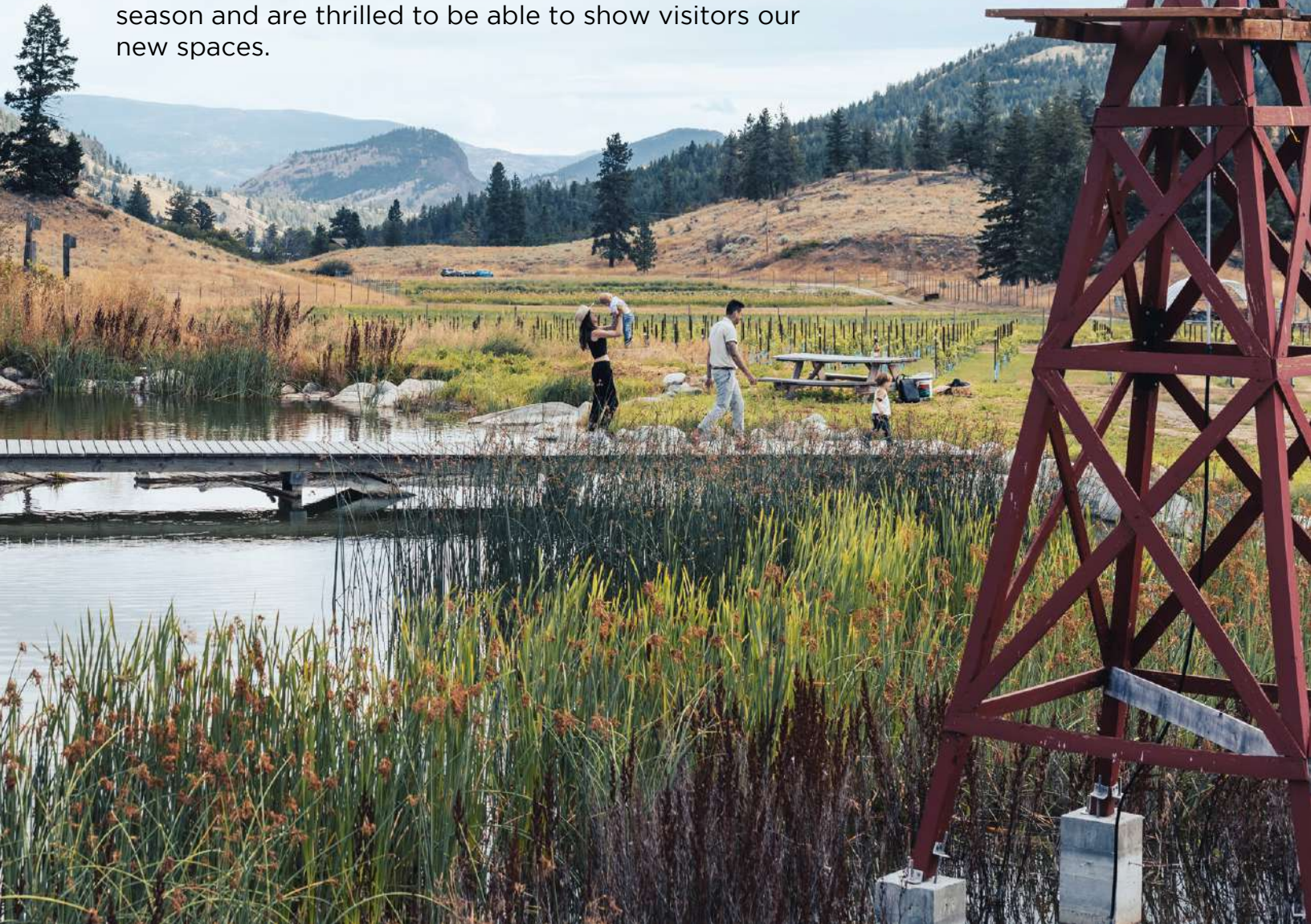

MyPad

by OKANAGAN CRUSH PAD

SUMMER 2023

The past year has been a whirlwind of activity

The results are a new tasting lounge and the renaming of Okanagan Crush Pad to Haywire Winery. We have also built a small winery and an exclusive winery experience: The Outlook at Garnet Valley Ranch. We've also launched off the long-awaited Garnet Valley Ranch wine portfolio. We are set for an action-packed tourist season and are thrilled to be able to show visitors our new spaces.





INTRODUCING

New Haywire Winery

At Haywire, we now offer year-round indoor seated tastings featuring our Haywire premium portfolio. You'll find your favourite wines with a brand-new bold look that will carry us forward into the next era of our winemaking journey. At the winery, the fresh, minimal décor mirrors our winemaking philosophy – “less is more”. Since inception in 2009, we have let our vineyards do the talking, and the unique aspects of each site shine through in our wines. Rediscover our estate wine, Switchback Vineyard Pinot Gris, Secret Mountain Chardonnay and Gamay and our popular sparkling wine line-up, The Bub, in its various styles. Haywire Tasting Lounge offers set flight boards featuring six premium wines. Service in our tasting lounge or patio sets you up for a relaxing, unhurried, personalized experience. Sit back and let us serve you in comfort.

