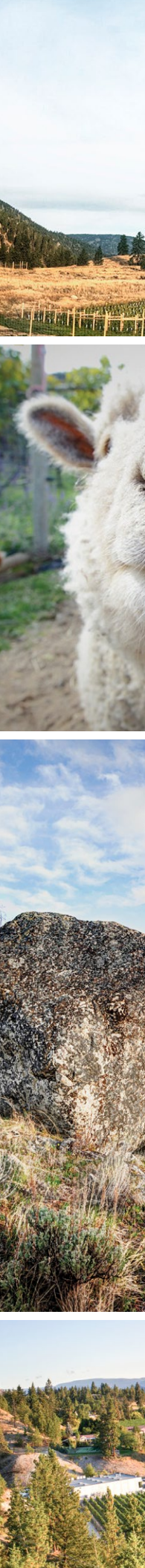
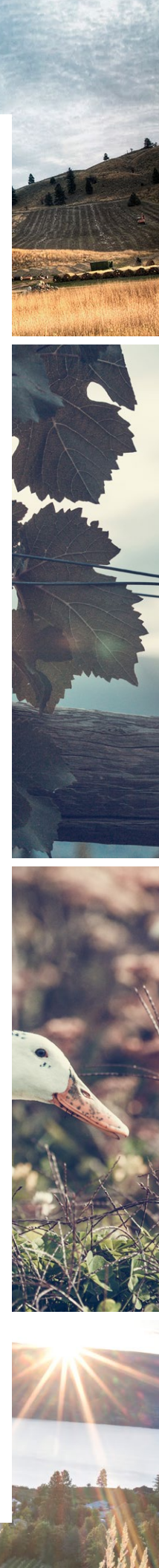
OUR WINES

Bizou + Yukon - Let's Wander

Bizou and Yukon, Directors of Deliciousness, live at The Ranch, a magical place, where vineyards, field crops, and wildlife coexist. Oversized flowers, insects, visiting alien ships and a lot of dog play is an invented reality of their everyday life. The dogs and their shenanigans, remind us to seek out joyful encounters that provide time to relax, wander, and imagine. The wine collection offers a fun and approachable foray into Okanagan tastiness. The portfolio includes a white, rosé and red blend along with a sparkling wine. Prices range from \$20 to \$25.



OKANAGAN CRUSH PAD TIMELINE

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- 2005** • Christine and Steve buy orchard
 - 2006** • Orchard cleared and vines planted - Switchback Vineyard established
 - 2009** • 1st vintage of Haywire Switchback Vineyard Pinot Gris (168 cases) made at another winery
 - 2010** • Purchased Gamay & Pinot Noir from Secret Mountain Vineyard
 - 2011** • Okanagan Crush Pad winery opens in time for harvest (winemaking team: Michael Bartier, Jordan Kubek & Megan Solley)
• OCP installs 6 - 2,000 litre Sonoma Cast concrete tanks
 - 2012** • Julian moves to Summerland to assume role of operations manager
• Garnet Valley Ranch Vineyard purchased
 - 2013** • Matt Dumayne joins team as chief winemaker
• 6 chimney-shaped 4,500 litre Nico Velo concrete tanks arrive from Italy
 - 2014** • First vines planted at Garnet Valley Ranch
• Narrative brand launched (2013 vintage)
 - 2015** • Narrative spirits launched
• Switchback Vineyard certified organic
• Great Pyrenees dog 'Yukon' joins the farm team to live at Garnet Valley Ranch and watch over the vines and sheep
• 5 Nico Velo arrive adding 19,000 litres of concrete tank capacity
 - 2016** • Duncan Billing joins to team to manage vineyards
• Okanagan Crush Pad Winery certified organic
• Garnet Valley Ranch certified organic
• Yukon's little sister 'Bizou' arrives to help protect the ranch and its flowers, lawn furniture, and many imaginary predators
 - 2017** • HQ Wine + Spirits Agency formed
• 14 Nico Velo stacked concrete tanks are installed in the old barrel room, adding 56,000 litres. Total concrete tank capacity is now 114,000 litres
 - 2018** • Free Form brand launched (2017 vintage)
• OCP acquires Secret Mountain Vineyard
 - 2019** • Secret Mountain Vineyard certified organic
 - 2020** • Nine 330-litre experimental concrete tanks, made at OCP using sand and gravel from each vineyard site
 - 2021** • Secret Mountain Vineyard sold
 - 2022** • Launch The Owners Circle to enable investors to participate in the next level of growth
• OCP first Canadian winery to join International Wines for Climate Action (IWCA) with a set goal to reduce its carbon footprint