You can also drop in to buy wines without reservation. To help inform your purchasing decision, we offer Flash Tastings of three wines. Tell us what you like and we will curate a special tasting for you.

A selection of food offerings will encourage you to sit back and stay a little longer once your tasting is completed. All our wines are Vegan-friendly and our food menu also presents options for all dietary preferences.

To book a reservation online head to:
haywirewinery.com/experience/tastings



GARNET VALLEY RANCH WINERY

The Outlook

Garnet Valley Ranch is a spectacular 320 acres, an unspoiled piece of paradise surrounded by natural habitat. Our aim is to under-develop the site to preserve its natural beauty. Expect to find fields of organic vegetables and lavender, a wildlife watering pond, and vineyards, all organically farmed. Varieties planted focus on pinot noir, chardonnay and riesling. It truly is one of the last untouched large tracts of land in the Okanagan, and we aim to keep it that way.

The Outlook visitor center is now ready on a limited basis, open this season to our Owners Circle, Club Members and trade VIP's by appointment. Tour the site in an electric golf cart, wander through lavender fields, pick a carrot or two, and learn how we farm with nature's best interest in mind. It is a rare opportunity to leave the city behind and learn about the land, the environment, and what can be done to limit the impact of farming.



[Learn More](#)

To learn more, or book your experience online head to:
haywirewinery.com/experience/tastings



OUR STORY

From Humble Beginnings

Founders Christine Coletta and Steve Lornie purchased the Switchback site in 2005 and planted it with clone 52 Pinot Gris in 2006. The first tiny crop was harvested in 2009 and went into the first release of Haywire Switchback Pinot Gris. Given this was to have been a simple retirement project, the name Haywire seemed fitting.

Okanagan Crush Pad winery was built by Steve and opened on September 28, 2011. Organic farming started in 2011, and today all our estate vineyards are certified, as is the winery.

The winery owns 330 acres of land; 65 acres are organic grapes in addition to hayfields, field crops and a lavender farm.

Winery Labels include: Haywire, Narrative, Free Form and Garnet Valley Ranch. Each portfolio plays a unique role in our offerings.

Winemaking is under the direction of chief winemaker Matt Dumayne. A native of New Zealand, Matt moved to the Okanagan in 2011 and joined our team in 2013. He is the master of crafting expressive wines that celebrate the site where they are grown.

It's no secret that we love using concrete tanks for fermenting and ageing. Tour our cellar and get the details. Concrete is a porous material that works well with wine. It is a natural insulator with huge thermal mass and the ability to moderate temperature swings. This allows for a gradual fermentation without wild temperature spikes, especially important for wines made without commercial yeasts, such as those crafted at OCP.

Natural yeast. At OCP we use the ambient yeast population that has built up over time in our cellar and vineyards to ferment our wines. A fun fact is that OCP has discovered it has its very own strain of yeast, which is why our wines are so distinct. Ask our staff about OCP 41 during your next visit.



OCP Stewardship Program

You won't find us paving over paradise. Our land stewardship efforts are rooted in the values that drive our business. We craft wines that are "shaped by nature" and feel a deep responsibility to the land we farm.

OCP has made key investments in habitat restoration, conservation, and sustainable 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. 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.

Stewardship initiatives include:

- OCP is the first Canadian winery to join International Wineries for Climate Action with a mandate to decarbonize by 30%
- Biodiversity of crops on the land.
- Beehives that are protected from wildlife in a customized shipping container.
- 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.
- Removal and rehabilitation 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 330 acres of land.



WE'RE COOL

Cool Climate Wines from Central Okanagan

Each part of the Okanagan has its unique grape growing attributes, aromatic whites up north and big bold reds down south. Did you know that Summerland is so rare that it has three very different sub-GI's: Summerland Lake Front – Summerland Bench – Summerland Valleys. A sub-GI is a sub-region of the Okanagan that has been identified as a geographically distinct terroir zone that demonstrates distinctive characteristics related to the shared soil, topography, and climate, enhanced by the adoption of specific grape varieties and winemaking practices. You'll be hearing more as you tour wineries in Summerland.

Located in the middle of the Okanagan Valley, our vineyards are delightfully suited for the style of wine we believe the Okanagan excels at: fresh, lively, delicate reds and whites and of course sparkling wine. This is pinot noir, gamay, chardonnay and pinot gris territory.





DON'T MISS OUT

Join the Haywire Wine Club

The Haywire Club takes the hassle out of ordering wine while offering some extra love and care along the way. As a Haywire Club member, you will receive a thoughtfully chosen selection of current and limited library hand-picked Haywire wines, which represent what we can accomplish from grapes grown from Switchback Vineyard and Garnet Valley Ranch estate vineyards.

Haywire Club Benefits

- Preferred member pricing of 10% off on all wine purchases.
- Complimentary wine experiences (member +5 guests).
- Exclusive access to limited production wines, winery dinners.
- Access to in-market events, experiences and Garnet Valley Ranch Airstream stays.
- Fully customizable shipments - we suggest, you select!
- Complimentary shipping on club orders and 6+ bottle orders (BC, AB and ON).



Learn More

haywire